

NATIONAL UNIVERSITY OF LIFE  
AND ENVIRONMENTAL SCIENCES OF UKRAINE

Marketing and International Trade Department



**"APPROVED"**

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\_\_\_\_\_ 2023 p.

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Protokol # 13 from 22.05.2023  
" \_ " \_\_\_\_\_ 2023 p.

Guarantor of the educational program «Marketing»  
\_\_\_\_\_  
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" \_ " \_\_\_\_\_ 2023 p.

**Work program of the academic discipline  
"MARKETING PRICE POLICY"  
(MODULE 1)**

specialty: 075 «Marketing»  
education program «Marketing»  
Faculty of Agrarian Management  
Developer: Ph.D of Economic Sciences, Associate Professor Olena Nahorna

KYIV-2023

NATIONAL UNIVERSITY OF LIFE AND ENVIRONMENTAL SCIENCES OF UKRAINE

Department of Marketing and International Trade

**1. Description of the course**  
**Marketing price policy (module 1)**  
(name)

<b>Field of knowledge, specialization, educational program, educational degree</b>		
Educational degree	<i>Bachelor's</i>	
Specialization	<i>075 "Marketing"</i>	
Educational program	<i>Marketing</i>	
<b>Characteristics of the course</b>		
Type	<i>Compulsory</i>	
Total number of hours	<i>120</i>	
Number of ECTS credits	<i>4</i>	
Number of content modules	<i>2</i>	
Course project (work) (if applicable)	<i>-</i>	
Form of assessment	<i>Exam</i>	
<b>Indicators of the course for full-time and part-time forms of study</b>		
	Full-time form of study	Part-time form of study
Course (year of study)	<i>3</i>	
Semester	<i>6</i>	
Lecture classes	<i>30 hr.</i>	
Practical, seminar classes	<i>30 hr.</i>	
Laboratory classes		
Self-study		
Individual assignments	<i>60 hr.</i>	
Number of weekly classroom hours for the full-time form of study	<i>4 hr.</i>	

## **2. The purpose and objectives of the discipline «Marketing price policy (module 1)»**

The purpose of teaching the discipline " Marketing price policy (module 1)" is to master the theoretical knowledge and practical skills necessary for a deep understanding of the marketing pricing system in market conditions.

### ***The objectives of this course are:***

- study of basic theories of pricing;
- methodological bases of price formation;
- features of pricing depending on the types of markets, including the world market;
- the role of the state in the process of price formation and features of pricing in the market of consumer goods and services .
- acquisition of skills and abilities to use methods of work in this field , orientation in specific practical situations.

### **As a result of studying the discipline the student must know:**

- the concept of price, the relationship between the categories of price and market, price and money.  
the essence of the pricing process. the dependence of the pricing strategy on the stage of the life cycle at which the product is;
- factors of the macroenvironment that affect prices: the general state of the economy, political factors, tax, monetary policy, foreign economic policy of the state, the policy of state regulation of prices;
- the theory of labor value and its main provisions: price as a monetary expression of the value of goods; the possibility and necessity of deviation of the price from the cost. consumer value, cost of goods and price;
- price as a tool of the mechanism of state economic policy , types of prices depending on market types, level of their liberalization, branch form of production, structure of commodity promotion, character of use, form of franking.
- the concept of cost of production and its composition, types of cost depending on the time of calculation: planned, actual, regulatory estimates; depending on the duration of the settlement period: monthly, quarterly, annual, individual, industry average; depending on the amount of costs included in the cost: technological, shop, production.
- the role of price in the economic strategy of the enterprise, pricing in different types of markets, the task of pricing depending on the types of markets.
- market research as a necessary precondition for the company's active pricing policy , stages of the company's pricing policy , market structuring, demand study, analysis of the level of its elasticity, behavior of competitors and pricing tactics of the enterprise.
- the essence of state control over prices, the need for state regulation of prices in market conditions, the main functions of the state in the field of pricing: price policy, analysis and forecasting of prices, regulation of general pricing rules, price

control.

