

Документ подписан простой электронной подписью
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ФИО: Ястребов Олег Александрович
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**Federal State Autonomous Educational Institution of Higher Education
"Peoples' Friendship University of Russia named after Patrice Lumumba"
RUDN University**

Agrarian and Technological Institute

educational division (faculty/institute/academy) as higher education programme
developer

COURSE SYLLABUS

MARKETING

course title

Recommended by the Didactic Council for the Education Field of:

35.04.04 AGRONOMY

field of studies / speciality code and title

**The course instruction is implemented within the professional education programme
of higher education:**

GENERAL AGRONOMY

higher education programme profile/specialisation
title

1. THE GOAL OF MASTERING THE DISCIPLINE

The course "Marketing" is included in the Master's program "General Agronomy" in the direction 35.04.04 "Agronomy" and is studied in the 1st semester of the 1st year. The course is implemented by the Department of Technosphere Safety. The course consists of 2 sections and 9 topics and is aimed at studying the basic principles and functions of management, organizational structures of enterprises, the basics of decision-making in management, the basics of forming the product policy of the enterprise and distribution of channels, forming the pricing policy of the enterprise, methods of promoting goods.

The purpose of mastering the discipline is to develop students' professional knowledge in the field of management of both the entire enterprise and its individual divisions, as well as in the field of organizing the sale of agricultural products based on an analysis of market needs.

2. REQUIREMENTS TO THE RESULTS OF MASTERING THE DISCIPLINE

Mastering the discipline "Marketing" is aimed at developing the following competencies (parts of competencies) in students:

Table 2.1. List of competencies developed in students while mastering the discipline (results of mastering the discipline)

Cipher	Competence	Indicators of Competence Achievement (within the framework of this discipline)
UK-1	Able to carry out critical analysis of problematic situations based on a systems approach, develop a strategy actions	UK-1.3 Develops a strategy for achieving a set goal as a sequence of steps, anticipating the result each of them and assessing their impact on the external environment of the planned activity and on the relationships between the participants in this activity;
UK-2	Able to manage a project at all stages of its life cycle	UK-2.2 Forms a schedule for the implementation of the project as a whole and a plan for monitoring its implementation, organizes and coordinates work of the project participants; UK-2.3 Suggests possible ways (algorithms) of implementing the project results into practice (or implements it) implementation);
UK-3	Able to organize and manage the work of a team, developing team spirit strategy to achieve the set goal	UK-3.1 Develops a cooperation strategy and, on its basis, organizes the team's work to achieve the set goals goals; UK-3.2 Plans team work, distributes assignments and delegates authority to team members, organizes discussion of different ideas and opinions;
UK-5	Able to analyze and consider cultural diversity in the process intercultural interaction	UK-5.2 Builds social interaction, taking into account the general and specific features of different cultures and religions;
OPK-5	Capable of carrying out feasibility studies of projects in a professional manner activities	OPK-5.1 Has a command of methods of economic analysis and accounting of project indicators in agronomy; OPK-5.2 Analyzes the main production and economic indicators of a project in agronomy; OPK-5.3 Develops proposals to improve the efficiency of the project in agronomy;

3. PLACE OF DISCIPLINE IN THE STRUCTURE OF EDUCATIONAL EDUCATION

The discipline "Marketing" refers to the part formed by the participants of educational relations of block 1 "Disciplines (modules)" of the educational program of higher education.

As part of the higher education program, students also master other disciplines and/or practices that contribute to the achievement of the planned results of mastering the discipline "Marketing".

Table 3.1. List of components of the educational program of higher education that contribute to the achievement of the planned results of mastering the discipline

Cipher	Name of competence	Preceding courses/modules, practices*	Subsequent disciplines/modules, practices*
UK-3	Able to organize and manage the work of a team, developing a team strategy for achieving the set goal		Postharvest Management;
UK-2	Able to manage a project at all stages of its life cycle		Soil Fertility Management; Crop Production; Technological Training; Undergraduate practice / Pre-graduate practice;
UK-5	Able to analyze and consider cultural diversity in the process intercultural interaction		Russian as a Foreign Language;
UK-1	Capable of carrying out a critical analysis of problematic situations based on a systemic approach approach, develop a strategy of action		Technological Training; Undergraduate practice / Pre-graduation practice; Research work; Pests and Diseases; Soil Fertility Management; Postharvest Management; Crop Production;
OPK-5	Capable of carrying out feasibility studies of projects in a professional manner activities		Postharvest Management;

* - filled in in accordance with the competency matrix and the SUP OP VO

** - elective disciplines/practices

4. SCOPE OF THE DISCIPLINE AND TYPES OF STUDY WORK

The total workload of the “Marketing” discipline is 3 credits.

Table 4.1. Types of educational work by periods of mastering the educational program of higher education for full-time education.

Type of academic work	TOTAL,ac.h.		Semester(s)
			1
<i>Contact work, academic hours</i>	51		51
Lectures (LC)	17		17
Laboratory work (LW)	0		0
Practical/seminar classes (SZ)	34		34
<i>Independent work of students, academic hours</i>	39		39
<i>Control (exam/test with assessment), academic hours</i>	18		18
General complexity of the discipline	ac.h.	108	108
	credit.ed.	3	3

5. CONTENT OF THE DISCIPLINE

Table 5.1. Contents of the discipline (module) by types of academic work

Section number	Name of the discipline section	Section (Topic) Contents		Type of academic work*
Section 1	Marketing	1.1	Introduction to Marketing	LK, SZ
		1.2	Good and Goods	LK, SZ
		1.3	Product policy	LK, SZ
		1.4	Pricing policy	LK, SZ
		1.5	Promotion of goods	LK, SZ
Section 2	Enterprise Management	2.1	Introduction to Organization Management	LK, SZ
		2.2	Principles and functions of management	LK, SZ
		2.3	Organization	LK, SZ
		2.4	Decision Making. Authority and Leadership	LK, SZ

* - filled in only for FULL-TIME education: LK – lectures; LR – laboratory work; PZ – practical/seminar classes.

