

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

Marketing and International Trade Department



**"APPROVED"**

Dean of the Faculty of  
Agrarian Management

Anatoliy Ostapchuk  
2022 p.

*"APPROVED"*

**Head of Marketing and  
International Trade Department**

Ruslan Buryak

Protokol # 9 from 29.04.2022

Guarantor of the educational program «Marketing»

Vasyl ZBARSKYY

29.04.2022

**Working educational program  
of discipline**

**"INFRASTRUCTURE OF THE PRODUCT MARKET"**

specialty: 075 «Marketing»

education program «Marketing»

Faculty of Agrarian Management

Developer: Ph.D in Economics, Associate Professor Olena Nahorna

KYIV-2022

1.

## Description of the discipline

### *"Infrastructure of the product market"*

<b>Field of knowledge, direction of training, specialty, educational degree</b>		
Educational degree	<u>"Bachelor"</u> (bachelor, specialist, master)	
Branch of knowledge	<u>07 "Management and Administration"</u>	
Specialty	075 "Marketing"	
Specialization		
<b>Characteristics of the discipline</b>		
View	Normative	
Total hours	120	
Number of ECTS credits	4	
Number of content modules	<u>2</u>	
Course project (work) (if available in the working curriculum)	<u>not provided</u> (name)	
Form of control	Examination	
<b>Indicators of academic discipline for full-time and part-time study</b>		
	full-time education	external form of education
Year of preparation	2	2
Semester	<u>3</u>	<u>3</u>
Lectures	<u>30</u> year	<u>4</u> year
Practical, seminar classes	<u>30</u> year	<u>0</u> year
Laboratory classes	_____ year	_____ year
Individual work	<u>60</u> year	<u>116</u> year
Individual tasks	_____ year	_____ year
Number of weekly hours for full-time study: classroom independent student work -	<u>4</u> year <u>4</u> year	

## 2. The purpose and objectives of the discipline

### 1. The purpose and objectives of the discipline

1.1. **The purpose** teaching the discipline is the acquisition of knowledge on the theory of infrastructure development of the commodity market, management of the enterprise in the field of promotion, storage and sale of goods and services, meeting the needs of consumers.

1.2. The main tasks of studying the discipline "Commodity Market Infrastructure" are:

- awareness of the nature and functions of market infrastructure;
- mastering knowledge of the organization and planning of enterprises in the market;
- study of the system of indicators of the infrastructure of the commodity market and methods of their formation;
- acquisition of skills to independently perform technical and economic calculations related to the analysis and justification of the effective functioning and development of the infrastructure of the commodity market.

1.3. According to the requirements of the educational and professional program, students must:

#### *know:*

- functioning of market infrastructure entities;
- the role and functions of commodity market infrastructure elements;
- the scope and specifics of the activities of wholesale and retail trade, trade and intermediary structures, organized commodity markets, leasing, information and organizational and commercial companies;
- methods of state regulation and promotion of market infrastructure;
- methods for assessing the effectiveness of commercial activities of market infrastructure entities.

#### *be able to:*

- apply the acquired knowledge to solve the following practical tasks:
- to carry out a comprehensive analysis of economic indicators of infrastructure with the use of modern tools;
- elaborate methods increase efficiency activities subjects infrastructure in the commodity market.

Acquisition of competencies:

#### *general competencies (GQ):*

ZK1. The ability to realize their rights and responsibilities as a member of society, to be aware values civil (free democratic)

society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine.

ZK3. Ability to abstract thinking, analysis and synthesis. ZK4.

Ability to learn and master modern knowledge.

ZK5. Definiteness and persistence in terms of tasks and responsibilities.

ZK6. Knowledge and understanding of the subject area and understanding of professional activity.

ZK7. Ability to apply knowledge in practical situations.

***professional (special) competencies (FC):***

SC7. Ability to determine the impact of functional areas of marketing on the results of economic activities of market participants.

SK11. Ability to analyze the behavior of market participants and determine the peculiarities of the functioning of markets.

SK12. Ability to substantiate, present and implement research results in the field of marketing.

