

MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION

**Federal State Autonomous Educational Institution of Higher Education
«National Research Lobachevsky State University of Nizhny Novgorod»**

Институт экономики

УТВЕРЖДЕНО
решением Ученого совета ННГУ
протокол № 10 от 02.12.2024 г.

Working programme of the discipline

Marketing

Higher education level

Bachelor degree

Area of study / speciality

38.03.01 - Economics

Focus /specialization of the study programme

World Economy

Mode of study

full-time

Nizhny Novgorod

Year of commencement of studies 2025

1. Место дисциплины в структуре ОПОП

Дисциплина Б1.О.24 Маркетинг относится к обязательной части образовательной программы.

2. Планируемые результаты обучения по дисциплине, соотнесенные с планируемыми результатами освоения образовательной программы (компетенциями и индикаторами достижения компетенций)

| Формируемые компетенции (код, содержание компетенции) | Планируемые результаты обучения по дисциплине (модулю), в соответствии с индикатором достижения компетенции | | Наименование оценочного средства | |
|--|--|---|------------------------------------|---|
| | Индикатор достижения компетенции (код, содержание индикатора) | Результаты обучения по дисциплине | Для текущего контроля успеваемости | Для промежуточной аттестации |
| УК-1: Способен осуществлять поиск, критический анализ и синтез информации, применять системный подход для решения поставленных задач | УК-1.1: Четко описывает состав и структуру требуемых данных и информации, грамотно реализует процессы их сбора, обработки и интерпретации | УК-1.1: Know the theoretical foundations of conducting marketing research Be able to collect marketing data Have the skills to process and analyze marketing information | Практическое задание Тест | Зачёт: Контрольные вопросы Практическое задание |
| ОПК-5: Способен использовать современные информационные технологии и программные средства при решении профессиональных задач. | ОПК-5.1: Осуществляет выбор инструментальных и программных средств для решения профессиональных задач ОПК-5.2: Использует современные информационные технологии и программные средства для решения профессиональных задач | ОПК-5.1: Know the information technologies that can be used in the company's marketing activities Be able to select a tool and software solution based on the company's current goals ОПК-5.2: Be able to apply information technologies to solve marketing problems Have skills in applying IT technologies to analyze the company's product policy | Практическое задание Тест | Зачёт: Контрольные вопросы Практическое задание |
| ОПК ОС-7: Способен к ведению инновационно-предпринимательской деятельности | ОПК ОС-7.1: Организует процесс поиска, анализа, систематизации и отбора информации, необходимой для разработки бизнес-планов в сфере инновационного предпринимательства | ОПК ОС-7.1: Know the features of innovative product markets Be able to search and select information in innovative markets Have the skills to develop a new innovative product in response to market demand | Практическое задание Тест | Зачёт: Контрольные вопросы Практическое задание |

3. Структура и содержание дисциплины

3.1 Трудоемкость дисциплины

| | |
|--|--------------------------|
| | очная |
| Общая трудоемкость, з.е. | 2 |
| Часов по учебному плану | 72 |
| в том числе | |
| аудиторные занятия (контактная работа): | |
| - занятия лекционного типа | 28 |
| - занятия семинарского типа (практические занятия / лабораторные работы) | 28 |
| - КСР | 1 |
| самостоятельная работа | 15 |
| Промежуточная аттестация | 0 Зачёт |

3.2. Содержание дисциплины

(структурированное по темам (разделам) с указанием отведенного на них количества академических часов и виды учебных занятий)

| Наименование разделов и тем дисциплины | Всего (часы) | в том числе | | | Самостоятельная работа обучающегося, часы |
|---|--------------|--|--|-------|---|
| | | Контактная работа (работа во взаимодействии с преподавателем), часы из них | | | |
| | | Занятия лекционного типа | Занятия семинарского типа (практические занятия/лабораторные работы), часы | Всего | |
| Ф | Ф | Ф | Ф | Ф | |
| Topic 1. The concept and essence of marketing. | 9 | 4 | 4 | 8 | 1 |
| Topic 2. The concept of the market in marketing activities. | 15 | 6 | 6 | 12 | 3 |
| Topic 3. The product as an element of the marketing mix. | 14 | 6 | 6 | 12 | 2 |
| Topic 4. Pricing in marketing. | 11 | 4 | 4 | 8 | 3 |
| Topic 5. Promotion. | 11 | 4 | 4 | 8 | 3 |
| Topic 6. Marketing management. | 11 | 4 | 4 | 8 | 3 |
| Аттестация | 0 | | | | |
| КСР | 1 | | | 1 | |
| Итого | 72 | 28 | 28 | 57 | 15 |

Contents of sections and topics of the discipline

Topic 1. The concept and essence of marketing. Formation of marketing as a science. Basic concepts of marketing in historical context. Basic concepts of modern marketing. Marketing mix.