6. LOGISTIC AND TECHNICAL SUPPORT OF DISCIPLINE

Table 6.1. Material and technical support of the discipline

Audience type	Equipping the auditorium	Specialized educational/laboratory equipment, software and materials for mastering the discipline (if necessary)
Lecture	An auditorium for conducting lecture-type classes, equipped with a set of specialized furniture; a board (screen) and technical equipment by means of multimedia presentations.	
Seminar		Specialized set furniture, internet access available <ul style="list-style-type: none"> • Microsoft Windows 7 Home Basic OA CIS and GE, OEM license • Microsoft Office Professional Plus 2010 Russian Academic Open 1 License No Level, license No. 60411808, date of issue 05/24/2012
For independent work		Specialized set furniture. Software: Microsoft products (OS, office suite, etc.)

Audience type	Equipping the auditorium	Specialized educational/laboratory equipment, software and materials for mastering the discipline (if necessary)
		including MS Office/ Office 365, Teams)

* - the audience for independent work of students MUST be indicated!

7. EDUCATIONAL, METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

Main literature:

1. Ivanova, I. A. Management: a textbook and practical training for universities / I. A. Ivanova, A. M. Sergeev. - 2nd ed. - Moscow: Yurait Publishing House, 2024. - 327 p. - (Higher education). - ISBN 978-5-534-18459-4..

2. Management: a textbook for universities / N. I. Astakhova [et al.]; responsible editors N. I. Astakhova, G. I. Moskvitin. - Moscow: Yurait Publishing House, 2024. - 422 p. - (Higher education). - ISBN 978-5-534-16387-2.).

3. Marketing: textbook and workshop for universities / T. A. Lukicheva [etc.]; edited by T. A. Lukicheva, N. N. Molchanov. — 2nd ed., revised. and additional - Moscow : Publishing house Yurait, 2024. - 386 p. - (Higher education). - ISBN 978-5-534-16503-6.

4. Karpova, S. V. Marketing: Theory and Practice: A Textbook for Universities / S. V. Karpova. - Moscow: Yurait Publishing House, 2024. - 383 p. - (Higher education). — ISBN 978-5-534-16683-5.

Further reading:

1. Korotkov, E. M. Management: a textbook for universities / E. M. Korotkov. - 3rd ed., revised and enlarged. — Moscow: Yurait Publishing House, 2023. — 566 p. — (Higher education). — ISBN 978-5-534-07327-0.

2. Management: a textbook for universities / A. L. Gaponenko [et al.]; under the general editorship A. L. Gaponenko. - 2nd ed., revised and enlarged. - Moscow: Yurait Publishing House, 2024. - 379 p. - (Higher education). - ISBN 978-5-534-17696-4.

3. Galitsky, E. B. Marketing research. Theory and practice: textbook for universities / E. B. Galitsky, E. G. Galitskaya. - 2nd ed., revised and enlarged. - Moscow: Publishing house Yurait, 2023. - 570 p. - (Bachelor. Academic course). - ISBN 978-5-9916-3640-7.

4. Marketing management: textbook and practical training for universities / I. V. Lipsits [et al.]; edited by I. V. Lipsits, O. K. Oyner. - Moscow: Yurait Publishing House, 2024. - 379 p. - (Higher education). - ISBN 978-5-534-01165-4.

Resources of the information and telecommunications network "Internet":

1. RUDN University EBS and third-party EBSs to which university students have access based on concluded agreements

- Electronic library system of RUDN - ELS RUDN

<http://lib.rudn.ru/MegaPro/Web>

- Electronic library system "University library online"<http://www.biblioclub.ru>

- EBS Yurait<http://www.biblio-online.ru>

- Electronic Library System "Student Consultant"www.studentlibrary.ru

- Electronic library system "Troitsky Bridge"

2. Databases and search engines

- electronic fund of legal and normative-technical documentation

<http://docs.cntd.ru/>

- Yandex search engine <https://www.yandex.ru/>
- Google search engine <https://www.google.ru/>
- SCOPUS abstract database

<http://www.elsevier.com/locate/elsevier/scopus/>

Educational and methodological materials for independent work of students mastering the discipline/module:*

1. A course of lectures on the subject "Marketing".

* - all educational and methodological materials for independent work of students are posted in accordance with the current procedure on the discipline page in TUIS!

8. EVALUATION MATERIALS AND SCORE-RATING SYSTEM FOR ASSESSING THE LEVEL OF DEVELOPMENT OF COMPETENCES IN THE DISCIPLINE

Evaluation materials And point-rating system*
assessments level formation of competencies (part of competencies) based
on the results of mastering the discipline

"Marketing" is presented in the Appendix to this Work Program of the discipline.

* - OM and BRS are formed on the basis of the requirements of the relevant local regulatory act of RUDN.

DEVELOPER:

Associate Professor of the
Department of Technosphere
Safety

Position, BUP

Signature

Zharov A.N.

Surname I.O.

HEAD OF THE BUP:

Director of the Department of
Technosphere Safety

Position of the BUP

Signature

Boytsov A.S.

Surname I.O.

HEAD OF THE OP VO:

Professor of the Department of
Agrobiotechnology

Position, BUP

Signature

Pakina E. N.

Surname I.O.