



KSPEU

MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION
Federal State Budgetary Educational Institution of Higher Education
"KAZAN STATE POWER ENGINEERING UNIVERSITY" (FSBEI HE
"KSPEU")

APPROVED

Director of the Institute of Digital
Technologies and Economics

_____ Zainullin R.R.

«24» February 2026

WORK PROGRAM FOR THE DISCIPLINE

B1.M.18 Marketing

Field of training

38.03.02 Management

Qualification

Bachelor's Degree

Program developed by:

Department name	Position, academic degree, academic title	Full name Developer
Management	Ph.D. in Sociology, Associate Professor	Yusupova A.S.

Approval	Name of department	Date	Minutes No.	Signature
Approved	Management	10.02.2026	Protocol №5	_____ Head of Department, Doctor of Social Sciences, Professor Makhiyanova A.V.
Agreed	Management	10.02.2026	Protocol №5	_____ Head of the Department., Doctor of Social Sciences, prof.Makhiyanova A.V.
Agreed	Educational and Methodological Council of IDTE	24.02.2026	Protocol №6	_____ Director, Ph.D., Associate Professor, Zainullin R.R..
Approved	Scientific Council of IDTE	24.02.2026	Protocol №6	_____ Director, Ph.D., Associate Professor, Zainullin R.R.

1. Course Objectives, Goals, and Intended Learning Outcomes

The objective of mastering the discipline "Marketing" is to develop in students a fundamental understanding of methods for effectively promoting products in a competitive market.

The goals of the discipline are:

- To acquire knowledge of the essence and role of marketing and its place in the economic system of an enterprise;
- To acquire basic skills in financial analysis of a commercial enterprise's activities;
- To acquire knowledge of the main objectives of marketing research and practical skills in conducting it;
- To master the basic principles and methods of making innovative decisions and selecting sources of their financing.

Competencies and Indicators Formed in Students:

Competency Code & Title	Indicator Code & Title	Intended Learning Outcomes (know, be able, skill)
General Professional Competencies (GPC)		
GPC-4.1 Able to make organizational and management decisions and evaluate new market opportunities based on an analysis of the effectiveness of resource use	GPC-4 Able to identify and evaluate new market opportunities, develop business plans for the creation and development of new areas of activity and organizations	<p>Know: Technologies for making organizational and managerial decisions and assessing new market opportunities based on analyzing resource efficiency.</p> <p>Be able to: Make organizational and managerial decisions and assess new market opportunities based on analyzing resource efficiency.</p> <p>Have skills in: Technologies for making organizational and managerial decisions and assessing new market opportunities based on analyzing resource efficiency.</p>
UC-10.2 Demonstrates proficiency in modern methods of calculating indicators characterizing economic processes and phenomena in various areas of life	UC-10 Able to make informed economic decisions in various areas of life	<p>Know: Modern methods of calculating indicators characterizing economic processes and phenomena in various areas of life.</p> <p>Be able to: Apply modern methods of calculating indicators characterizing economic processes and phenomena in various areas of life.</p> <p>Have skills in:</p>

		Modern methods of calculating indicators characterizing economic processes and phenomena in various areas of life.
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2. Place of the Discipline in the Structure of the Educational Program

Prerequisite disciplines (modules), internships, research work, etc.:

Fundamentals of Economics

Subsequent disciplines (modules), internships, research work, etc.:

Marketing Research

3. Structure and Content of the Discipline

3.1. Structure of the Discipline

Type of Academic Work	Total ECTS Credits	Total Hours	Semester
			2
TOTAL WORKLOAD OF THE DISCIPLINE	7	252	252
CONTACT WORK	-	112	112
CLASSROOM WORK	7	90	90
Lectures		36	36
Practical (Seminar) Classes		54	54
Laboratory Work	-	-	-
INDEPENDENT WORK OF STUDENTS		126	126
Review of Study Material	-	-	-
Term Project	-	-	-
Term Paper		-	-
Preparation for Interim Assessment	1	36	36
Interim Assessment:			Credit

For Part-Time Education

Type of Academic Work	Total ECTS Credits	Total Hours	Semester
			2
TOTAL WORKLOAD OF THE DISCIPLINE	7	252	252
CONTACT WORK	-	225	225
CLASSROOM WORK	7	90	90
Lectures		36	36
Practical (Seminar) Classes		54	54
Laboratory Work	-	-	-