Topic 2. The concept of the market in marketing activities. The concept of the market in marketing. The concept of market capacity. Calculation of market capacity. Market research. Marketing research methods. Sales policy of the company. Competition in the market.

Topic 3. The product as an element of the marketing mix. The product in marketing. Types of goods. The life cycle of the product. Methods of analysis of the company's product policy. Product attributes, including brand

Topic 4. Pricing in marketing. The concept of price. The pricing process. Methods of determining the price. Pricing strategies.

Topic 5. Promotion. Marketing communications. Promotion in marketing. Types of promotion. Evaluation of promotion effectiveness.

Topic 6. Marketing management. Features of international marketing. Organization of the marketing service at the enterprise. Marketing management. Features of international marketing

4. Учебно-методическое обеспечение самостоятельной работы обучающихся

Самостоятельная работа обучающихся включает в себя подготовку к контрольным вопросам и заданиям для текущего контроля и промежуточной аттестации по итогам освоения дисциплины приведенным в п. 5.

Для обеспечения самостоятельной работы обучающихся используются:

Электронные курсы, созданные в системе электронного обучения ННГУ:

Marketing/Маркетинг,, <https://e-learning.unn.ru/course/view.php?id=5283>.

Иные учебно-методические материалы:

Working with primary and secondary literature

The study of recommended literature should begin with textbooks and teaching aids, then move on to scientific monographs and materials from periodicals. Working with literature involves taking notes on the most relevant and informative materials. This not only mobilizes attention, but also promotes a deeper understanding of the material, its better memorization, and also allows students to systematize and comparatively analyze the information being studied. Thus, note-taking is one of the main forms of independent work, which requires the student to actively work with educational literature and not limit himself to lecture notes.

The student must be able to independently select the necessary literature for educational and scientific work, be able to handle subject catalogs and the library bibliographic reference.

Study of the categorical apparatus of the discipline

The study and understanding of economic categories requires working through lecture material, completing practical assignments, studying dictionaries, encyclopedias, and reference books.

Individual independent work of the student is aimed at mastering and competently applying economic terminology in the field of computer modeling.

Independent study of the topics of the discipline

A special place is given to the independent study by students of individual sections and topics of the studied discipline. This approach develops initiative in students, the desire to increase the volume of knowledge, skills and abilities, and comprehensive mastery of the methods and techniques of professional activity.

The study of issues of a certain topic is aimed at a deeper assimilation of the main categories of

economic theory, understanding of economic processes occurring in society, improving the skill of analyzing theoretical and empirical material.

Preparation of presentation reports on developed projects

Writing reports and preparing a presentation allows students to study the topics of the course in more depth, independently master the material studied, using textbooks and scientific papers.

Preparation for the test

Interim assessment of students in the discipline is carried out in the form of a test. The condition for successful passing of the interim assessment is the systematic work of the student during the semester. In this case, preparation for the test is the systematization of all the knowledge gained in this discipline.

It is recommended to carefully study the list of questions for the test, as well as use the program, educational and methodological complex, and other methodological materials in the learning process. It is advisable to plan to review the material three times before the test. First, careful reading with comprehension, underlining and drawing up a short answer plan. Second, re-working the most difficult questions. Third, a quick review of the material or answer plans to systematize it in memory.

Independent work in the library

An important aspect of independent preparation of students is working with the library collection.

This work involves various options for improving the professional level of students:

- a) obtaining books for detailed study during the semester at the scientific loan;
- b) studying books, magazines, newspapers - in the reading room;
- c) the ability to search for the necessary material through the electronic catalog;
- d) obtaining the necessary information about sources of information from library staff. Studying websites on the topics of the discipline on the Internet

Internet resources are one of the alternative sources for quickly finding the required information. Their use is possible to obtain basic and additional information on the materials being studied. It is necessary to remember about the design of links to Internet sources.