SK14. Ability to offer improvements in the functions of marketing activities.

### **3. Program and structure of the discipline**

#### **Module 1. Theoretical foundations of commodity market infrastructure**

##### **1.1. Commodity market infrastructure: essence, composition and problems of development**

Modern definitions of infrastructure and its differentiation. The essence and importance of commodity market infrastructure (ITR). Classification of commodity market infrastructure (ITI) elements. Functions of ITR in relation to the components of trade. Functions of individual components of the infrastructure complex of the commodity market. Features of the product of economic activity of ITR subjects. Indicators for assessing the state and development of ITR components. Indicators for assessing the volume of ITR activities and their definition. Marketing concept of development of ITR subjects. Modern problems of ITR development and the way to solve them.

##### **1.2. Wholesale**

Wholesale trade is the basic component of economic and trade activity. Formation of market-oriented wholesale trade in Ukraine. Structural construction of the wholesale trade system at the macro level. Classification features and forms of wholesale trade. The main factors influencing the choice of form of wholesale trade. Differentiation of types of wholesale trade. Macroeconomic indicators of wholesale

trade. Prospects and trends in the development of wholesale trade at the macro level. Types and organizational and legal forms of wholesale enterprises. General characteristics of wholesale trade enterprises. The content of commercial activities for wholesale sales. Organization of wholesale purchase of goods. Wholesale of goods. The use of effective forms and methods of wholesale as the most important condition for expanding sales channels. Unconventional methods of wholesale of goods. Services of wholesale trade enterprises. Performance indicators of wholesale trade enterprises and methods of their determination.

### **1.3. Trade and intermediary activities in the commodity market**

The essence of trade and intermediary activities. Classification of trade intermediaries. Principles of intermediaries. Legal support of trade and intermediary activities. Criteria for selection of trade intermediaries. Functions of trade intermediaries. Motivation and reward of intermediaries. Forms of remuneration of trade intermediaries. Organization of intermediary activities in the commodity market. Organization of intermediary activities in wholesale and retail trade. Organizational structures of intermediary companies. Classification of intermediaries by market place. Contents of a monopoly agency agreement. Intermediaries with pre-emptive law ("first hand"). Terms of cooperation of simple intermediaries.

### **1.4. Organized commodity markets. Auctions and tenders as forms of organized commodity markets**

The role and place of organized commodity markets in the ITR. Types of organized commodity markets and their differences. Signs of organized commodity markets.

Auction as a form of organized market. Features of auction bidding and goods. Classification of auctions as a subject of economic activity and type of bidding. Stages of organization of auction bidding. Current trends development of auction trade. Auction trade in Ukraine.

Tenders as a form of organized commodity market. Subject for the purposes of tender bidding. Classification of tenders. Stages of organizing and conducting tenders. Legal support and practice of conducting tenders in Ukraine.

### **1.5. Commodity exchanges**

Exchange as one of the forms of organized wholesale market. Types of exchanges. Functions of the commodity exchange. Features of exchange goods. Classification of commodity exchanges. Principles of commodity exchange. Rights of commodity exchanges. Legal bases of creation and organization of activity of commodity exchanges. Organizational structure of the commodity exchange. Rights and responsibilities of members of the commodity exchange. Organization of the exchange trade process. Forms and methods of stock trading. Contents of an exchange agreement and types of exchange agreements. Comparative characteristics of forward and futures

contracts. Brokerage activities on the commodity exchange. Organizational documentary design brokerage agreements. Modern trends development stock trading. Status and trends of exchange trade in Ukraine.

## **1.6. Retail**

The essence and content of retail trade. The main functions of retail. Forms of retail trade. Retail methods. Retail store services. Classification features and typology of retail outlets. Organizational and legal forms of retail trade entities. Features of the retail marketing complex. Marketing decisions in retail. Strategic decisions on the location of the outlet, specialization, value for money. Regulatory bases of activity of subjects of retail trade. Retail obligations to control the quality of goods.