INDEPENDENT WORK OF STUDENTS		126	126
Review of Study Material	-	39	39
Term Project	-	-	-
Term Paper		-	-
Preparation for Interim Assessment			
Interim Assessment:			Credit

3.2. Course Content Structured by Sections and Types of Classes

Course Sections	Total Hours	Distribution of Workload by Type of Academic Work				Forms and Type of Assessment	Indicators of Formed Competencies
		Lectures	Lab. Work	Pract. Classes	Ind. Work		
Section 1. Concept of Marketing Research and Methods of Collecting Marketing Information.	108	18		27	63	IA 1	UC-10.2; GPC-4.1
Section 2. Objects of Marketing Research. Product Competitiveness.	108	18		27	63	IA 2	UC-10.2; GPC-4.1
Exam	36				0	AT 1	UC-10.2; GPC-4.1
Total for 2nd Semester	252	36	0	54	126		
TOTAL	252	36	0	54	126		

Course Sections	Total Hours	Distribution of Workload by Type of Academic Work				Forms and Type of Assessment	Indicators of Formed Competencies
		Lectures	Lab. Work	Pract. Classes	Ind. Work		
Section 1. Concept of Marketing Research and Methods of Collecting Marketing Information.	120	16			104	IA 1	UC-10.2; GPC-4.1
Section 2. Objects of Marketing Research. Product Competitiveness.	123	16			107	IA 2	UC-10.2; GPC-4.1
Exam	9				0	AT 1	UC-10.2; GPC-4.1
Total for 2nd Semester	252	32	0		211		
TOTAL	253	32	0		211		

3.3. Course Content

Section 1. Concept of Marketing Research and Methods of Collecting Marketing Information.

Topic 1.1. Concept of Marketing. Stages of Its Development.

Topic 1.2. Functions and Sub-Functions of Marketing.

Topic 1.3. Principles of Organizing the Activities of a Marketing Department.

Topic 1.4. Main Goals and Methods of Marketing Research.

Section 2. Objects of Marketing Research. Product Competitiveness.

Topic 2.1. Concept of Product in the Marketing System.

Topic 2.2. Product Policy of an Organization.

Topic 2.3. Concept of Pricing Policy of an Organization.

Topic 2.4. Product Promotion Mix.

3.4. Thematic Plan for Practical (Seminar) Classes

Sect. No.	Practical Class Topics	Hours
1	Stages of Marketing Development. Role of Marketing in Economic Development of the Country.	8
1	Functions and Sub-Functions of Modern Marketing.	8
1	Principles of Organizing the Activities of a Marketing Department.	8
1	Main Goals and Methods of Marketing Research.	8
2	Concept of Product in the Marketing System. Market Segmentation.	5
2	Product Policy. Concept and Principles of Product Positioning.	5
2	Concept of Pricing Policy. Pricing Strategies and Pricing Tactics.	5
2	Product Promotion Mix. Product Sales Strategies. Product Distribution Channels.	7
TOTAL		54

3.5. Thematic Plan for Laboratory Work

"This type of work is not provided for by the curriculum."

3.6. Term Project / Term Paper

"This type of work is not provided for by the curriculum."

4. Assessment of Learning Outcomes

The assessment of learning outcomes in the discipline is carried out through ongoing monitoring and interim assessment, conducted according to the point-rating system (PRS).

Scale for Assessing Learning Outcomes in the Discipline:

Competency Code	Indicator Code	Intended Learning Outcomes for the Discipline	Level of Formation of the Competency Indicator			
			High	Medium	Below Average	Low
			85 to 100	70 to 84	55 to 69	0 to 54
Assessment Scale						
			Excellent	Good	Satisfactory	Unsatisfactory
			Pass			Fail
GPC-4 Able to identify and evaluate	GPC-4.1 Able to make organizational and	Know:				
			Fully knows technologies for	Knows technologies for identifying	Does not fully know technology	Does not know technologies for

