



COURSE SYLLABUS

"Marketing by types of activity: agrarian marketing"

Degree of higher education - Bachelor

Specialty 075 Marketing

Educational program " Marketing "

Year of study 2, semester 4

Form of study Full-time

Number of ECTS credits 4

The language of instruction: English

Lecturer of the course
Contact information of the
lecturer (e-mail)
Course page in e-Learn

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DESCRIPTION OF THE DISCIPLINE

(to 1000 printed characters)

The purpose "Agricultural marketing" discipline is the acquisition by students of theoretical and practical knowledge about the functioning mechanism of agricultural marketing at enterprises of the agrarian sector, namely: mastering the latest tools and tools of agricultural marketing; determination of forms and principles of organization, agricultural marketing planning; development of agricultural marketing strategies; study of modern technologies and methods of effective management of agricultural marketing activities in the market environment.

Task the disciplines consist in the acquisition by students of knowledge in the field of agricultural marketing; marketing research of agricultural products and food markets; forecasting the market situation; management of the range of products of agro-industrial complex enterprises and their quality; pricing; systems of distribution and sale of agricultural and food products; promotion of food products on domestic and foreign markets; as well as acquiring knowledge in the field of agricultural marketing planning, management and control of agricultural marketing activities

Competencies of the educational programme:

Integral competence (IC)

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 understanding 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) competences (PC):

PC 1. The ability to logically and consistently reproduce the acquired knowledge of the subject area of marketing, interpretation and forecasting of phenomena and processes in the marketing environment.

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)

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

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

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

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

PRO 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.

COURSE STRUCTURE

Topic	hours(lectures/ laboratory, practical, seminar)	Learning outcomes	Task	Assessment
4th semester				
Module 1				
Topic 1. The essence and content of agricultural marketing	2/2	Know: basic concepts and features of agricultural marketing. Be able: to set the tasks of agricultural marketing. Analyze: elements of the complex agricultural marketing.	Surrenderpractical work. Writing tests, essays. Self-executionworks (incl. in	20

		<p>Understand:the principles of marketing activities in the agricultural sector.</p> <p>Distinguish:functions and agricultural marketing subsystems.</p> <p>Apply:concepts agricultural marketing in practice. To use: the principles of agricultural marketing activity in practice.</p>	learn).	
Topic 2. Information and system of marketing research in the agricultural sector	4/4	<p>Know: basic concepts of marketing research in the agricultural sector.</p> <p>Be able:elaborate plan and conduct Marketing researches. Analyze: marketing information.</p> <p>Understand:species and types of marketing research in the agricultural sector.</p> <p>Distinguish:advantages of holding marketing research in the agricultural sector.</p> <p>Apply:methods and information gathering technologies.</p> <p>Use:methods of information analysis.</p>	Surrender practical work. Writing tests, essays. Self-execution works (including in elearn).	20
Topic 3. Mechanism of functioning of markets and enterprises in the agricultural sector	4/4	<p>Know:basic concepts and methods of analyzing the market situation.</p> <p>Be able:determine market segments, the influence of the marketing environment on the activities of enterprises in the agricultural sector.</p> <p>Analyze:marketing environment and consumer behavior in the agricultural sector.</p> <p>Understand:peculiarities of supply and demand formation.</p> <p>Distinguish:segments market and consumer behavior of various segments.</p> <p>Apply:methods of researching the market situation.</p> <p>Use:methods of analysis and assessment of the market situation.</p>	Surrender practical work. Writing tests, essays. Self-execution works (including in elearn).	15

Topic 4. Organization and management of agricultural marketing	4/4	<p>Know: general concepts of organization and management of marketing activities in the agricultural sector.</p> <p>Be able: carry out planning marketing activities, develop agricultural marketing strategies.</p> <p>Analyze: marketing activity in the agricultural sector.</p> <p>Understand: agricultural marketing strategies.</p> <p>Distinguish: agricultural marketing services.</p> <p>Apply: methods control and analysis of marketing activities in the agricultural sector.</p> <p>Use: indicators for evaluating the effectiveness of agricultural marketing activities.</p>	Surrender practical work. Writing tests. Self-execution works (including in elearn).	15
Module 2				
Topic 1. Marketing commodity policy in the agricultural sector	4/4	<p>Know: basic concepts of marketing commodity policy in the agricultural sector.</p> <p>Be able: to determine the competitiveness of goods, to form a range of goods.</p> <p>Analyze: product range. Understand: task of agricultural marketing commodity policy and the process of creating goods.</p> <p>Distinguish: stages of the product life cycle. Apply: methods of determining the competitiveness of goods.</p> <p>Use: Assessment methods assortment of goods.</p>	Surrender practical work. Writing tests, essays. Self-execution works (including in elearn).	20

