

**NATIONAL UNIVERSITY OF LIFE
AND ENVIRONMENTAL SCIENCES OF UKRAINE
FACULTY OF AGRICULTURAL MANAGEMENT**

Marketing and International Trade Department



"CONFIRMED"

Dean of the Faculty

of Agricultural Management

Anatolii OSTAPCHUK

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"APPROVED"

at the meeting of the department

of Marketing and International Trade

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T.p.d. of the Head of Department

Oleksandr LUTSII

"REVIEVED"

Program Coordinator

Violeta HERAIMOVYCH

PROGRAM OF THE COURSE

"INTRODUCTION TO PROFESSION"

for undergraduate students training

spacialization 075 "Marketing"
educational program "Marketing"
Faculty of Agricultural Management
Developer: Associate Professor, Ph.D. Olena BARYLOVYCH

KYIV-2023

1. Description of the course

Field of knowledge, specialization, educational program, educational degree	
Educational degree	Bachelor
Specialization	075 „Marketing”
Educational program	Marketing
Characteristics of the course	
Type	Compulsory
Total number of hours	120
Number of ECTS credits	4
Number of content modules	2
Course project (work) (if applicable)	-
Form of assessment	<i>Exam</i>
Indicators of the course for full-time form of study	
Course (year of study)	1
Semester	1
Lecture classes	15
Practical, seminar classes	30
Self-study	75
Individual assignments	-
Numbers of weekly in-class academic hours for full-time forms of study	3

2.Purpose, objectives, and competencies of the course

The **purpose** of studying the course "Introduction to profession" is the acquisition of basic knowledge about the functional features and tasks of marketing in the enterprise, the work of marketing departments, the formation of ideas about marketing as a science and applied business function.

Objectives of the discipline: acquaintance of students with the types, nature and objectives of marketing both at the level of an individual enterprise and in the modern economic system; study of the processes of historical development and formation of marketing; acquaintance with the main directions and types of professional activity of the marketing specialist; acquaintance with the system and institutions of marketing knowledge; presentation to the student audience of theoretical achievements of marketing science and acquaintance with the scientific heritage of domestic and foreign marketing scientists;

Acquisition of competencies:

Integral competence: The ability to solve complex specialized tasks and practical problems in the field of marketing activities or in the learning process, which involves the application of relevant theories and methods and is characterized by the complexity and uncertainty of conditions.

General competencies (GC):

GC4. Ability to learn and master modern knowledge.

GC5. Determination and persistence in relation to assigned tasks and assumed responsibilities.

GC8. Ability to conduct research at an appropriate level

GC13. Ability to work in an international context.

Special competencies (SC):

SC10. Ability to use marketing information systems in making marketing decisions and develop recommendations for their efficiency improvement

Program learning outcomes:

PLO 5. Identify and analyze the key characteristics of marketing systems of various levels, as well as the peculiarities of the behavior of their subjects.

PLO 8. Apply innovative approaches to the implementation of marketing activities of a market entity, flexibly adapt to changes in the marketing environment.

PLO 9. Assess the risks of conducting marketing activities, establish the level of uncertainty of the marketing environment when making management decisions.

PLO 13. To be responsible for the results of one's activities, to show the skills of entrepreneurial and managerial initiative

PLO 24 Ability to form budgets, forecasts and evaluate elements of the marketing complex, choose optimal alternatives.

PLO 26. Prepare founding documents and register the enterprise taking into account the peculiarities of various organizational and legal forms of business in accordance with current legislation.

3. Program and structure of the course:

Content module 1. Basic features of professional training of a marketing specialist

Topic 1. The system of higher education in Ukraine. State standard of higher education

The system of higher education in Ukraine and prospects for its development. Accession to the Single European Educational Area. The Bologna Process as a means of integration and democratization of higher education in Europe. European Credit Transfer System (ECTS). Table of correspondence of the ECTS assessment scale with the national assessment system in Ukraine and universities.

Graduation of higher education, brief description of educational and qualification levels of training: "junior specialist", "bachelor", "specialist", "master". Areas of training and specialties.

The system of state standards of higher education. Industry standards in the field of "Marketing". Variable educational and qualification characteristics and educational and professional programs of all levels of training in the professional field of "Marketing".

Topic 2. The essence, goals, objectives and history of marketing

The essence of marketing. Basic approaches to the definition of marketing. The place of marketing in the system of economic knowledge.

The historical process of marketing as a human economic activity. Stages of marketing development. Marketing trends.