<p>new market opportunities, develop business plans for the creation and development of new areas of activity and organizations</p>	<p>management decisions and evaluate new market opportunities based on an analysis of the effectiveness of resource use</p>		<p>identifying new market opportunities.</p>	<p>new market opportunities, makes minor errors.</p>	<p>gies for identifying new market opportunities.</p>	<p>identifying new market opportunities, makes major errors.</p>
		<p>Be able to:</p>				
			<p>Fully and effectively identifies new market opportunities</p>	<p>Identifies new market opportunities, makes minor errors.</p>	<p>Does not fully identify new market opportunities, makes minor errors.</p>	<p>Poorly identifies new market opportunities, makes major errors.</p>
		<p>Have skills in:</p>				
	<p>Fully and effectively masters technologies for identifying new market opportunities.</p>	<p>Masters technologies for identifying new market opportunities, makes minor errors.</p>	<p>Does not fully master technologies for identifying new market opportunities, makes minor errors.</p>	<p>Poorly masters technologies for identifying new market opportunities, makes major errors.</p>		
<p>UC-10 Able to make informed economic decisions in various areas of life</p>	<p>UC-10.2 Demonstrates proficiency in modern methods of calculating indicators characterizing economic processes and phenomena in various areas of life</p>	<p>Know:</p>				
			<p>Fully knows modern methods of calculating indicators characterizing economic processes and phenomena in various areas of life.</p>	<p>Knows modern methods of calculating indicators characterizing economic processes and phenomena in various areas of life, makes minor errors.</p>	<p>Does not fully know modern methods of calculating indicators characterizing economic processes and phenomena in</p>	<p>Poorly knows modern methods of calculating indicators characterizing economic processes and phenomena in various areas of life, makes major errors.</p>

					various areas of life.	
Be able to:						
		Fully and effectively applies modern methods of calculating indicators characterizing economic processes and phenomena in various areas of life.	Applies modern methods of calculating indicators characterizing economic processes and phenomena in various areas of life, makes minor errors.	Does not fully apply modern methods of calculating indicators characterizing economic processes and phenomena in various areas of life.	Poorly applies modern methods of calculating indicators characterizing economic processes and phenomena in various areas of life, makes major errors.	
Have skills in:						
		Fully masters modern methods of calculating indicators characterizing economic processes and phenomena in various areas of life.	Masters modern methods of calculating indicators characterizing economic processes and phenomena in various areas of life, makes minor errors.	Does not fully master modern methods of calculating indicators characterizing economic processes and phenomena in various areas of life.	Poorly masters modern methods of calculating indicators characterizing economic processes and phenomena in various areas of life, makes major errors.	

Assessment materials for ongoing monitoring and interim assessment are provided in the Appendix to the course syllabus.

The complete set of tasks and materials required for assessing learning outcomes in the discipline is stored at the developing department.

5. Educational, Methodological, and Informational Support for the Discipline

5.1. Educational and Methodological Support

5.1.1. Core Literature

1. Emelin, V.N. Marketing: Fundamentals and Marketing Information. Moscow: KnoRus, 2023. 647 p.
2. Zakharova, I.V. Marketing in Questions and Solutions: textbook. Moscow: KnoRus, 2021. 300 p.
3. Sekerin, V.D. Fundamentals of Marketing: textbook. Moscow: KnoRus, 2023. 223 p.

5.1.2. Supplementary Literature

1. Karpova, S.V. Glossary of Marketing: textbook for bachelors. Moscow: Paleotip, 2013. 337 p.
2. Marketing: Cases, Business Games, Tests: textbook / A.S. Shakhovskaya, E.G. Popkova, O.E. Akimova. Moscow: KnoRus, 2022. 242 p.
3. Umavov, Yu.D. Fundamentals of Marketing: textbook. Moscow: KnoRus, 2021. 236 p.

5.2. Informational Support

1. Russian National Library: electronic library system: website. – Moscow, 2023. – URL: <http://nlr.ru/>
2. [GRAMOTA.RU](http://gramota.ru/): reference and information portal: website. – Moscow, 2023. – URL: <http://gramota.ru/>
3. "Garant": information and reference system: website. – Moscow, 2023. – URL: <http://www.garant.ru/>
4. "Consultant Plus": information and reference system: website. – Moscow, 2023. – URL: <http://www.consultant.ru/>

Licensed and Freely Distributed Software of the Discipline

No.	Software Name	Description	Distribution Method	Licensing Document Details
1	Windows 7 Professional (Pro)	User operating system	Licensed	CJSC "SoftLineTrade" No. 2011.25486 dated 28.11.2011. Non-exclusive right. Perpetual.
2	Office	Software	Licensed	CJSC "SoftLineTrade" No.