## **1.7. Personal sale**

The essence and features of personal selling. Organizational forms of personal sales. The main components and stages of the process of personal selling. Types of product presentations and tactics for eliminating customer objections. Personal sales management. Sales representatives and requirements for them. Motivation of sales staff and indicators for assessing the effectiveness of its activities. Multilevel (network) marketing and its features. New forms of selling goods and services

## **Module 2. Indirect elements of infrastructure**

### **2.1. Information activities in the infrastructure complex**

The essence and importance of information activities in the modern market economy. Features of information products.

Types of information services. The essence of commercial information and trade secrets. Classification of commercial information. Methods of protection of commercial information. Types of enterprises that provide information services. Advertising as a type of commercial information. Organizational forms of advertising. Advertising agencies as information organizations.

### **2.2. Leasing**

The essence, functions and economic significance of leasing. Subjects, objects and subject of leasing relations. Differences between leasing and operating lease, bank credit. Forms of financial leasing. Subleasing. Structure and content of the leasing agreement. Rights and obligations of the lessor and the lessee. The sequence of leasing agreements. Legislature providing leasing in Ukraine. The structure of lease payments. Factors affecting the amount of lease payments. Economic efficiency of leasing.

Problems of leasing development in Ukraine. Experience of leasing relations in the agricultural sector of Ukraine.

### **2.3. Organizational and commercial activity**

Content of organizational and commercial activities. Features of products of organizational and commercial activities. Characteristics of the main subjects of organizational and commercial activities. Efficiency of organizational and commercial services

Exhibitions and fairs as subjects of organizational and commercial activity. Classification of exhibitions / fairs Stages of organization of an exhibition / fair. Development of exhibition activity in Ukraine

### **2.4. Controlling functions infrastructure. System protection rightconsumers.**

The value of the controlling functions of the infrastructure. The role of the state in controlling the activities of infrastructure elements. Entities performing control functions.

Consumer rights and their legal protection. The main provisions of the Law of Ukraine "On Consumer Protection". The system of control of observance by enterprises of legislative norms on consumer rights.

### **2.5. Competition protection system and its legal basis.**

Competition as a condition for the development and effective operation of market infrastructure entities. The Antimonopoly Committee its role and rights in the system of competition protection.

Antitrust law and its basic requirements. Signs of the monopoly position of the enterprise in the market. The practice of monitoring compliance with antitrust law in Ukraine.

Unfair competition and its types. Protection against unfair competition.

## The structure of the discipline

Names of content modules and topics		Number of hours												
		Full-time							Correspondence form					
		Weeks	total	including					total	including				
				1	n	lab	ind	s.r.		1	n	lab	ind	s.r.
1		2		3	4	5	6	7	8	9	10	11	12	thirteen
Content module 1. Active elements of the infrastructure of the commodity market														
1	Commodity market infrastructure: essence, composition and development problems	1	6	2	2			2	6	1				5
2	Wholesale	2	10	2	2			6	10					10
3	Trade and intermediary activities in the commodity market	3	10	2	2			6	10	1				9
4	Organized commodity markets. Auctions and tenders as forms of organized commodity markets	4-5	10	4	4			2	10					10
5	Commodity exchanges	6	10	2	2			6	10					10
6	Retail	7-8	12	4	4			4	12	1				11
7	Personal sale	9	10	2	2			6	10					10
Together on the content module 1		9	68	18	18	0	0	32	68	3	0	0	0	65
Content module 2. Indirect elements of infrastructure														
1	Information infrastructure activities complexes	10-11	12	4	4			4	12	1				11
2	Organizational and commercial activities	12	10	2	2			6	10					10
3	Leasing	thirteen	10	2	2			6	10					10
4	Controlling functions infrastructure. Consumer protection system.	14	10	2	2			6	10					10
5	Competition protection system and its legal basis.	15	10	2	2			6	10					10
Together on the content module 2		6	52	12	12	0	0	28	52	1	0	0	0	51
Total hours		15	120	30	30	0	0	60	120	4	0	0	0	116

### 4. Topics of seminars

№ s / n	Name topics	Number hours
1		
...		