Types of marketing depending on the scope of marketing activities. Individual marketing. Enterprise level marketing. Marketing of non-profit institutions and organizations. Marketing at the state level.

Marketing environment. Entrepreneurial concepts used in marketing.

Topic 3. Marketing as a discipline

Features of marketing as a discipline. Relationship between modern market economy theories and practical situations. Canons and creativity in marketing.

Combining the teaching of scientific concepts, concepts and methods of marketing with a description of the experience of their practical application.

Topic 4. Professional qualification characteristics of the specialist

on marketing, its role in all spheres of activity

Relevance and purpose of training marketers. Professional purpose and field of activity of marketers.

Functional responsibilities and qualification requirements for marketers: requirements for knowledge, skills, abilities; social functions of marketers.

Topic 5. The main directions and types of professional activity of marketing specialists

Marketing management in enterprises and organizations. Organization, goals and objectives of marketing management. Organizational structures of the marketing service.

Features of professional activity of a marketing specialist in the field of research and consulting. The specifics of the profession of brand manager, brand manager. The main characteristics of the professional activity of a sales manager. The specifics of the merchandiser profession. The specifics of the manager's work in the field of distribution and logistics. The work of specialists in the field of marketing communications.

The main trends in the professional activity of a marketing specialist.

Content module 2. Educational aspects of personality formation of the future specialist

Topic 6. The system of disciplines aimed at training a qualified marketing specialist

The structure of the curriculum of the bachelor of marketing training. The essence and objectives of socio-humanitarian training and educational disciplines that shape it. Fundamental, natural science and general economic disciplines. Educational disciplines aimed at the formation of professional and practical training.

Organization of student work in the library on the selection of educational literature. Educational work with periodicals and applied publications. Elaboration of monographic and other scientific literature.

Search for educational materials in the electronic network of the educational institution and on the Internet.

Topic 7. Education and training of a marketing specialist

The essence and objectives of vocational training. Features of professional training of marketing specialists. The essence and meaning of concepts: knowledge, skills, competence, professionalism.

Educational systems. Traditional education system. Modular rating system of education. Educational levels.

Educational institutions that provide training for a marketing specialist. The place of the university in providing training and professional development of marketing specialists. International forms of qualification of the level of professional training of marketing specialists. The world's leading institutions that provide international professional degrees in marketing.

Topic 8. Marketing as a science

Marketing as a field of scientific knowledge. The main scientific functions of marketing: scientific and cognitive function, critical function, practical (pragmatic) function, prognostic function, methodological function.

Methodology of marketing science. General scientific methods used in marketing as a field of scientific knowledge. The essence of rationalist, subjective, empirical and dialectical approaches in marketing research. The process of scientific knowledge. The main scientific categories are the objects of scientific research in marketing.

Scientific schools of marketing. Leading marketing scientists.

Topic 9. Regulatory framework for marketing activities in Ukraine

Laws of Ukraine aimed at creating conditions for the development of civilized competition. A package of laws and decrees governing the activities of enterprises for each component of the marketing complex.

Structure of the course

Topics	Hours						
	weeks	total	including				
			lectures	semin	lab	indiv	indep
1	2	3	4	5	6	7	8
Basic features of professional training of a marketing specialist							
Topic 1. The system of higher education in Ukraine. State standard of higher education	1-2	14	2	4			8
Topic 2. The essence, goals, objectives and history of marketing	3-4	15	2	4			9
Topic 3. Marketing as a discipline	5	11	1	2			9
Topic 4. Professional qualification characteristics of the specialist on marketing, its role in all spheres of activity	6-7	15	2	4			9
Topic 5. The main directions and types of professional activity of marketing specialists	8-9	15	2	4			9
Total for module 1	66		9	18			39
Educational aspects of personality formation of the future specialist							
Topic 6. The system of disciplines aimed at training a qualified marketing specialist	10	11	1	2			9
Topic 7. Education and training of a marketing specialist	11-12	15	2	4			9
Topic 8. Marketing as a science	13	11	1	2			9
Topic 9. Regulatory framework for marketing activities in Ukraine	14-15	15	2	4			9
Total for module 2	54		6	12			36
Total for the course	120		15	30			75