5. Assessment tools for ongoing monitoring of learning progress and interim certification in the discipline (module)

5.1 Model assignments required for assessment of learning outcomes during the ongoing monitoring of learning progress with the criteria for their assessment:

5.1.1 Model assignments (assessment tool - Practical task) to assess the development of the competency YK-1:

The production of children's footwear by national companies amounted to 500 million rubles. The import of the same products amounted to 150 million rubles. Export - 30 million rubles Stocks of products in the warehouses of retail and wholesale trade enterprises at the end of 2014 - 70 million rubles. Determine the market size of the children's footwear market for 2024

5.1.2 Model assignments (assessment tool - Practical task) to assess the development of the competency OIHK-5:

Using Excel, conduct an ABC analysis of the assortment of an online store

| | | | |
|--------------|-----------|--------------|-----------|
| Product code | Volume of | Product code | Volume of |
|--------------|-----------|--------------|-----------|

| | | | |
|---|--------------------------------|----|--------------------------------|
| | sales, thousand roubles. | | sales, thousand roubles. |
| 1 | 567 | 8 | 122 |
| 2 | 12 | 9 | 987 |
| 3 | 4357 | 10 | 567 |
| 4 | 2351 | 11 | 1276 |
| 5 | 332 | 12 | 777 |
| 6 | 123 | 13 | 555 |
| 7 | 1238 | 14 | 1357 |

5.1.3 Model assignments (assessment tool - Practical task) to assess the development of the competency OIHK OC-7:

Select a product. What can be done to increase the consumer value of a given product

Assessment criteria (assessment tool — Practical task)

| Grade | Assessment criteria |
|-------|---|
| pass | The task has been completed in full, possibly with minor inaccuracies, which have been corrected after they were pointed out. |
| fail | the task was not completed or was completed with significant errors |

5.1.4 Model assignments (assessment tool - Test) to assess the development of the competency YK-1:

The method of market research based on the analysis of information already available at the enterprise is called: A) = desk research B) ≈field research

The method of market research, based on the search for information on the current hadachi of the enterprise, is called: A) ≈ desk research B) = field research

The following type of data is more effective in processing for analysis purposes: A) = quantitative B) ≈ qualitative

Asking the question "Do you like chocolate?" the company will receive: A) = qualitative data B) ≈quantitative data

In the process of conducting desk marketing research, the company uses _____ data. secondary

In the process of conducting field marketing research, the company receives _____ data. Primary

Questioning, observation and experiment are types of _____ research. Field.

_____research has the goal of formulating problems more precisely, clarifying concepts, gathering explanations, gaining insight, eliminating impractical ideas, and forming hypotheses.
Exploratory

5.1.5 Model assignments (assessment tool - Test) to assess the development of the competency OIK-5:

The following excel function can be used to calculate the average price: A) \approx SUM B) =AVERAGE C) \approx MAX

The following excel function can be used to calculate the market capacity based on the sales data of the main players: A) =SUM B) \approx AVERAGE C) \approx MAX

To rank data during ABC analysis, the following excel function can be used: A) \approx SUM B) \approx AVERAGE C) =MAX

To conduct an ABC analysis of the commodity policy of an enterprise, the necessary data are: A) = Data on sales volumes for individual goods or product groups B) \approx the price of goods C) \approx the size of the trade margin

When constructing the BCG matrix, the boundary between low and high values of the relative market share is: A) \approx The average share of the company's products on the market B) \approx the average share of the products of a competing company on the market C) = 1

When constructing the BCG matrix, the boundary between low and high market growth rates is: A) \approx 1 B) \approx 1.2 C) = average growth rate of the analyzed market

To build a visual presentation of marketing information for stakeholders, it is advisable to use A) \approx text editor B) \approx excel C) = Power Point

The rule of three when building a presentation means: A) \approx no more than three slides in a presentation B) = No more than three colors and three fonts on one slide C) \approx No more than three words on one slide

On one slide, when building an effective presentation, it is advisable to have no more than ____ words A) \approx 10 B) \approx 20 C) = 40 E) \approx 100

On one slide, when building an effective presentation, it is advisable to place no more than ____ colors A) \approx 1 B) = 3 C) \approx 10

The company obtains up-to-date data for marketing activities as a result of _____. Marketing Research

One of the main digitized tools for implementing the concept of relationship marketing is _____.
Customer relationship system

When building a BCG matrix using Excel, individual products are displayed using - _____. circles

When constructing a BCG matrix using excel, the size of a circle representing an individual product depends on _____. The market size of this product

When constructing a BCG matrix using Excel, the size of the shaded segment of a circle that displays an individual product depends on _____. Market share of this product

To divide goods into groups A, B and C, _____ is used when conducting ABC analysis. Cumulative market share of a product.

The most important for the company are the goods that, as a result of the ABC analysis, belong to the category _____. A.

The least important for the company are the goods related to the category _____ as a result of the ABC analysis. C.