### 5. Topics of practical classes

№ s / n	Name topics	Number hours
1	Commodity market infrastructure: essence, composition and problems development	2 / -
2	Wholesale	2 / -
3	Trade and intermediary activities in the commodity market	2 / -
4	Organized commodity markets. Auctions and tenders as forms organized commodity markets	4 / -
5	Commodity exchanges	2 /
6	Retail	4 / -
7	Personal sale	2 /
8	Information activities in the infrastructure complex	4 / -
9	Organizational and commercial activities	2 / -
10	Leasing	2 / -
11	Controlling functions of infrastructure. Rights protection system consumers.	2 / -
12	Competition protection system and its legal basis.	2 / -
	Together	30 / -

### 6. Topics of laboratory classes

№ s / n	Name topics	Number hours
1		
...		

### 7. Test questions, sets of tests to determine the level of knowledge acquisition by students

#### control questions

1. The essence and elements of commodity market infrastructure
2. Commodity market infrastructure functions.
3. Forms and methods of wholesale trade.
4. Wholesale functions for producers and retailers.
5. Indicators. characterizing the activities of a wholesale trading company
6. The content of intermediary activities and its types in the commodity market.
7. Classification and features of types of intermediary operations by scope of authority
8. Commission trade - as a form of trade and intermediary activities.
9. Consignment trade - as a form of trade and intermediary activities.
10. Types and features of consignment trade.
11. Classification of intermediaries by market place
12. Motivation and reward of intermediaries.
13. Differences in the main forms of organized markets.
14. Functions and classification of tenders.
15. Auctions as form organized commodity market (essence, types, features of goods).

16. Tenders and their classification
17. The essence of tenders and stages of their conduct
18. Exchanges, their role in a market economy and product features.
19. Types of exchange goods and transactions.
20. Classification of exchanges.
21. Functions of the commodity exchange as a form of organized commodity market.
22. Describe the organizational forms of personal selling
23. Describe the nature, features and stages of personal selling.
24. Retail trade in ITR, functions, values, development trends
25. Classification of retail trade enterprises.
26. Classification features and typology of retail stores
27. Retail marketing solutions.
28. Merchandising and its basic rules in the retail sale of goods
29. Retail store services at different stages of service
30. Leasing: content, purpose. Rights and responsibilities of the lessee
31. Objects and subjects of leasing. Terms of the lease agreement.
32. Rights and obligations of the lessor.
33. Classification of forms of leasing.
34. Fairs, role and functions of exhibitions and fairs in the development of organizational and commercial services.
35. Stages of organization of participation in the exhibition.
36. Describe the organizational forms of advertising, their advantages and disadvantages.
37. Classification and functions of advertising agencies.
38. BTL services of advertising agencies
39. The procedure for pitching advertising agencies
40. Types of unfair competition.

<b>NATIONAL UNIVERSITY OF BIORESOURCES AND NATURE MANAGEMENT OF UKRAINE</b>			
<b>OS "Bachelor" direction of training / specialty 075 "Marketing"</b>	<b>Department of Marketing and International Trade</b> 2022-2023 year	<b>TICKET №</b> from the discipline <b>"Infrastructure of the product market"</b>	<b>I approve</b> Head departments  _____ (signature) <b>Buryak R.I</b> (Full name) 2022

**Answer the following questions in writing:**

1. The essence and elements of the infrastructure of the commodity market.
2. Describe the nature, features and stages of personal selling.
3. Test tasks:

**1. Prequalified tender means:**

1. previous selection of goods for participation in the auction;
2. previous selection of enterprises to be invited to participate in the tender;
3. choice the best offer for participation in the tender;
4. choice from the enterprises of the participants that meet the requirements for further participation in the tender;

**2. The features of the auction do not include:**

1. preliminary inspection of goods before the auction;
2. preliminary qualification of buyers;
3. trade in goods that are often not subject to standardization;
4. trade only in available goods;

