

**NATIONAL UNIVERSITY OF LIFE
AND ENVIRONMENTAL SCIENCES OF UKRAINE**

Marketing and International Trade Department

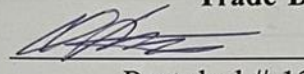


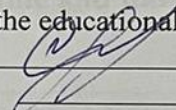
“APPROVED”

Dean of the Faculty of
Agrarian Management
Anatoliy Ostapchuk
_____ 2023 p.

“ENDORSED”

**Head of Marketing and International
Trade Department**

 Olexander Lytsiy
Protokol # 13 from 22.05.2023
“ ” _____ 2023 p.

Guarantor of the educational program «Marketing»
 Violeta Heraimovych
“ ” _____ 2023 p.

**Work program of the academic discipline
Marketing by types of activity: Industrial marketing**

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

KYIV-2023

1. Description of the course
«Marketing by types of activity: Industrial marketing»

Field of knowledge, specialty, educational program, educational degree		
Educational degree	<i>Bachelor</i>	
Specialty	<i>075 "Marketing"</i>	
Educational program	<i>Marketing</i>	
Characteristics of the academic discipline		
Kind	<i>Compulsory</i>	
Total hours	<i>120</i>	
Number of ECTS credits	<i>4</i>	
Number of content modules	<i>2</i>	
Course project (work) (if available)	<i>-</i>	
Form of control	<i>Exam</i>	
Indicators of academic discipline for full-time and part-time forms of education		
	full-time education	Part-time form of education
Year of training (course)	<i>3</i>	
Semester	<i>6, (1PT)</i>	
Lecture classes	<i>15 hr.</i>	
Practical, seminar classes	<i>30 hr.</i>	
Laboratory classes		
Independent work	<i>75 hr.</i>	
Individual tasks		
Number of classrooms per week hours for full-time education	<i>3 hr.</i>	

2. Purpose, tasks and competencies of the educational discipline

The purpose of teaching the academic discipline "Marketing by types of activities: industrial marketing" is the formation of a system of theoretical and practical knowledge about marketing at an industrial enterprise, modern concepts of its development, methodological and organizational principles of use.

Task:

- studying the marketing theory of industrial enterprise, marketing research methodology;
- development and planning of marketing strategies and their implementation by industrial enterprises;
- mastering modern methods of managing marketing and communication activities, procurement at an industrial enterprise, organization of sales and distribution of industrial products.

As a result of studying the academic discipline, the student must:

know: peculiarities of the market of industrial goods and mix-marketing components in this market, marketing components of industrial companies.

be able:

- to implement the concept of marketing in the practical activity of an industrial enterprise;
- classify industrial goods and types of demand;
- develop and implement a marketing research plan for the industrial market and at the industrial enterprise;
- segment the market and position goods on the market;
- conduct a marketing analysis of the elements of the marketing complex of the industrial enterprise / goods;
- to plan a marketing program of actions for the future;
- to organize purchasing activities at the industrial enterprise;
- form and manage product policy and assortment at the industrial enterprise;
- create and ensure the functioning of the price, sales and communication policies of the industrial enterprise.
- monitor the implementation of the industrial enterprise's marketing plan and adjust its actions in accordance with changes in the market environment.

Competence acquisition:

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 competences (GC):

GC 1. The ability to realize one's rights and responsibilities as a member of society, to realize the values of a civil (free democratic) society and the need for its

sustainable development, the rule of law, the rights and freedoms of a person and a citizen in Ukraine.

GC 2. The ability to preserve and multiply moral, cultural, scientific values and achievements of society based on an understanding of the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, technology and technologies, to use various types and forms of motor activity for active recreation and leading a healthy lifestyle.

GC 4. Ability to learn and master modern knowledge.

GC 5. Determination and persistence in relation to assigned tasks and assumed responsibilities.

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

GC 8. Ability to conduct research at an appropriate level.

GC 9. Skills in using information and communication technologies.

GC 12. Ability to communicate with representatives of other professional groups at different levels (with experts from other fields of knowledge/types of economic activity).

Professional (special) competencies (PC):

PC 1. The ability to logically and consistently reproduce the acquired knowledge of the subject area of marketing.

PC 4. The ability to conduct marketing activities based on an understanding of the essence and content of marketing theory and the functional relationships between its components.

PC 5. Ability to correctly apply marketing methods, techniques and tools.

PC 8. Ability to develop marketing support for business development in conditions of uncertainty.

