



SYLLABUS OF DISCIPLINE

"Infrastructure of the product market"

	Degree of higher education - Bachelor Specialty 075 Marketing Educational program Marketing Year of study 2,semester3 Form of study daily Number of ECTS credits 4 Language of instruction Ukrainian
Course lecturer	Ph.D in Economic Sciences, Associate Professor Elena Babicheva Ph.D in Economic Sciences, Associate Professor Elena Nahorna
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Course page in eLearn	https://elearn.nubip.edu.ua/enrol/index.php?id=4731

DESCRIPTION OF THE DISCIPLINE

The purpose of the discipline: to master the theory of commodity market infrastructure as an important part of a market economy, practical skills to manage its activities to promote, store and sell goods and services, meet consumer needs, ability to find and implement solutions to intensify and improve efficiency. Objectives of the discipline: to know the essence of commodity market infrastructure and its role in a market economy, types and conditions of effective activities of individual parts of commodity market infrastructure.

STRUCTURE OF THE DISCIPLINE

Topic	Years (lectures / practice .)	Learning outcomes	Task	Evaluation
Module 1				
1. Commodity market infrastructure: essence, composition and problems of development	2/2	Know essence, goals, functions and elements of infrastructure of commodity market (ITR). Distinguish marketing the concept of development of ITR subjects	Polls, solutions situational tasks	10
2. Wholesale trade	2/2	Know : essence, storage, characteristics of forms and methods of wholesale trade Be able to analyze the performance of wholesale enterprises	Poll, solution tasks, performance of independent work (including in elearn)	10

3. Trade and intermediary activity in the commodity market	2/2	Know: essence, types and functions of marketing intermediaries. Differences of different types of intermediary operations Be able to: select trade intermediaries, calculate the remuneration of intermediaries.	Survey, Problem solving, performance independent work (including in elearn)	10
4. Organized commodity markets. Auctions and tenders as forms of organized commodity markets	4/4	Know: goals, nature, features and functions of organized markets. Stages of preparation and conduct of bidding Be able: prepare a tender offer, determine the winner of the tender on the basis of the submitted methodology	Settlement solutions the task situational tasks	10
5. Commodity exchanges	2/2	Know: essence, role, types and functions of exchanges, types of exchange agreements, trends in the exchange market Be able: analyze and use exchange information in marketing activities	Poll,solution tasks implementation independentworks (c incl. in elearn)	10
6. Retail trade	4/4	Know: essence, role, functions of retail trade, formats and marketing decisions of retail trade. Be able: to analyze the complex of retail outlet marketing, to carry out marketing audit.	Settlement solutions the task situational tasks	10
7. Personal sales	2/2	Know: The essence, organizational forms and stages of personal sales, multilevel marketing companies Be able: prepare and carry out transactions for the purchase and sale of goods	Poll, solution tasks, independent performance works (c incl. in elearn)	10
Modular control			Testing	30
Together for module 1	18/18			100
Module 2				
8. Information activities in infrastructure complex	4/4	Understand the nature and types of information activities in ITR, organizational forms of advertising Master methods of evaluating alternatives to participation in exhibitions, tender organization advertising agencies	Solving computational problems and situational tasks	10
9. Organizational and commercial activity	2/2	Be able to develop methods to increase the efficiency of the subjects infrastructure Master evaluation methods alternatives to participation in exhibitions,	Project implementation tasks in small groups, presentation of results	30

10. Leasing	2/2	Know essence, goals and functions, legal and marketing aspects of leasing. Be able calculate the amount of lease payments under the contract	Surveys, solving computational problems and situational tasks	10
11. Controlling functions infrastructure. Consumer protection system.	2/2	Know content and meaning of controlling function infrastructure. Understand features and application of consumer protection tools	Survey, problem solving, performance independent work (including in elearn)	10
12. System protection competition and its legal framework.	2/2	Know : essence, tasks and functions with competition protection system. Be able to identify manifestations of unfair competition in the activities of the marketing system promotion	Survey, problem solving, performance independent work (including in elearn)	10
Modular control			Testing	30
Together for module 2	12/12			100
Examination				30
Total for the course	30/30			100

EVALUATION POLICY

Deadline and recompilation policy:	Works that are submitted in violation of the deadlines without good reason are evaluated at a lower grade. Rearrangement of modules takes place with the permission of the lecturer if there are good reasons (for example, hospital).
Academic Integrity Policy:	Write-offs during tests and exams are prohibited (including with the use of mobile devices). Course papers, abstracts must have correct textual references to the literature used
Visiting Policy:	Attendance is mandatory. For objective reasons (eg illness, international internship) training can take place individually in online form in agreement with the dean (faculty)

STUDENT EVALUATION SCALE

Rating of higher education seekers, points	National assessment for the results of examinations	
	exams	offsets
90-100	perfectly	credited
74-89	fine	
60-73	satisfactorily	
0-59	unsatisfactorily	not credited