4. Topics of seminar classes

#	Topic	Hours
1	Topic 1. The system of higher education in Ukraine. State standard of higher education	4/-
2	Topic 2. The essence, goals, objectives and history of marketing	4/-
3	Topic 3. Marketing as a discipline	2/-
4	Topic 4. Professional qualification characteristics of the specialist on marketing, its role in all spheres of activity	4/-
5	Topic 5. The main directions and types of professional activity of marketing specialists	4/-
6	Topic 6. The system of disciplines aimed at training a qualified marketing specialist	2/-
7	Topic 7. Education and training of a marketing specialist	4/-
8	Topic 8. Marketing as a science	2/-
9	Topic 9. Regulatory framework for marketing activities in Ukraine	4/-
...		30/-

5. Topics of self work

#	Topic	Hours
1	An outstanding figure in marketing	20
2	Fields of application of marketing in business activity	19
3	The brand's success story	18
4	Various areas of marketing.	18
...		75

6. Samples of control questions, tests for assessing the level of knowledge acquisition by students

Questions for control of students' knowledge:

1. The essence of marketing.
2. Basic approaches to the definition of marketing.
3. The place of marketing in the system of economic knowledge.
4. The historical process of marketing as a human economic activity.
5. Marketing trends.
6. Types of marketing depending on the scope of marketing activities.
7. Marketing environment.
8. Entrepreneurial concepts used in marketing.
9. Marketing management in enterprises and organizations.
10. Organizational structures of the marketing service.

11. Features of professional activity of a marketing specialist in the field of research and consulting.
12. The specifics of the profession of brand manager, brand manager.
13. The main characteristics of the professional activities of a sales manager.
14. The specifics of the merchandiser profession.
15. The specifics of the manager's work in the field of distribution and logistics.
16. The work of specialists in the field of marketing communications.
17. The main trends in the professional activity of a marketing specialist.
18. The essence and objectives of socio-humanitarian training and academic disciplines that shape it.
19. Fundamental, natural science and general economic disciplines.
20. Educational disciplines aimed at the formation of professional and practical training.
21. Organization of student work in the library on the selection of educational literature.
22. Educational work with periodicals and applied publications.
23. Elaboration of monographic and other scientific literature.
24. Search for educational materials in the electronic network of the educational institution and on the Internet.
25. The essence and objectives of vocational training. Features of professional training of marketing specialists.
26. The essence and meaning of concepts: knowledge, skills, competence, professionalism.
27. Traditional education system.
28. Modular rating system of education. Educational levels.
29. Educational institutions that provide training for marketing specialists.
30. The place of the university in providing training and professional development of marketing specialists.
31. International forms of qualification of the level of professional training of marketing specialists.
32. The world's leading institutions that provide international professional degrees in marketing.
33. Marketing as a field of scientific knowledge.
34. The main scientific functions of marketing.
35. Methodology of marketing science. The process of scientific knowledge.
36. The main scientific categories - the objects of scientific research in marketing.
37. Scientific schools of marketing.
38. Leading marketing scientists.

НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ БІОРЕСУРСІВ І ПРИРОДОКОРИСТУВАННЯ УКРАЇНИ			
ОС «Бакалавр» напря́м підготовки/ спеціальність 075 «Маркетинг»	Кафедра маркетингу та міжнародної торгівлі 2023 -2024 навч. рік	ЕКЗАМЕНАЦІЙНИЙ БІЛЕТ № 2 з дисципліни «Introduction to the profession»	Затверджую Зав. кафедри _____ (підпис) Луцій О.П. (ПІБ) 20 р.

1. The essence of marketing
2. A famous personality in marketing

Tests

1. An economic principle referring to a consumer's desire to purchase goods and services and willingness to pay a price for a specific good or service:

1	needs
2	wants
3	demand
4	exchange
5	market

2. Consists of all the organizations and individuals with the potential to have the desire and the ability to acquire a particular idea, good or service:

1	needs
2	wants
3	demand
4	exchange
5	market

3. What is exchanged for the product?

1	Product
2	Price
3	Place
4	Promotion

4. How many minutes does an academic hour last?

1	40
2	45
3	60
4	80

5. Student is allowed to take the exam or credit with discipline, if its rating for educational work in this discipline is not less than:

1	42 points
2	60 points
3	70 points
4	100 points

6. Which of the following is not the responsibility of a marketer?

	Assessment of the market capacity
	Industry analysis
	Demand forecast
	Development of an enterprise strategy and tactics
	Comparative analysis

7. Place the levels of needs in the correct order (from the bottom to the top in Maslow's pyramid):

1	Love, belonging
2	Physiological

3	Self-actualization
4	Esteem
5	Safety

8. The process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that will satisfy individual and organizational objectives:

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9. A form of product that consists of activities, benefits, or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything

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10. Explain what a lecture is.