PC 9. The ability to use marketing tools in innovative activities.

PC 12. The ability to substantiate, present and implement the results of research in the field of marketing.

PC 13. The ability to plan and implement effective marketing activities of a market entity in a cross-functional section.

PC 14. Ability to propose improvements to marketing functions

Program learning outcomes (PLO):

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

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

PLO 16. To meet the requirements of a modern marketer, to raise the level of personal professional training.

PLO 20. Demonstrate skills in developing the company's marketing policy.

PLO 22. Demonstrate the ability to form a project team, assigning executors to ensure the achievement of project goals.

PLO 23. To carry out a study of the international business environment, to analyze the situation on the world market of goods and services, to determine the peculiarities and marketing program of the enterprise's entry into foreign markets.

The program and structure of the educational discipline "Marketing by types of activity: industrial marketing" for full-time form of education

Names of content modules and topics	Number of hours													
	Full-time							Correspondence form						
	a week or so	everything	including					everything	including					
			l	p	lab	ind	s.r.		l	p	lab	ind	s.r.	
1	2	3	4	5	6	7	8	9	10	11	12	13	14	
Content module 1. Organization and planning of marketing activities at an industrial enterprise														
Topic 1.The essence, tasks and trends of the development of industrial marketing	1	12	1	2			8							
Topic 2.The main features of the supply process in the industrial market	2-3	14	2	4			8							
Topic 3.Marketing research in the activity of an industrial enterprise	3	12	2	2			8							
Topic 4. Segmentation of the industrial market and product positioning of an industrial enterprise	4-5	13	2	3			8							
Topic 5. Planning of marketing activities at an industrial enterprise	6-7	13	1	4			8							
Together according to content module 1	63		8	15			40							
Content module 2. Formation of the marketing complex in the activity of an industrial enterprise														
Topic 6. Marketing product policy of an industrial enterprise	8-9	15	2	4			9							
Topic 7. Marketing price policy of an industrial enterprise	10-11	15	2	4			9							
Topic 8. Marketing distribution policy of industrial enterprise	12-13	15	2	4			9							
Topic 9. Marketing communications of the industrial enterprise	14-15-	12	1	3			8							
Together according to content module 2	57		7	15			35							
Total hours	120		15	30			75							

Content module 1. Organization and planning of marketing activities at an industrial enterprise

Topic 1. The essence, tasks and trends of the development of industrial marketing

The essence and role of industrial marketing in the market economy. Definition of industrial marketing, principles and tasks. Classification approaches, regarding the differences between industrial and consumer marketing. Subject and object of the course. The structure of the industrial market according to the characteristics of the use of goods. Branch structure of the industrial market in Ukraine. Trends in the development of industries. The main indicators of industrial development. Tasks of marketing activity and their content. Conceptual provisions of marketing at industrial enterprises, their development and application in modern economic realities.

Topic 2. The main features of the supply process in the industrial market

Organization of the process of supplying goods to ensure the activity of industrial enterprises. Basic concepts of materials procurement management. Types of purchasing situations at an industrial enterprise, "client-supplier" relationships in the process of industrial procurement.

Preparation and conducting negotiations with suppliers as one of the most difficult stages of the procurement process. Basic requirements for negotiations.

Topic 3. Marketing research in the activity of an industrial enterprise

Research of the market of industrial goods under modern conditions and their features. The main directions of marketing research of industrial enterprises: content, method of implementation. Types of marketing information. Information provision of marketing research. The process of marketing research. Research and analysis methods. Analysis and interpretation of collected data and research results. Peculiarities of application of marketing research tools in industrial markets.

Topic 4. Segmentation of the industrial market and product positioning of an industrial enterprise

Segmentation of the industrial market and the behavior of consumer enterprises. Principles of successful market segmentation. The main types of segmentation methods for obtaining market segments: a priori; cluster; flexible segmentation; component segmentation. Industrial market segmentation criteria. The concept of macro- and micro-segmentation. The choice of the target market according to three dimensions: technological, functional, consumer. Selection of the target segment, strategies for reaching the target segment. Features of positioning in the industrial market.

Topic 5. Planning of marketing activities at an industrial enterprise

The essence and basic concepts of strategic planning. The main purpose of strategic planning. Advantages of strategic planning. Tasks and functions of

marketing strategic planning. Principles of marketing strategic planning. The process of marketing strategic planning: formulating the mission of the enterprise and its goals, defining the goals and objectives of the enterprise, forming a marketing strategy. The essence and basic principles of tactical marketing planning. The main tasks of tactical and operational planning. Structure of a tactical marketing plan. Budgeting and cost planning of specific operational and tactical marketing programs. Algorithm and structure of marketing operational plan development. Functional areas of the enterprise, which are covered by operational planning.