No.	Software Name	Description	Distribution Method	Licensing Document Details
	Standard 2007 Russian OLP NL Academic Edition+	package containing necessary office programs		21/2010 dated 04.05.2010. Non-exclusive right. Perpetual.
3	Chrome Browser	Internet information search system	Freely distributed	Free license. Non-exclusive right. Perpetual.
4	LMS Moodle	Software for effective online interaction between instructor and student	Freely distributed	Free license. Non-exclusive right. Perpetual.

6. Material and Technical Support for the Discipline

Type of Academic Work	Name of Classroom, Specialized Laboratory	List of Required Equipment and Technical Teaching Aids
Lectures	Classroom for lecture-type classes	Specialized educational furniture, technical teaching aids for presenting educational information to large audiences (multimedia projector, computer (laptop), screen), demonstration equipment, educational visual aids.
Practical (Seminar) Classes	Classroom for seminar-type classes, group and individual consultations, ongoing monitoring and	Specialized educational furniture, technical teaching aids (multimedia projector, computer (laptop), screen), etc.

Type of Academic Work	Name of Classroom, Specialized Laboratory	List of Required Equipment and Technical Teaching Aids
	interim assessment	

7. Features of the Organization of Educational Activities for Persons with Disabilities and Individuals with Limited Health Capacities

Persons with disabilities and individuals with limited health capacities have the opportunity to move freely from one educational laboratory building to another, access all floors of educational laboratory buildings, and study in academic and other premises, taking into account their psychophysical development and health status.

For the education of persons with disabilities and limited health capacities with musculoskeletal disorders, conditions for unimpeded access to all academic premises are provided. Information about special conditions created for students with disabilities and limited health capacities is posted on the university's website www.kgeu.ru. There is the possibility of providing technical assistance from an assistant, as well as sign language interpreting and typhlo-sign language interpreting services.

To facilitate the perception of reference and educational materials in the discipline by persons with disabilities and limited health capacities with hearing impairments, the following conditions are ensured:

- For better orientation in the classroom, signals are used to indicate the beginning and end of a class (the word "bell" is written on the board);
- The instructor attracts the attention of a hearing-impaired student with a gesture (placing a hand on the shoulder, gentle patting);
- When speaking with a student, the instructor looks at them, speaks clearly, in short sentences, enabling lip reading.

Compensation for speech and intellectual development difficulties of hearing-impaired students is carried out by:

- Using diagrams, charts, drawings, computer presentations with hyperlinks that comment on individual components of the image;
- Regularly applying exercises for graphically highlighting essential features of objects and phenomena;
- Providing the student with the opportunity to receive targeted consultation via email as needed.

To facilitate the perception of reference, educational, and informational materials provided by the educational program in the chosen field of study by persons with disabilities and limited health capacities with visual impairments, the following conditions are ensured:

- The official website on the Internet is adapted considering the special needs of the visually impaired, ensuring the availability of large-print reference information on class schedules;
- The instructor, their interlocutor (if necessary), and those present in the class introduce themselves to the students, with each person the instructor addresses being named each time;
- Actions, gestures, and movements of the instructor are briefly and clearly commented on;
- Printed information is provided in large font (18 points or more) and fully voiced;
- The necessary level of illumination in the premises is ensured;
- The opportunity to use computers during classes and the right to record explanations on a dictaphone (at the request of students) is provided.

The form of ongoing monitoring and interim assessment for students with disabilities and limited health capacities is determined by the instructor in accordance with the curriculum. If necessary, a student with disabilities or limited health capacities, considering their individual psychophysical characteristics, is given the opportunity to take the interim assessment orally, in writing on paper, in writing on a computer, in the form of testing, etc., or is provided with additional time to prepare an answer.

8. Methodological Recommendations for Instructors on Organizing Educational Work with Students

Methodological support for the process of educating students is one of the determining factors for high-quality education. A university instructor, demonstrating high professionalism, erudition, a clear civic position, self-discipline, and a creative approach to solving professional problems, contributes to the formation of a harmonious personality during the educational process.

When implementing the discipline, the instructor may use the following methods of educational work:

- Methods of forming personality consciousness (conversation, discussion, suggestion, instruction, control, explanation, example, self-control, storytelling, advice, persuasion, etc.);
- Methods of organizing activities and forming behavioral experience (assignment, public opinion, pedagogical requirement, commission, habituation, creating educational situations, training, exercise, etc.);
- Methods of motivating activity and behavior (approval, encouragement of social activity, reprimand, creating situations of success, creating situations for emotional and moral experiences, competition, etc.).