**3. The active elements of market infrastructure include:**

*(Enter the correct answer in the answer sheet)*

**4. What intermediary operations are carried out on behalf of the trade intermediary and at his expense ?:**

*(Enter the correct answer in the answer sheet)*

**5. Exchange agreements that do not provide for the actual delivery**

*(Enter the correct answer in the answer sheet)*

**of goods 6. The consignor acquires ownership of the goods:**

1. after transfer of payment by the buyer
2. after customs clearance of goods
3. at receipt of goods for consignment warehouse
4. no correct answer

**7. Which of the following operations are carried out by intermediaries on their own behalf, but at the expense of the owner of the goods ?:**

1. brokerage;
2. commission;
3. agency
4. operations from resale.
5. consignment;

**8. Which of the following companies are not commercial entities ?:**

1. commodity exchanges
2. independent wholesalers, distributors, dealers;
3. brokers, agents, commission agents, consignors;
4. Commercial and industrial ward
5. Advertising agencies

**9. These features are the main characteristics of the following markets:**

1. concentration of supply and demand in time and space;
2. the existence of rules of trade;
3. the existence of a body that monitors their compliance

*(Enter the correct answer in the answer sheet)*

**10. Transit wholesale trade without participation in calculations provides:**

*(Enter the correct answer in the answer sheet)*

## 8. Teaching methods

Conducting lectures and practical classes, slide presentations (in the Power Point program) on each topic, handouts, discussion of problematic issues. Situational tasks are solved in practical classes.

## 9. Formscontrol

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

Assessment of student achievement in all types of educational work is carried out on the current and final controls. Current control of students' knowledge of the discipline is carried out in writing. Test tasks on the content module include test questions (30 tests).

Control of independent work is carried out:

from lecture material - by checking abstracts;

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. The examination ticket includes 2 questions and 10 tests.

## 10. Distribution of points received by students

Current control		Rating on educational work RHP	Final certification (test)	General number of points
Content module 1	Meaningful module 2			
0-100	0-100	0-70	0-30	0-100

Assessment of student knowledge is on a 100-point scale and is translated into national assessments according to table. 1 "Regulations on examinations and tests in NULES of Ukraine" (order of entry into force of 27.12.2019 № 1371)

### Assessment scale: national and ECTS

National assessment	Rating of higher education seekers, points
Perfectly	90-100
Fine	74-89
Satisfactorily	60-73
Unsatisfactorily	0-59

To determine the rating of the student (listener) for mastering the discipline  $R_{dic}$  (up to 100 points) the obtained rating from the certification  $R_{at}$  (up to 30 points) is added to the rating of the student (student) for academic work  $R_{nr}$  (up to 70 points):  
 $R_{dic} = R_{nr} + R_{at}$

## 11. Methodical support

1. Methodical instructions for studying the discipline "Infrastructure of the commodity market" for students of OS "Bachelor" specialty 075 "Marketing". - K.: "CP Comprint", 2019.-120 p.

## 12. Recommended literature Basic

1. Infrastructure of the commodity market: a textbook / V.M. Pylyavets, VV Ozima, VP Zaruba. - K.: Аграрна освіта, 2015. - 255 с. [Electronic resource] regime access -

[https://learn.zhatk.zt.ua/pluginfile.php/8363/mod\\_resource/content/1/%D0%9F%D0%B8%D0%BB%D1%8F%D0%B2%D0%B5%D1%86%D1%8C%20%D0%92.%20%D0%9C.%20%D0%86%D0%BD%D1%84%D1%80%D0%B0%D1%81%D1%82%D1%80%D1%83%D0%BA%D1%82%D1%83%D1%80%D0%B0%20%D1%82%D0%BE%D0%B2%D0%B0%D1%80%D0%BD%D0%BE%D0%B3%D0%BE%20%D1%80%D0%B8%D0%BD%D0%BA%D1%83%20.pdf](https://learn.zhatk.zt.ua/pluginfile.php/8363/mod_resource/content/1/%D0%9F%D0%B8%D0%BB%D1%8F%D0%B2%D0%B5%D1%86%D1%8C%20%D0%92.%20%D0%9C.%20%D0%86%D0%BD%D1%84%D1%80%D0%B0%D1%81%D1%82%D1%80%D1%83%D0%BA%D1%82%D1%83%D1%80%D0%B0%20%D1%82%D0%BE%D0%B2%D0%B0%D1%80%D0%BD%D0%BE%D0%B3%D0%BE%20%D1%80%D0%B8%D0%BD%D0%BA%D1%83%20.pdf)