Content module 2. Formation of the marketing complex in the activity of an industrial enterprise

Topic 6. Marketing product policy of an industrial enterprise

The essence of the formation and management of the product policy of the enterprise. Technologies of product assortment management: product assortment, product nomenclature. The essence and purpose of servicing industrial goods. Principles and tasks of industrial service. The concept of the product life cycle. Strategic behavior of the enterprise and a set of marketing tools at each stage of the life cycle. Determining the competitiveness of products on the market. Innovative policy of an industrial enterprise. Management of the creation of a new product. Stages of the process of creating a new product. The role of packaging and labeling for new products. Features of implementation of innovative products.

Theme 7. Marketing price policy of an industrial enterprise

The role of price policy in the functioning of the enterprise. Principles and objectives of pricing. Factors determining the price level, their influence on the price policy of the enterprise. Stages of formation of the pricing process. The role of costs in the pricing process. Analysis of competitors' prices. Pricing methods: cost-based, market-based, and competition-based. Factors determining conceptual approaches in building a pricing strategy. Pricing strategy: types and implementation by industrial enterprises.

Topic 8. Marketing policy of industrial enterprise distribution.

Peculiarities of the organization of sales activities. The structure of controlling-sales at production enterprises. The main types of the organizational structure of the sales service, the tasks and functions of the sales service, its internal and external relations. Types and number of levels of distribution channels for industrial goods. Ways of selling goods. Combinations of distribution channels involving different types of intermediaries. Characteristics of types of intermediaries: dealer, distributor, commission agent, agent, broker. Criteria for evaluation and selection of intermediaries. The system of goods movement and evaluation of its effectiveness. Management of distribution channels. Traditional and alternative distribution systems. Criteria for choosing optimal systems and

distribution channels.

Topic 9. Marketing communications at an industrial enterprise

Characteristics of the communication policy, its types and significance in the marketing activity of the enterprise. Peculiarities in the selection of means of promotion in B2B markets: advertising, sales promotion, public relations, personal selling, branding technologies, promotional materials. The process of developing and planning an effective marketing communication program Industrial exhibitions: the purpose of the demonstration. Planning and activities of exhibitions. Tools of interactive communication. The strategy of forming an industrial brand. Technologies for using personal selling as the most effective method of product promotion. Stages of the sales process. Key factors of successful sales proposal presentation.

3. Topics of practical classes

No s/p	Topic name	Number hours
Content module 1. Organization and planning of marketing activities at an industrial enterprise		
1	The essence, tasks and trends of the development of industrial marketing	2
2	The main features of the supply process in the industrial market	4
3	Marketing research in the activity of an industrial enterprise	2
4	Segmentation of the industrial market and product positioning of the industrial enterprise	3
5	Planning of marketing activities at an industrial enterprise	4
Content module 2. Formation of the marketing complex in the activity of an industrial enterprise		
6	Marketing commodity policy of an industrial enterprise	4
7	Marketing price policy of an industrial enterprise	4
8	Marketing policy of industrial enterprise distribution	4
9	Marketing communications at an industrial enterprise	3

4. Topics of independent work

No s/p	Topic name	Number hours
1	The essence, tasks and trends of the development of industrial marketing	8
2	The main features of the supply process in the industrial market	8
3	Marketing research in the activity of an industrial enterprise	8
4	Segmentation of the industrial market and product positioning of the industrial enterprise	8

5	Planning of marketing activities at an industrial enterprise	8
6	Marketing commodity policy of an industrial enterprise	9
7	Marketing price policy of an industrial enterprise	9
8	Marketing policy of industrial enterprise distribution	9
9	Marketing communications at an industrial enterprise	8
		75