- features of pricing in the market of consumer goods and services, pricing in agriculture, purchase prices and problems of equivalence of exchange between agriculture and industry, methods of taking into account the quality of products in purchase prices.

- Features of the world market: its structure and pricing factors, the relationship between world and domestic prices.

**be able:**

- development of a strategic plan for price formation.
- select the necessary pricing methods to achieve a certain goal .
- start the price components
- identify the factors that expand the limits within which the company can set its prices, as well as to clarify the goal it sets for itself ;
- characterize the demand curve and how it affects the gross and marginal revenue of the company.
- tell about the importance of price elasticity of demand for the manager who decides on pricing.
- calculate the break-even point for different price ratios, fixed and variable costs per unit of output.
- calculate the initial indicative price using methods based on estimating demand and costs, aimed at increasing profits or advantages over competitors.
- identify the main factors that must be taken into account when setting the final list price or base price.
- write methods for correcting the target price taking into account the geographical factor, as well as the need to provide discounts and offsets.
- create the main legislative and regulatory documents that regulate pricing.

**Acquisition of competencies:**

**Integrated competency (IC):** ability to solve complex specialized tasks and practical problems in the field of marketing activity or in the learning process, which involves application relevant theories and methods and characterized complexity and uncertainty of conditions.

**General competencies (GC):**

GC 1. The ability to exercise one's rights and obligations as a member society, to realize the values of civic (free democratic) society and necessity its sustainable development, rule of law, rights and freedoms person and citizen in Ukraine.

GC 4. Ability to learn and master modern knowledge

GC 5. Determination and perseverance in relation to the tasks and assumed responsibilities.

GC 6. Knowledge and understanding of the subject area and understanding professional activity.

GC 7. Ability to apply knowledge in practical situations.

**Professional (special) competencies (PC):**

PC14. Ability to offer improvements in the functions of marketing activities

**Program learning outcomes (PLO):**

PRO 1. Demonstrate knowledge and understanding of the theoretical foundations and principles of marketing activities.

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

PRO 7. Use digital information and communication technologies, as well as software products necessary for the proper implementation of marketing activities and the practical application of marketing tools.

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

### 3. The structure of the course "Marketing price policy (module 1)"

- complete full-time (part-time) form of study;
- shortened full-time (part-time) form of study.

Names of content modules and topics	Number of hours									
	Full-time									
	weeks	everything	including							
1			n	lab	ind	s.r.				
1	2	3	4	5	6	7	8			
Content module 1. Conceptual apparatus and organization of marketing pricing and marketing price policy of the enterprises										
Topic 1. Theoretical basis of price .	1 -2	10	2	2			6			
Topic 2. Fundamentals and pricing of goods and services	3	10	2	2			6			
Topic 3. Price formation and its structural elements	4-5	17	4	4			9			
Theme 4. Wipe and thou production as the basis of pricing	6-7	17	4	4			9			
Together on the content module 1		<b>54</b>	<b>12</b>	<b>12</b>			<b>30</b>			
Content module 2. Features of the pricing policy of the enterprise and the state										
Topic 5 . Pricing policy of the enterprise in the commodity market	8-9	14	4	4			6			
Topic 6 . Internet pricing .	10	10	2	2			6			
Topic 7. Pricing in the field of services	11-12	10	4	4			6			
Topic 8 . Discounts in the marketing pricing system	thirteen	14	4	4			6			
Topic 9. Pricing in the world market	14-15	14	4	4			6			
Together on the content module 2		<b>66</b>	<b>18</b>	<b>18</b>			<b>30</b>			
Total hours		<b>120</b>	<b>30</b>	<b>30</b>			<b>60</b>			
Course project (work) on the subject "Marketing Pricing"		-	-	-	-	-	-		-	-
Total hours		<b>120</b>	<b>30</b>	<b>30</b>			<b>60</b>			