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2. Teaching methods

Conducting lectures and practical classes, slide presentations (in the Power program Point) on each topic, supplementary material, discussion of problematic issues. In practical classes, situational tasks and business cases are solved.

Teaching methods are methods of joint activity and communication between the teacher and students of higher education, which ensure the development of positive motivation for learning, mastering the system of professional knowledge, abilities and skills, the formation of a scientific worldview, the development of cognitive powers, the culture of mental work of future specialists.

The following teaching methods are used during the educational process:

Depending on the source of knowledge: verbal (explanation, conversation, discussion, dialogue); visual (demonstration, illustration); practical (solving problems, business games).

According to the nature of cognitive activity: explanatory and visual problem statement; partly search and research methods.

By place in educational activity:

- methods of organization and implementation of educational activities, combining verbal, visual and practical methods; reproductive and problem-searching; methods of educational work under the guidance of a teacher and methods of independent work of students of higher education;

- methods of stimulating and motivating educational work, including cognitive games, educational discussions, role-playing situations;

- methods of control and self-control of educational activities: methods of oral and written control; individual and frontal, thematic and systematic control.

In the process of teaching an academic discipline, the following educational technologies are used to activate the educational and cognitive activity of students of higher education:

- *working in small groups* makes it possible to structure practical-seminar classes in terms of form and content, creates opportunities for the participation of each student of higher education in work on the topic of the class, ensures the formation of personal qualities and experience of social communication;

- *seminars-discussions* provide for the exchange of thoughts and views of the participants on a given topic, and also develop thinking, help form views and beliefs, the

ability to formulate opinions and express them, teach to evaluate other people's proposals, to critically approach one's own views;

- *brainstorming* – a method of solving urgent tasks, the essence of which is to express as many ideas as possible in a limited period of time, discuss and carry out their selection;

- *case method* – a method of analyzing specific situations, which makes it possible to bring the learning process closer to the real practical activity of specialists and involves consideration of production, management and other situations, complex conflict cases, problem situations, incidents in the process of learning educational material;

- *presentations* – speeches in front of the audience, used to present certain achievements, results of the group's work, a report on the performance of individual tasks, instruction, demonstration;

- *didactic games* – a method of imitation (imitation, reflection) of making managerial decisions in various situations according to rules that have already been developed or are formed by the participants themselves, is realized through the independent solution of the given problem by students of higher education, provided that the necessary knowledge is insufficient, when there is a need to independently master new content or look for new connections in already learned material;

- *banks of visual support* contribute to the activation of creative perception of the content of the discipline with the help of visualization.

3. Forms of assessment

The main forms of organization of education during the study of the discipline "Marketing" are lectures, seminar (practical) classes, consultations, independent work of students of higher education.

In accordance with the above-mentioned forms of training organization, the forms of control of learning the program are: self-monitoring, writing modular control papers, an essay, performing individual practical tasks and an exam for the period of studying the discipline. Control measures carried out at the university determine the compliance of the level of knowledge, skills and abilities acquired by students with the requirements of normative documents on higher education and ensure timely adjustment of the educational process. According to the "Regulations on examinations and tests at the National University of Bioresources and Nature Management of Ukraine" approved by the Academic Council of the National University of Bioresources and Nature Management of Ukraine on April 2, 3, 2023, protocol No. 10, the types of knowledge control of students of higher education are current control, intermediate and final attestation.

Current control is carried out during practical, laboratory and seminar classes and is aimed at checking the level of preparedness of students of higher education to perform specific work.

Intermediate certification is conducted after studying the program material of each content module. The teaching material of the disciplines, which are taught during one semester - fall or spring, is divided by lecturers into two or three content modules. Intermediate attestation should determine the level of knowledge of the students of higher education from the program material of the content module (rating assessment from the content module), obtained during all types of classes and independent work. Forms and

methods of conducting intermediate certification, assimilation of the program material of the content module are developed by the lecturer of the discipline and approved by the relevant department in the form of testing, written control work, colloquium, the result of an experiment that can be evaluated numerically, calculation or calculation-graphic work, etc. The assimilation of the program material of the content module by the student of higher education is considered successful if the rating is not less than 60 points on a 100-point scale.