5. Control questions for the study of the discipline "Marketing by types of activity: industrial marketing"

1. The essence of marketing in industry
2. The structure of the industrial complex of Ukraine
3. Definition of the subject and object of industrial marketing
4. Define the main types (classification) of production and technical products
5. Describe the factors that shape the demand for production and technical products
6. Reveal the sectoral structure of the industry and the indicators of it's characterizing.
7. The main factors determining the industry structure.
8. Concepts, principles and methods of industrial production planning.
9. Reveal the essence of the concepts: planning, strategy, strategic planning and form the general tasks of an analyst of an industrial enterprise during the development of a strategy
10. Organizational levels of strategies and tasks of a marketer at each of them.
11. Describe the stages of the strategic planning process.
12. Determine the components of the formation of the mission of the enterprise and reveal its interrelationships with the goals.
13. Reveal the essence of the marketing strategy in the strategic planning of an industrial enterprise.
14. Types of marketing strategies and features of their application in the industrial market
15. Give a detailed description of the essence and types of growth strategies, their place in the strategic planning of enterprises.
16. Strategic decision-making models and their main essence: Ansoff's matrix, Porter's model, BCG matrix.
17. Describe the components of the BCG matrix and determine the strategic actions of the marketer in each quadrant of the matrix.
18. Describe diversification strategies and prove the urgency of their use by industrial enterprises.
19. Justify the marketer's actions in developing the tactical implementation of the company's strategy.
20. The essence, purpose and main directions of marketing research in the industrial market

21. Classification of the main types of marketing information, their advantages and disadvantages.
22. Reveal the essence of secondary information, its importance for an industrial enterprise and methods of working with it.
23. Describe the primary information, prove its value and from which sources the industrial researcher draws it most.
24. The concept and significance of the marketing information system for an industrial enterprise
25. What is the essence of the search type of research?
26. Explain the content of the descriptive type of research.
27. The essence, purpose, content and structure of comprehensive marketing research.
28. Which stage of the marketing research process is the most important when conducting research on the industrial market and why?
29. Reveal primary information gathering methods and prioritize choices for industrial research.
30. Characteristics of quantitative and qualitative methods of collecting information.
31. Methods of analysis of marketing information.
32. What is the structure of the questionnaire more expedient to use in the industrial market?
33. Describe the stages of questionnaire development and the basic requirements for questionnaire questions.
34. Reveal the essence and methods of the process of forming a sample in marketing research.
35. Define competition.
36. List the functions that competition performs in market conditions.
37. Name and describe the strategies of competitive struggle according to M. Porter.
38. Name and describe the strategies of competitive struggle according to F. Kotler.
39. Name the values of the indicators and the methods of their determination that determine market concentration (high, moderate, or low concentration).
40. Name and describe the types of competitive situations.
41. Name and describe the existing varieties of the company's competitors.
42. Explain the essence of combined industry and market analysis.
43. What is the essence of analyzing the strengths and weaknesses of competitors?
44. Give a detailed description of the concept of market conditions
45. What does the study of the general economic situation cover?
46. What does the system of indicators of the conjuncture of a specific commodity market include?
47. What does it mean to develop a forecast of the commodity market situation?
48. Define market capacity, state and explain various formulas for calculating real market capacity

49. Explain the forecasting method using consumption rates
50. Name the economic criteria for evaluating the stage of market conditions.
51. Describe non-quantitative sales forecasting methods
52. Describe the quantitative methods of sales forecasting.
53. Explain the essence of segmentation.
54. Reveal the main stages of market segmentation in their logical sequence.
55. Describe existing segmentation methods.
56. What is the essence of multidimensional grouping and what are the most used methods of analysis in this approach.
57. Define the main criteria for the segmentation of the industrial market and describe the expediency of their application.
58. Name the criteria for selecting the company's target markets.
59. Describe five strategies for reaching the company's target markets.
60. Describe the strategies for reaching the target segments of the enterprise.
61. Reveal the essence of positioning in the industrial market and the main strategies used.
62. Reveal the main stages of the process of purchasing industrial products.
63. What are the concepts of materials procurement management.
64. Describe the current trends that indicate the strengthening of the "supplier-client" relationship in the process of industrial procurement
65. What are the main types of situations when purchasing at an industrial enterprise.
66. Identify typical product purchasing decisions.
67. Discover the essence and possible relationships in affiliate marketing.
68. Identify key factors to consider when negotiating with suppliers.
69. What is negotiation tactics, its main components?
70. Give a detailed description of the main requirements for conducting negotiations.
71. Reveal the content of logistics in the supply process.
72. Define the place of product policy in industrial marketing and describe its structure
73. Describe the stages of the product life cycle.
74. Analyze the use of different marketing strategies depending on the phase of the product life cycle.
75. Reveal the mechanism of formation of the company's product range
76. Describe the components of product competitiveness.
77. Reveal the sequence of stages of determining the competitiveness of a product on the market.
78. Describe the quality of the product and its components.
79. The essence of innovative processes at the enterprise.
80. Describe the types of novelty goods
81. Describe the process of new product development.
82. Define a set of methods that determine the evaluation and selection of new product development ideas.
83. Describe the methods of market testing of new products.