### 4 . Practical class topics

№	Topic title	Number hours
Content module 1. Conceptual apparatus and organization of marketing pricing and marketing price policy of the enterprises		
1.	Theoretical foundations of price	2 / 1
2.	Basics and pricing of goods and services	2 / 1
3.	Price formation and its structural elements	4 / 1
4.	Production costs as a basis for price formation	4 / 1
Content module 2. Features of the pricing policy of the enterprise and the state		
5.	Pricing policy of the enterprise in the commodity market	4 / 1
6.	Internet pricing	2 / 1

7.	Pricing in the field of services	4 / 1
8.	Discounts in the marketing pricing system	4 / -
9.	Pricing in the world market	4 / 1

### 5. Independent work topics

№	Topic title	Number hours
<b>Content module 1. Conceptual apparatus and organization of marketing pricing and marketing price policy of the enterprises</b>		
1.	Theoretical foundations of price	6 / 12
2.	Basics and pricing of goods and services	6 / 12
3.	Price formation and its structural elements	9 / 14
4.	Production costs as a basis for price formation	9 / 16
<b>Content module 2. Features of the pricing policy of the enterprise and the state</b>		
5.	Pricing policy of the enterprise in the commodity market	6/9
6.	Internet pricing	6/9
7.	Pricing in the field of services	6/9
8.	Discounts in the marketing pricing system	6/9
9.	Pricing on the world market	6/9

## **6. Test questions for the study of the discipline "Marketing price policy (module 1)"**

1. Formulate the definition of the economic essence of the price.
2. Describe the cost and conditions of its formation.
3. List and disclose the factors that contribute to the deviation of prices from the cost.
4. What is the price function?
5. Describe each pricing function
6. Describe the accounting function of prices in a market economy .
7. What is the relationship between prices and inflation?
8. The essence of the price incentive function.
9. Describe the mechanism of incentives through the price system in a market economy.
10. Costs of production and sale of products. Cost calculation.
11. Describe the costly pricing methods.
12. Give pricing methods based on demand.
13. Describe the methods of pricing, which are based on the formation of the existing product range and its management.
14. Describe the parametric method of pricing and its scope .
15. Describe the parametric series.
16. Name the distinguishing parametric methods.
17. Name the scope of the current price method.
18. Answer when using the multiple correlation method.
19. Formulate methods of price formation.
20. Identify the features of pricing at the stage of strategy development .
21. What is the life cycle of a cook? Show by specific examples.
22. How is the formation of prices based on the stages of the product life cycle?
23. Describe all stages of the product life cycle and show their impact on prices .
24. As Mr. affect the state and the formation of prices? Methods of direct and indirect pricing.
25. Types of pricing policy of domestic enterprises. Penetration policy, high prices, prestigious prices, differentiated prices.
26. Types of discounts in the activities of domestic enterprises and retail trade.
27. Features of calculation of transport tariffs.
28. Define world prices. Prices Incoterms.
29. Name the main elements of the world price system.
30. What are the types of prices for exported goods
31. Describe the prices of imported goods



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

<b>NATIONAL UNIVERSITY OF LIFE AND ENVIRONMENTAL SCIENCES OF UKRAINE</b>			
<b>EL "Bachelor" specialty 075 "Marketing"</b>	<b>Department of marketing and international trade</b> 2023-2024 academic year	<b>EXAMINATION TICKET № 1</b> from the discipline <b>"Marketing price policy (module 1) "</b>	Head of the department _____ (signature) <u>Bondarenko V.</u> _____ _____ 2023 p.

1. Pricing methods are cost-oriented.
2. Describe the types of price discounts.

3. Test tasks:
  1. Price is:

1	monetary expression of the value of the goods
2	monetary expression of labor invested in the production of this product
3	measuring the usefulness of the product
4	all answers are correct

2. What word is omitted in the sentence (definition):

Pricing is the setting of prices for goods and services.	<i>(in the answer sheet to submit in one word)</i>
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3. The general economic factors of pricing on the world market do not include:

1	economic cycle
2	inflation and spending
3	profit
4	taxes and fees

4. What word is omitted in the sentence:

Діяльність .. activities of the state aimed at establishing and maintaining a price level that would ensure profitable activities of economic entities	<i>(indicate the correct statement in the answer sheet )</i>
--	--

5. By applying preferential taxation, preferential crediting, subsidies and subsidies from the budget is carried out..... prices.