The level of knowledge of students of higher education acquired through non-formal education programs (Article 8, Clause 3 of the Law of Ukraine "On Education") must be confirmed by relevant documents. The presence of supporting documents is the basis for the enrollment of a separate laboratory work, the topic of a lecture or practical session, a content module or the entire educational material of the discipline, if the program of informal education corresponds to the work program of the discipline. The decision on the enrollment of knowledge acquired through non-formal education programs is made by the lecturer of the discipline together with the head of the department. Enrollment of all educational material of a discipline does not exempt a student of higher education from taking an exam in this discipline.

After carrying out intermediate certifications with two content modules and determination of their rating evaluations by the lecturer of the discipline, the rating is determined acquirer higher education with educational work R_{HP} (not more 70 points) by by the formula:

$$R_{HP} = \frac{0.7 \cdot (R^{(1)}_{ZM} \cdot K^{(1)}_{ZM} + \dots + R^{(n)}_{ZM} \cdot K^{(n)}_{3M})}{K_{DIS}}, \quad (1)$$

where $R^{(1)}_{3M}, \dots, R^{(n)}_{ZM}$ – rating evaluations from content modules by 100-point scale;

n – number content modules;

$K^{(1)}_{ZM}, \dots, K^{(n)}_{ZM}$ - the number of credits of the European Credit Transferstorage system (EKTS) (or hours) provided by the working educational plan for relevant content module;

$K_{DIS} = K^{(1)}_{ZM} + \dots + K^{(n)}_{3M}$ - the number of ECTS credits (or hours), provided by the working curriculum for the discipline in the current onesemester

The formula (1) you can simplify if to accept $K^{(1)}_{3M} = \dots = K^{(n)}_{3M}$. Then she will be look like

$$R_{HP} = \frac{0.7 \cdot (R^{(1)}_{ZM} + \dots + R^{(n)}_{ZM})}{n}. \quad (2)$$

Rating acquirer higher education with educational work rounded up to the whole numbers The rating for academic work can be affected by the rating from additional work and the penalty rating. The rating from the additional work is added to the rating from the study and cannot exceed 20 points. It is determined by the lecturer and is given to students of higher education by the decision of the department for the performance of works that

are not provided for in the curriculum, but contribute to increasing the level of their knowledge of the discipline.

The maximum number of points (20) is awarded to a higher education applicant for:

- receiving the 1st degree diploma of the winner of the student scientific conference of the educational and scientific institute or faculty (college) in the relevant discipline;
- receiving a diploma of the winner (1st, 2nd or 3rd place) of the 2nd stage of the All-Ukrainian Student Olympiad in a discipline or specialty (field of training) in the current academic year;
- receiving a diploma (I, II or III degree) of the winner of the All-Ukrainian competition of student scientific works in the relevant discipline in the current academic year;
- authorship (co-authorship) in the submitted application for an invention or the obtained patent of Ukraine in the relevant discipline;
- authorship (co-authorship) in a published scientific article in the relevant discipline;
- production of a personal educational stand, layout, device, device; development of a computer program (provided that it is used in the educational process when teaching the relevant discipline).

The penalty rating does not exceed 5 points and is deducted from the academic work rating. It is determined by the lecturer and introduced by the decision of the department for students of higher education who did not learn the materials of the content modules in time, did not follow the work schedule, missed classes, etc. Final attestation includes semester and state attestation of students of higher education. Semester certification is conducted in the form of a semester exam or a semester credit for a specific academic discipline. The semester exam (hereinafter referred to as the exam) is a form of final attestation of the assimilation of theoretical and practical material from the academic discipline by the student of higher education during the semester.

Semester assessment (hereinafter referred to as assessment) is a form of final attestation, which consists in assessing the assimilation of theoretical and practical material by the student of higher education (certain types of work performed by him in practical, seminar or laboratory classes and during independent work) from the academic discipline for the semester.

Differentiated credit is a form of attestation that allows the student to evaluate the implementation and assimilation of a program of educational or industrial practice, preparation and defense of a course work (project) by a student of higher education. Applicants of higher education are obliged to take exams and assessments in accordance with the requirements of the work curriculum within the time limits provided by the schedule of the educational process. The content of exams and tests is determined by the working training programs of the disciplines.

9. Distribution of grades received by students. Evaluation of student knowledge is carried out on a 100-point scale and is converted to national grades according to Table 1

"Regulations and Examinations and Credits at NULES of Ukraine" (order on implementation dated April 26, 2023, protocol No. 10)

Student rating, points	National grade based on exam results	
	Exams	Credits
90-100	Excellent	Passed
74-89	Good	
60-73	Satisfactory	
0-59	Unsatisfactory	Not passed

In order to determine the rating of a student (listener) in the discipline R_{dis} (up to 100 points), the rating from the exam R_{ex} (up to 30 points) is added to the rating of a student's academic work R_{aw} (up to 70 points): $R_{dis} = R_{aw} + R_{ex}$.