2. Savoshchenko AS Infrastructure of the commodity market: Textbook. - K.: KHEY, 2005. - 340 с.

3. Textbook / Edited by IB. Magpies.- K.: NMTSVO MO and N of Ukraine, SPF "Studcenter", 2002.-608 p

4. Shkanova OM Commodity Market Infrastructure: A Study Guide. - K.: MAYII, 2004. -254с.

5. ProkopenkoOV, School V.Yu., Degtyarenko O.O., Makhnusha S.M. Commodity market infrastructure. Tutorial. - Kyiv: Educational Center literature, 2007 - 296 with. regime access -

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6. Bobrov V.Ya. Fundamentals of market economy and entrepreneurship. K., Higher School, 2003.

7. Vinogradskaya AM Kommertsyine pidpriemstvo: suchasnyi stan, strategii rozvytku Monografiia / AM Vinogradskaya K: Tsentri navch. lit-ry, 2004 - 807p.

8. Dudyak RP "Organization of exchange activity: basics of theory and practice": Textbook - 2nd edition - Lviv: New World - 2000: Magnolia Plus, 2003.

9. Yermoshenko MI Commercial activity of intermediary organizations: Textbook. - K.: NAU, 2003.

10. Zhuk MV Commercial Relations of Ukraine: A Textbook for Students. higher education Institutions / MV Zhuk-Chernivtsi: Ruta, 2003.-576 p

11. Law of Ukraine "On the Antimonopoly Committee of Ukraine" // Bulletin of the Verkhovna Rada of Ukraine 1993, №50, p.472

12. Law Of Ukraine "About freight exchange" from 12/10/91 (with changes and additions from 15.05.2003).

## Additionally

6. Bobrov V.Ya. Fundamentals of market economy and entrepreneurship. K., Higher School, 2003.

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13. Law of Ukraine "On Amendments to the Law of Ukraine" On Leasing "№ 1381-IV of November 12, 2003. - // Government Courier, 16.01.2004 №8.
14. Law of Ukraine of May 22, 1997 № 283/97-VR: On corporate income taxation.
15. Lukyanets TI Marketing policy of communications: Textbook. manual.- 2nd ed., ext. and processing.- K .: KNEU, 2003.- 524 p
16. Obrotko B.A. Management mediation and exchange activities:Tutorial. - K .: MAYII, 2003 - 264
17. Organization of trade: support / IP Mishchuk, VM Rebitsky; ed. VV Apopiy, 2nd edition K. Center for Literary Studies, 2005 - 616p
18. O'Reilly D. How to find and keep a wholesale buyer: English translation / D. O'Reilly, DD Gibas Minsk: Amalfeya, 2003 - 271p
19. Primak. THEN. Marketing communications in the modern market: Textbook. way. - K: MAYII, 2003.-c 65-68.
20. Sinami A. Success in multilevel marketing. - M .: 1996, 77 p. 21. Sweet MO Exchange market: Textbook. manual. - K .: Dzherela, 2001. -336 with.
22. Solomatin A.N. Economics and organization activities shoppingenterprises: Textbook. - M .: INFRA, 2000. - 294p.
23. Civil Code of Ukraine: Official publication. - K .: ATIKA, 2003. - 416c.

### **13. Information resources**

24. Antimonopoly Committee of Ukraine: access regime - <http://amc.gov.ua/>
25. 25. State customs service Of Ukraine: regime access - <http://www.customs.gov.ua>
26. Government portal: access mode - <http://www.kmu.gov.ua/>
27. The Verkhovna Rada of Ukraine: access regime -<http://www.rada.gov.ua>
28. State Statistics Service of Ukraine: access mode -[www.ukrstat.gov.ua/](http://www.ukrstat.gov.ua/)