<i>indicate the correct concept in the form</i>
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6. According to the theory of K. Marx, the price of goods is determined by:

1	the relationship between supply and demand
2	usefulness of the goods
3	public value
4	production costs

7. The quantity of a product that a consumer is willing and able to buy at a certain price over a period of time is called ..

*in the form indicate the correct answer in one word*

8. The peculiarities of the market of perfect competition do not include:

1	the demand price for the product is equal to the supply price
2	non-price competition is of great importance
3	dynamics of price changes
4	no queues

9. Include in this list of missing features prices:

Accounting, stimulating, distributive .....	<i>(submit all functions in the answer sheet)</i>
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10. The groups of microenvironmental factors that affect prices do not include:

1	demand
2	exchange rate
3	competition
4	intermediaries

## 9 . Teaching methods

Conducting lectures and practical classes, slide presentations (in the Power Point program) on each topic, handouts, 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.

## **10. Forms of control**

The main forms of organization of education during the study of the discipline "Marketing price policy (module 1)" 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 assessments 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 23, 2023, protocol No. 10, the types of knowledge control of higher education students are current control, intermediate and final certification.

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 attestation 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 meaningful 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 (for example, learning English - certificates of level B1 and above; training on BAS courses (Business Automation Software) – SAB certificate (association of business automatizers); training at the courses of the Cisco Network Academy - Cisco industry certificate; training at the training courses for appraisers on expert monetary valuation of land plots - qualification certificate, etc.). 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 conducting intermediate attestations from two content modules and determining their ratings, the lecturer of the discipline determines the rating of the student of higher education on the educational work of the National People's Republic of China (no more than 70 points) according to the formula:

$$R_{HP} = \frac{0,7 \cdot (R^{(1)}_{3M} \cdot K^{(1)}_{3M} + \dots + R^{(n)}_{3M} \cdot K^{(n)}_{3M})}{K_{DIS}}, \quad (1)$$

where  $R^{(1)}_{3M}, \dots, R^{(n)}_{3M}$  are rating grades from content modules on a 100-point scale;

$n$  - number of content modules;

$K^{(1)}_{3M}, \dots, K^{(n)}_{3M}$  - the number of credits of the European Credit Transfer and Accumulation System (ECTS) (or hours), provided for in the working curriculum for the corresponding content module;

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

Formula (1) can be simplified if we accept  $K^{(1)}_{3M} = \dots = K^{(n)}_{3M}$ . Then it will look like

$$R_{HP} = \frac{0,7 \cdot (R^{(1)}_{3M} + \dots + R^{(n)}_{3M})}{n}. \quad (2)$$

The rating of the student of higher education on academic work is rounded to the nearest whole number. 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 a 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 (directly

Execution of modular and boundary tests, individual works, situational tasks, test tasks, independent study of separate topics of the course.

Assessment of students' academic achievements in all types of educational work is carried out according to the current and final controls. The current control of students' knowledge of the discipline is carried out in writing. Tests on the content module include test questions (30 tests).

Control of independent work is carried out:

from the lecture material - by opting and the availability of a synopsis / printed electronic version of the lectures;

from practical classes - by checking the completed tasks.

All control measures are included in the 100-point rating scale.

The final semester control of knowledge takes place on the exam in writing. Paper includes two theoretical and ten test at a s issues .

### 11. Distribution of points 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" (approved by the Academic Council of NULES of Ukraine on 04/26/2023, 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):  $R_{dis} = R_{aw} + R_{ex}$ .

### 12. Methodical support

1. Nahorna Olena. Methodical instructions for studying the discipline " Marketing pricing " for full-time and part-time students speciality 075 "Marketing" . - K.: Comprint< 2020. -75 p.