84. Explain the essence of new product marketing strategies.
85. Define product range management strategies.
86. Explain the main stages of the process of purchasing industrial products and the concept of managing the purchase of materials.
87. The main types of purchasing situations in an industrial enterprise and describe the factors that must be taken into account during negotiations with suppliers.
88. The main factors and stages of pricing
89. Peculiarities of choosing a method of forming prices for industrial products
90. Peculiarities of price and product analysis of competitors.
91. Reveal the features of setting the final price for an industrial product.
92. Describe the essence of distribution channels and the main principles of their functioning.
93. Types of intermediaries in distribution channels
94. A system of means of promotion at an industrial enterprise.
95. Personal selling as one of the effective methods of promoting industrial goods: process, stages, their main characteristics.
96. Formation of the company's advertising budget and verification of the effectiveness of promotion tools
97. The use of means of information dissemination in the communications of an industrial enterprise.
98. Stages of the marketing activity control process.
99. Peculiarities of developing a marketing plan of an industrial enterprise.

6. A set of tests for determining the level of knowledge acquisition by students

NATIONAL UNIVERSITY OF LIFE AND ENVIRONMENTAL SCIENCES OF UKRAINE			
Specialty 075 "Marketing"	Department of marketing and international trade 2023-2024 academic year	EXAMINATION TICKET No. 1 from the discipline <i>"Marketing by types of activity: industrial marketing"</i>	I approve Head of Department _____ (signature) <u>V. M. Bondarenko</u> _____ 2023

1. The essence of marketing planning in the activity of an industrial enterprise.
2. Characteristics of product strategies of an industrial enterprise.

3. Test tasks:

1. Define the term "Industrial marketing":

1	activity aimed at meeting the needs of consumers through exchange on the industrial market
2	it is a market that includes individuals, firms, enterprises, organizations that receive goods and services for use in production, resale or rental;
3	marketing activity in the industrial market.
4	1 and 2 are the correct answers

2. Choose from the following industrial marketing functions:

1	comprehensive study of the market and problems related to marketing;
2	organization and improvement of the system and methods of sales of products;
3	sales planning, service;
4	organization of research and design works for the creation of products. .

3. Specify the relationships between types of goods with the corresponding classification groups of industrial goods:

1.	Consumer goods	A. Raw materials
		B. Goods of everyday demand
2.	Industrial products	B. Materials
		D. Pre-selected goods

4. Main features of the Just-in-Time delivery concept:

1	Suppliers are located nearby;
2	The level of reserves is 40-50%;
3	The supplier is responsible for product quality;
4	Large batches of raw materials and materials are supplied.

5. Which word is missing in the sentence:

The Japanese mobile corporation ... was	(in the answer sheet, enter the name of
---	---

the first to introduce the concept of "On time"	<i>the Japanese automobile corporation)</i>
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6. Choose the most appropriate definition of "Marketing research" from the list.

1	This is a systematic search, collection, processing and interpretation of information that is related or refers to all problems of marketing goods and services.
2	Systematic production study of markets, especially analysis of the ability of these markets to circulate goods and services.
3	Sales research.
4	Market research.

7. Arrange the stages of the management decision-making process in order:

1. Awareness of problems and opportunities.
2. A clear definition of the problem to be solved.
3. Determination of alternative directions of a possible solution to the problem.
4. Implementation of the chosen course and its adjustment in the process of implementation.
5. Choosing the most appropriate course of action.
6. Comparison of various options for solving the problem.

1	1,2,3,4,5,6
2	2,4,1,6,5,3
3	6,3,1,5,2,4
4	1,2,3,6,5,4

8. The advantages of primary information in the industrial market include:

1	Objectivity and reliability
2	Promptness of receiving information
3	Data that are collected for well-defined research purposes and management decisions to be made.
4	Answers 1 and 2 are correct

9. Disadvantages of primary information include:

1	Data collection takes a lot of time
2	Requires significant expenditure of funds
3	Not all information can be collected in this way
4	Promptness of receiving information.

10. The main components that act in the macroenvironment are:

1	Factors that do not directly affect the enterprise;
2	Factors affecting the company's competitors;
3	Factors that directly affect the enterprise;
4	Factors that apply only to consumers of the enterprise.