When implementing the discipline, the instructor must consider the following areas of educational activity:

Civic and Patriotic Education:

- Formation of a holistic worldview, Russian identity, respect for one's family, society, state, spiritual, moral, and sociocultural values accepted in family

and society, national, cultural, and historical heritage, fostering a desire for its preservation and development;

- Formation of an active civic position among students, based on traditional cultural, spiritual, and moral values of Russian society, to increase the ability to responsibly exercise their constitutional rights and duties;

- Development of legal and political culture of students, expanding constructive participation in decision-making affecting their rights and interests, including in various forms of self-organization, self-government, and socially significant activities;

- Formation of motives, moral and meaningful attitudes of the individual that allow resisting extremism, xenophobia, discrimination on social, religious, racial, national grounds, interethnic and interfaith intolerance, and other negative social phenomena.

Spiritual and Moral Education:

- Cultivating a sense of dignity, honor, honesty, conscientiousness, respect for parents, teachers, and the elderly;

- Formation of principles of collectivism and solidarity, a spirit of mercy and compassion, a habit of caring for people in difficult life situations;

- Formation of solidarity and a sense of social responsibility towards persons with disabilities, overcoming psychological barriers towards persons with disabilities;

- Formation of an emotionally rich and spiritually elevated attitude towards the world, the ability and skill to convey one's aesthetic experience to others.

Cultural and Educational Development:

- Formation of an aesthetic picture of the world;

- Formation of respect for the cultural values of one's hometown, region, and country;

- Increasing the cognitive activity of students.

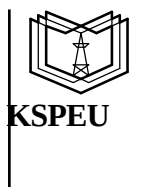
Scientific and Educational Development:

- Formation of a scientific worldview among students;

- Formation of the ability to acquire knowledge;

- Formation of skills in analyzing and synthesizing information, including in the professional field.

*Appendix to the
course syllabus*



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**ASSESSMENT MATERIALS
for the discipline**

B1.M.18 Marketing

2. Assessment Materials for Ongoing Monitoring and Interim Assessment

Scale for Assessing Learning Outcomes in the Discipline:

Competency Code	Indicator Code	Intended Learning Outcomes for the Discipline	Level of Formation of the Competency Indicator			
			High	Medium	Below Average	Low
			85 to 100	70 to 84	55 to 69	0 to 54
			Assessment Scale			
			Excellent	Good	Satisfactory	Unsatisfactory
			Pass			Fail
		Know:				
			Fully knows technologies for identifying new market opportunities.	Knows technologies for identifying new market opportunities, makes minor errors.	Does not fully know technologies for identifying new market opportunities.	Does not know technologies for identifying new market opportunities, makes major errors.
		Be able to:				

			Fully and effectively identifies new market opportunities.	Identifies new market opportunities, makes minor errors.	Does not fully identify new market opportunities, makes minor errors.	Poorly identifies new market opportunities, makes major errors.
Have skills in:						
			Fully and effectively masters technologies for identifying new market opportunities.	Masters technologies for identifying new market opportunities, makes minor errors.	Does not fully master technologies for identifying new market opportunities, makes minor errors.	Poorly masters technologies for identifying new market opportunities, makes major errors.
UC-10 Able to make informed economic decisions in various areas of life	UC-10.2 Demonstrates proficiency in modern methods of calculating indicators characterizing economic processes and phenomena in various areas of life	Know:				
			Fully knows modern methods of calculating indicators characterizing economic processes and phenomena in various areas of	Knows modern methods of calculating indicators characterizing economic processes and phenomena in various areas of	Does not fully know modern methods of calculating indicators characterizing economic processes and phenomena in various areas of	Poorly knows modern methods of calculating indicators characterizing economic processes and phenomena in various areas of

			areas of life.	life, makes minor errors.	areas of life.	a in various areas of life, makes major errors.
Be able to						
		Fully and effectively applies modern methods of calculating indicators characterizing economic processes and phenomena in various areas of life.	Applies modern methods of calculating indicators characterizing economic processes and phenomena in various areas of life, makes minor errors.	Does not fully apply modern methods of calculating indicators characterizing economic processes and phenomena in various areas of life.	Poorly applies modern methods of calculating indicators characterizing economic processes and phenomena in various areas of life, makes major errors.	
Have skills in						
		Fully masters modern methods of calculating indicators characterizing	Masters modern methods of calculating indicators characterizing	Does not fully master modern methods of calculating indicators	Poorly masters modern methods of calculating indicators	

			ing economic processes and phenomena in various areas of life.	economic processes and phenomena in various areas of life, makes minor errors.	characterizing economic processes and phenomena in various areas of life.	indicators characterizing economic processes and phenomena in various areas of life, makes major errors.
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Grade "Excellent" is awarded for completing calculation assignments during the semester; test assignments; deep understanding of technological methods for calculating material consumption rates; complete and substantive answers to exam questions (theoretical and practical tasks).