## 14. Recommended literature

### Basic:

2. Marketing price policy: study guide / by general ed. Ya. S. Larina and O. M. Barylovich - 2nd ed., revised. and additional - Kh.: Disa plus, 2016. - 280 p.
3. Marketing price policy: teaching. manual recommended by the Ministry of Education and Culture of Ukraine/ Lytvynenko Ya. V. — K., 2010. — 294 p.
4. V. L. Korinev, M. Kh. Koretsky, O. I. Datsii. Marketing price policy. - K.: Center for Educational Literature, 2021. - 200 p.
5. Oklander M. A. Marketing price policy: education. manual /M. A. Oklander, O. P. Chukurna – K.: Center of Educational Literature, 2020. – 284 p.
6. Marketing. Study guide edited by Prof. Buryak R.I. - K.: CPU "Comprint", 2019. - 765 p.

### Auxiliary :

7. Law of Ukraine "On Prices and Pricing" of 03.12.1990 № 507-XII.
8. Babur LG Prices and pricing: a textbook / L.G. Babur, O.G. Doll. - Vinnytsia: VNTU, 2004 - 119 p.
9. Balabanova LV Marketing / L.V. Balabanova - K .: Knowledge Press, 2004. - 564 p.
10. Prices and pricing: Educational situational tasks from the course for students of all specialties. / B.C. Pinishko. - L., 2004.
11. Shkvarchuk L.O. Ts and ni and ts and formation: Textbook. pos. - K .: Кондор, 2005 .
12. Shpychak OM Price and pricing of agro-food products: a textbook / O.M. Шпичак, С.А. Stasinevich, OV Bodnar - K .: NSC IAE, 2008. - 238 p.
13. Kotler F. Marketing. Management 10th ed. - St. Petersburg; M .; Kharkiv; Minsk: Peter, 2000. - 762 p.
14. Korinev VL Analysis of pricing factors / V.L. Korinev eq // Actual problems of the economy. - 2004. - №11. (40) - P. 101–107.
15. Utkin EA Prices. Pricing. Pricing policy: Textbook. - M .: Tandem, 1997. - 224 p.
16. Tsatsulin AI Prices and pricing in the marketing system: A textbook. - M .: Filin, 1998. - 442 p.
17. Prices and pricing: Tests and tasks. /I.A. Желтякова, Г.А. Маховикова, Н.Ю. Puzyna. - СПб .; М .; Kharkiv; Minsk: Peter, 1999. – 208 p.
18. Prices and pricing: Textbook. allowance. / И. Shestakova, G. Makhovikova, N. Puzinya. - СПб .: Питер, 1999. - 112 с.
19. Giles GB Marketing: 5-ed. / Giles GB - London : M and E Handbook, 1990. - 294 p.
20. Kent B. Pricing: making profitable decision / Kent B. Monroe. - McGraw-Hill, 1990 . - 502 p.

## 15. Information resources

1. Official site of the Ukrainian Marketing Association. Electronic resource. Access mode: <http://uam.in.ua/>

2. Official site of the State Statistics Committee. Electronic resource. Access mode: <http://www.ukrstat.gov.ua/>

3. Official site of the Ministry of Agrarian Policy and Food of Ukraine. Electronic resource. Access mode: <https://agro.me.gov.ua/ua>

**Periodical domestic and foreign publications:** Magazines - "Bulletin of Economic Science of Ukraine", "Economy and State", "Current Economic Issues", "Regional Economy", "Marketing and Advertising", "Marketing in Ukraine", "Agricultural Economics", " Economist ", " Economy of Ukraine ", " Business "and other magazines.

Official Internet sites, laws and regulations.

Official sites:

1. Ukrainian Marketing Association: <http://uam.in.ua>

2. American Marketing Association: <https://www.ama.org>

3. MMR - Marketing Media Review: <https://mmr.ua>

4. Union of Advertisers of Ukraine: <http://reklamspilka.in.ua/ukr/>

5. "Marketing and advertising" magazine: <https://mr.com.ua/>