<p>Topic 2. Marketing price policy in the agricultural sector</p>	<p>4/4</p>	<p>Know:basic concepts and position marketing price policy in the agricultural sector. Be able: elaborate marketing price strategies and form the price of products of the agrarian sector. Analyze: agricultural marketing price policy and factors affecting the price in the agricultural sector. Understand: pricing methods and process. Distinguish: agricultural marketing pricing strategies. Apply:pricing methods. Use:principles of formation of the new strategies in the agricultural sector.</p>	<p>Surrender practical work, execution of a case. Writing tests. Self-execution works (including in elearn). Solving problems.</p>	<p>20</p>
<p>Topic 3. Marketing policy of distribution and sales system of agricultural sector products</p>	<p>4/4</p>	<p>Know: the main concepts of the marketing policy of the distribution and sales system of products of the agrarian sector. Be able: form system of distribution and sales of products. Analyze: resellers. Understand: product sales channels, their functions, product storage requirements. Distinguish: features of distribution channels, intermediaries,</p>	<p>Surrender practical work. Writing tests, essays. Self-execution works (including in elearn).</p>	<p>15</p>

Topic 4. Marketing policy of communications in the agricultural sector	4/4	<p>Know:general concepts of marketing communication policy in the agricultural sector.</p> <p>Be able:develop a communication campaign.</p> <p>Analyze: factors influencing the formation of a complex of marketing communications.</p> <p>Understand:features meansmarketing communications.</p> <p>Distinguish:actionand the influence of marketing communication tools.</p> <p>Apply:budget formation methodson marketing communication activities.</p> <p>Use:methods of analysis and evaluation of means of marketing communications in the agricultural sector.</p>	Surrenderpractical work. Writing tests, essays. Self-executionworks (incl. inelearn).	15
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ASSESSMENT POLICY

Policy regarding deadlines and results:	Works that are submitted late without good reason will be assigned a lower grade. Modules can be rearranged with the permission of the lecturer if there are good reasons (for example, sick leave).
Academic honesty policy:	Copying during tests and exams is prohibited (including using mobile devices). Term papers and essays must have correct text references to the literature used
Attendance Policy:	Attending classes is mandatory. For objective reasons (for example, illness, international internship), training can take place individually (in online form with the agreement of the dean of the faculty)

SCALE OF ASSESSMENT OF STUDENT KNOWLEDGE

Rating of a higher education applicant, points	The assessment is national for the results of passing exams	
	exams	credits
90-100	perfectly	counted
74-89	fine	
60-73	satisfactorily	
0-59	unsatisfactorily	not counted

RECOMMENDED SOURCES OF INFORMATION

1. Agricultural marketing. Study guide by M. I. Lobanov, T. A. Markina, T. V. Arestenko, and others. Melitopol, 2012. 277 p.
2. Blyznyuk S.V., Blyznyuk A.S. Management of marketing activities of the enterprise: Scientific monograph. K.: Foreign trade. 2008. 240 p.
3. Blyznyuk S.V. Marketing in Ukraine: problems of formation and development. IVC "Polytechnic Publishing House", 2003. 384 p.
4. Harkavenko S.S. Marketing. Textbook. - Kyiv: Libra, 2002. - 712 p.
5. Kvasha S. M. Methodological basis of social decision-making in agrarian policy.

Economy of agro-industrial complex. 2013. No. 8. P. 12-21.

6. Kvasha, S., Ivanko, A., & Dvornyk, I. (2021). Organizational aspects of improving personnel management of agricultural enterprises. *Economic Discourse*, (3), 63–70. <https://doi.org/10.36742/2410-0919-2020-3-7>

7. Formation of a free trade zone between Ukraine and EU member states and possible consequences for the agricultural sector / S. M. Kvasha, V. I. Vlasov, N. V. Kryvenko, B. V. Dukhnytskyi, O. M. Hrybniuk; ed.: S. M. Kvasha; NSC "Institute of Agrarian Economics". Kyiv: NNC "IAE", 2014. - 56 c.

8. Belyavtsev M.I., Ivanenko L.M. Marketing. Tutorial. K.: Center of Educational Literature, 2005. 328 p.

9. Lucii O.P., Vasyutkina N.V. Marketing research of the food market: the organizational and methodological aspect of business entities: Monograph. - K.: View of Europe. University, 2006. – 225 p.

10. 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.: "Nash Chas", 2007. - 504 p.

11. International agribusiness: Study guide. Edited by Doctor of Economics, Prof., Acad. Sivachenko I.Yu. - Kyiv: TsUL, 2003. - 208 p.

12. Basics of marketing: Study guide / S.I. Chebotar, M.G. Shevchyk, I.V. Ryabchyk. etc. - K.: Nash chas, 2004. - 240 p.

13. Richard L. Kohls, Joseph N. Uhl. Marketing of agricultural products. - New York: Macmillan publishing company, 1990.

14. The Global Competitiveness Report 2016–2017 [Electronic resource]. – Access mode: http://www3.weforum.org/docs/WEF_GlobalCompetitivenessReport_2016–17.pdf