10. Educational and methodological support:

1. Бариллович О.М. Методичні вказівки до вивчення дисципліни «Вступ до фаху» для студентів спеціальності 075 «Маркетинг». К. 2020. 161 с.
2. Page on Elearn: <https://elearn.nubip.edu.ua/course/view.php?id=2854>

11. Recommended sources of information

Basic:

1. Маркетинг : підручник для студентів економічних спец. закладів вищої освіти / Національний університет біоресурсів і природокористування України ; за ред. Р. І. Буряка, В. К. Збарського. К. : ЦП "Компринт", 2019. 783 с.
2. Маркетинг: навчально-методичний посібник для напряму підготовки 6.030507 "Маркетинг" / С. І. Чеботар та ін.; Національний університет біоресурсів і природокористування України. Суми: ТОВ "Друкарський дім "Папірус", 2014. 274 с.

Additional:

3. Вища освіта України і Болонський процес: навч. Посіб./М.Ф. Степко, Я.Я. Болюбаш, В.Д. Шинкарук. К.: Освіта України, 2004.
4. Гаркавенко С.С. Маркетинг. Підручник. К.: Лібра, 2004. 712 с.
5. Котлер Ф., Армстронг Г. Маркетинг. Загальний курс. М.: Видавничий дім "Вільямс", 2001. 608 с.
6. Про господарські товариства. Закон від 19 вересня 1991 р. Закони України. К.: ІЗВР, 1997, 2. С. 189-213.
7. Про зовнішньоекономічну діяльність. Закон від 16 квітня 1991р. Закони України. К.: ІЗВР, 1997. 1. С.333-367.
8. Про обмеження монополізму та недопущення недобросовісної конкуренції у підприємницькій діяльності. Закон від 18 лютого 1992 р. Закони України. К.: ІЗВР, 1997. 3. С.47-55.

9. Про підприємництво. Закон від 7 лютого 1991 р. Закони України. К.: ІЗВР, 1997. 1. С.191 - 201.
10. Павленко А. Ф., Войчак А. В. Маркетинг: Підручник. К.: КНЕУ, 2003. 246 с.
11. Про власність. Закон від 7 лютого 1991р. Закони України. К.: ІЗВР, 1997. 1. С.173 - 185.
12. Про заставу. Закон від 2 жовтня 1992р. Закони України. К.: ІЗВР, 1997. 4. С.55-70.
13. Про захист від недобросовісної конкуренції. Закон від 7 червня 1996р. Закони України. К.: ІЗВР, 1997. 10. С.303 - 311.
14. Про оподаткування прибутку підприємства. Закон від 28 грудня 1994 р. Закони України. К.: ІЗВР, 1997. 7. С. 462 - 489.
15. Про підприємства. Закон від 27 березня 1991 р. Закони України. К.: ІЗВР, 1997. 1. С.310-331.
16. Про поставки продукції для державних потреб. Закон від 22 грудня 1995 р. Закони України. К.: ІЗВР, 1997. 9. С. 314-317.
17. Про рекламу. Закон від 3 липня 1996 р. Закони України. К.: ІЗВР, 1997. 10. С.303 - 311.
18. Про товарну біржу. Закон від 10 грудня 1991 р. Закони України. К.: ІЗВР, 1997. 2. С. 364-370.
19. Про ціни і ціноутворення. Закон від 3 грудня 1990 р. Закони України. К.: ІЗВР, 1997. 1. С.32-35.

9. Information resources

1. National University of Bioresources and Nature Management of Ukraine: website. URL: <https://nubip.edu.ua/>
2. Ministry of Education and Science of Ukraine: website. URL: <https://mon.gov.ua/ua>
3. "Marketing in Ukraine" magazine: website. URL: <http://uam.in.ua/rus/projects/marketing-in-ua>
4. Journal "Marketing and Management of Innovations": website. URL: <https://mmi.fem.sumdu.edu.ua/>
5. "Companion" magazine: website. URL: <http://www.companion.ua/>
6. National Library of Ukraine named after Vernadsky: website. URL: www.nbuv.gov.ua
7. Ukrainian Marketing Association: website. URL: <http://uam.in.ua>