Grade "Good" is awarded for completing calculation assignments during the semester; test assignments; understanding of technological methods for calculating material consumption rates; answers to exam questions (theoretical or practical task).

Grade "Satisfactory" is awarded for completing calculation assignments during the semester and test assignments.

Grade "Unsatisfactory" is awarded for weak and incomplete completion of calculation assignments during the semester and test assignments.

3. List of Assessment Tools

Brief Description of Assessment Tools Used for Ongoing Monitoring of Academic Progress and Interim Assessment of Students in the Discipline:

Assessment Tool Name	Brief Description of the Assessment Tool	Description of the Assessment Tool
Case Study Task (CST)	A problem-based task in which the student is asked to analyze a real professionally oriented situation necessary to solve the given problem.	Set of tasks for solving case studies.
Test	A system of standardized tasks that allows	Set of test tasks.

Assessment Tool Name	Brief Description of the Assessment Tool	Description of the Assessment Tool
	automating the procedure for measuring the level of knowledge and skills of a student.	

4. List of Control Tasks or Other Materials Necessary for Assessing Knowledge, Skills, and Abilities Characterizing the Stages of Competency Formation in the Process of Mastering the Discipline

Sample Tasks

For Ongoing Monitoring IA 1:

Competency Assessed: GPC-4.1

Test

Question	Answer Options
<i>The required amount of technological equipment can be determined by:</i>	<i>piece technical justified standard</i>
	<i>total labor intensity by type of work</i>
	<i>annual machine operating time</i>
	<i>annual worker operating time</i>
<i>Enterprise capacity refers to:</i>	<i>amount of products manufactured by the plant</i>
	<i>amount of products manufactured by the plant during a calendar period under certain operating modes</i>
	<i>number of personnel</i>
	<i>amount of output</i>
<i>Specify the methods for calculating labor intensity:</i>	<i>analytical, dynamic, statistical</i>
	<i>matrix, differential</i>
	<i>empirical, expert, technological</i>
	<i>all options are correct</i>

Questions for Case Study Task IA 1

1. Classification of material resource consumption standards.
2. System of material resource consumption standards.

Sample Tasks:

1. Using the following initial data, construct a break-even chart to determine the target profit of the company "Provectus":
 - o Target profit – 2 million rubles;
 - o Sales volume – from 100 to 1000 units;
 - o Gross costs are: at sales volume of 200 units – 7 million rubles, at sales volume of 400 units – 8 million rubles, at sales volume of 600 units – 9 million rubles, at sales volume of 800 units – 10 million rubles.

For Interim Assessment:

1. Concept of Marketing.
2. Stages of Marketing Development.
3. Non-Profit Marketing.
4. Socio-Economic Essence of Marketing.
5. Marketing Concepts.
6. Societal Criticism of Marketing.
7. Functions of Marketing.
8. Internal Marketing Environment.
9. External Marketing Environment.
10. Contact Audiences.
11. Concept of Product.
12. Concept of New Product.
13. Product Competitiveness.
14. Product Quality.
15. Characteristics of Services as a Type of Product.
16. Product Life Cycle.
17. Concept of Product Distribution.
18. Types and Forms of Product Distribution Channels.
19. Concept and Types of Product Sales Channels.
20. Concept of Product Assortment.
21. Assortment Formation and Management.
22. Retail Trade.
23. Wholesale Trade.
24. Product Packaging. Functions of Product Packaging.
25. Trademark and Its Essence.
26. Concept of Corporate Identity.
27. Basic Principles of Organizing a Marketing Department.
28. Market Segmentation.
29. Product Positioning.
30. Advertising.
31. Sales Promotion.
32. Personal Selling.

33. Consumer Psychology and Marketing.
34. Pricing Principles.
35. Methods of Marketing Research.