7. 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*– the 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 management decisions in various situations according to rules that have already been developed or formed by the participants themselves, is implemented 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 by types of activity: Industrial marketing" are lectures, 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 Life and Environmental Sciences of Ukraine" approved by the academic council of the National University of Life and Environmental Sciences 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 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 enrollment of knowledge, acquired through non-formal education programs, is accepted 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:

$$R_{NR} = \frac{0.7 \cdot (R(1)ZM \cdot K(1)ZM + \dots + R(n)ZM \cdot K(n)ZM)}{K_{DIS}}, \quad (1)$$

where $R(1)ZM, \dots, R(n)ZM$ - rating evaluations from the content modules on a 100-point scale;

n - number of content modules;

$K(1)ZM, \dots, K(n)ZM$ - the number of credits of the European Credit Transfer accumulative system (ECTS) (or hours) provided by the working curriculum for the relevant content module;

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

Formula (1) can be simplified if we accept $K(1)ZM = \dots = K(n)ZM$ Then she will look like

determination of their rating evaluations by the lecturer of the discipline, the rating of the applicant of higher education is determined from the educational work R_{NR} (no more than 70 points) per by the formula:

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

where $R(1)_{ZM}, \dots, R(n)_{ZM}$ - rating evaluations from the content modules on a 100-point scalescale;

n - number of content modules;

$K(1)_{ZM}, \dots, K(n)_{ZM}$ - the number of credits of the European Credit Transferaccumulative system (ECTS) (or hours) provided by the working curriculum for the relevant content module;

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

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

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

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 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 the 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 required to take exams and assessments in accordance with the requirements of the working 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.

12. Distribution of points received by students

The student's knowledge is assessed on a 100-point scale and translated into national assessments according to the table. 1 "Regulations on examinations and credits at NULES of Ukraine" (approved by the Academic Council of NULES of Ukraine from 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

To determine the student's (student's) rating for mastering the RDYS discipline (up to 100 points), the obtained rating from the certification (up to 30 points) is added to the student's (student's) rating for the RHP educational work (up to 70 points): $R_{\text{ДІС}} = R_{\text{HP}} + R_{\text{AT}}$.

13. Methodological support

1. Methodical instructions for studying the discipline "Marketing by types activity: industrial marketing" for full-time and part-time students of specialty 075 "Marketing". - K.: CP "Comprint", 2023. - 75 p.

14. Recommended literature

1. Vasyutkina N.V. Marketing of an industrial enterprise: Tutorial - K.: Publishing House of the European University, 2011. - 438 p.

2. Marketing. Study guide edited by Prof. Buryak R.I. - K.: CPU "Comprint", 2019. - 765 p.

3. Industrial marketing: textbook / O.F. Osnach, V. P. Pylypchuk, L. P. Kovalenko. - K.: Center of Educational Literature, 2011. - 364 p. (there are 30 copies of the book in the library of NULES of Ukraine)

4. Starostina A.O., Dligach A.O., Kravchenko V.A. Industrial marketing: Theory, world experience, Ukrainian practice Textbook Ed. A.O. Starostina - K.: Znannia, 2015. - 764 p.

5. Vachevskiy M.V., Skotnyi V.G., Vachevskiy O.M. Industrial marketing. Basics of theory and practice. Tutorial. - Kyiv: Center for Educational Literature, 2014. – 256 p.

6. Krykavskiy E. Industrial marketing: Textbook for students. economy special / Lviv Polytechnic National University. — 2. ed. — L.: Publishing House of the National University of Lviv Polytechnic, 2014.— 472p.

7. Marketing: Textbook, workshop and educational and methodological complex on marketing. /S.I. Chebotar, J.S. Larina, O.P. Lucii, M.G. Shevchyk, R.I. Buryak, S.M. Bonyar, A.V. Ryabchyk, O.M. Prus, V.A. Rafalska - K.: "Our Time" Publishing House, 2007. - 507 p.

8. Shubin O.O. Industrial marketing: education. manual / O.O. Shubin, O.M. Azaryan, B.Z. Vorobyov — K.: NMCSVO of Ukraine, Studcentr, 2002. — 432 p.

9.

15. Information resources

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

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

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

Periodic domestic and foreign publications:Journals - "Bulletin of Economic Science of Ukraine", "Economy and the State", "Actual Problems of the Economy", "Regional Economy", "Marketing and Advertising", "Marketing in Ukraine", "Economics of Agricultural Industry", "Economist", "Economy of Ukraine ", "Business" and other magazines.

Official websites of the Internet, legislative and regulatory acts.