**Програмові вимоги з дисципліни**

**Marketing management**

1. Definition of Market, Types of Markets, Meaning and Definition of Marketing.
2. Production concept
3. Product concept
4. Sales/selling concept
5. Modern marketing concept
6. Societal marketing concept
7. Impact of marketing concepts and its applicability.
8. Marketing functions
9. Marketing Strategy: How to Create a Remarkable Brand
10. Marketing mix, a brief introduction, 4Ps, 7Ps.
11. Importance of marketing mix in marketing decisions
12. Management Processes in Marketing
13. Competitive Marketing Strategies, Competitive Advantage: The Importance of Strategic Marketing.
14. What is SWOT: Situation Analysis in Marketing
15. Features of a Product and its Classifications
16. Main differences between marketing in business and marketing in the public sector
17. Definition of a Brand
18. Development of a Brand
19. Types of Brands
20. Brand Equity – Definition and Benefits
21. Price and its Determinant
22. Objectives of Pricing Decisions
23. Factors Affecting Pricing Decisions
24. Pricing Policies and Strategies
25. Promotion mix and its components, Advertising, Sales Promotion
26. Personal selling, Direct marketing, Public Relations and publicity
27. Market Segmentation: Definition of market segmentation, Need for market segmentation,
28. Criteria for effective segmentation
29. Bases for market segmentation
30. Benefits of market segmentation
31. Evolution of the study of consumer behavior
32. Determinants of consumer behavior
33. Types of buying decisions
34. Stages of the buying process
35. Importance of consumer behaviour study
36. Definition of services
37. Characteristics of services
38. Distinction between goods and services
39. Marketing mix for services
40. Types of services
41. Strategies for Services Marketing
42. E-commerce, E-marketing, E-Retailing
43. Relationship marketing
44. Green marketing
45. Online marketing
46. The product life cycle
47. Competition
48. Advertising. Types.
49. Creative selling
50. [Advertising: Information or Manipulation?](http://eng10213.wordpress.com/2012/01/30/advertising-information-or-manipulation/)