The first step in analyzing the data obtained during the ABC analysis is _____. Sorting from largest to smallest or ranking.

For a visual presentation, it is not advisable to use a font smaller than _____. 18PT

5.1.6 Model assignments (assessment tool - Test) to assess the development of the competency OIK OC-7:

To determine the break-even point, a firm needs to first do which of the following? A) ≈determine what percentage of the market it wants B) ≈determine the

point at which supply equals demand C) =calculate the contribution per unit D) ≈conduct an environmental audit E) ≈determine total market share

What is the best pricing method for a well known firm selling a new hi-tech, high quality mobile phone model most likely to be? A) ≈Penetration pricing B) =Price skimming C) ≈Cost plus pricing

When is price skimming used? A) ≈To gain market share B) =To make as large a profit as possible C) ≈To cover costs and breakeven

Consumers usually perceive higher-priced products as _____. A) ≈out of reach for all but the wealthy B) =having high quality C) ≈having low profit margins D) ≈having cost-based prices E) ≈being in the introductory stage of the product life cycle

When is penetration pricing used? A) =To gain market share B) ≈To make as large a profit as possible C) ≈To cover costs and breakeven

Which pricing strategy would a business use to encourage a trial purchase? A) =Penetration pricing B) ≈Price skimming C) ≈Cost plus pricing

For a startup offering an innovative product, the following market coverage strategy will be most effective: A) ≈ undifferentiated marketing B) ≈ differentiated marketing C) = concentrated marketing

The goods bring the greatest income. which in the BCG matrix is in the segment: A) ≈Star B) = Cash cow C) ≈Dog

It is advisable to abandon the production of goods. which in the BCG matrix is in the segment: A) ≈Star B) ≈Cash Cow C) = Dog

The greatest profit will be received at the stage of the product life cycle. A) implementation. C)=Growth C) ≈maturity E) ≈Recession

ABC analysis is based on _____. Pareto principle

lists the key elements of the marketing mix. Product, place, price, promotion

Name the most profitable stages of the product life cycle for the company. Growth.

The maximum sales volume is reached at the stage of the product life cycle _____. Maturity

The company conducted an analysis of the competitive situation and calculated the Herfindahl Hirschman index for two markets: HHI 1 = 0.23, HHI = 0.19. Which market is the most preferable for launching a new product? 2.

For a new innovative product, it is not advisable to apply the _____ pricing method. Cost plus profit.

The most effective method of promotion in the B2B market is _____. Personal Selling.

The least effective method of promotion in the B2B market is _____. Public relations.

The least effective method of promotion in the B2C market is _____. Public relations.

The most effective method of promotion in the B2C market is _____. Advertising

Assessment criteria (assessment tool — Test)

| Grade | Assessment criteria |
|-------|--|
| pass | the percentage of correct answers is more than 60% |
| fail | the percentage of correct answers is less than 60% |

5.2. Description of scales for assessing learning outcomes in the discipline during interim certification

Шкала оценивания сформированности компетенций

| | | | | | | | |
|--|------------|---------------------|-------------------|---------|--------------|---------|-------------|
| Уровень сформированности компетенций (индикатора достижения компетенций) | плохо | неудовлетворительно | удовлетворительно | хорошо | очень хорошо | отлично | превосходно |
| | не зачтено | | | зачтено | | | |

| | | | | | | | |
|---------------|---|--|--|---|--|---|--|
| <u>Знания</u> | Отсутствие знаний теоретического материала. Невозможность оценить полноту знаний вследствие отказа обучающегося от ответа | Уровень знаний ниже минимальных требований. Имели место грубые ошибки | Минимально допустимый уровень знаний. Допущено много негрубых ошибок | Уровень знаний в объеме, соответствующем программе подготовки. Допущено несколько негрубых ошибок | Уровень знаний в объеме, соответствующем программе подготовки. Допущено несколько несущественных ошибок | Уровень знаний в объеме, соответствующем программе подготовки. Ошибок нет. | Уровень знаний в объеме, превышающем программу подготовки. |
| <u>Умения</u> | Отсутствие минимальных умений. Невозможность оценить наличие умений вследствие отказа обучающегося от ответа | При решении стандартных задач не продемонстрированы основные умения. Имели место грубые ошибки | Продемонстрированы основные умения. Решены типовые задачи с негрубыми ошибками. Выполнены все задания, но не в полном объеме | Продемонстрированы все основные умения. Решены все основные задачи с негрубыми ошибками. Выполнены все задания в полном объеме, но некоторые с недочетами | Продемонстрированы все основные умения. Решены все основные задачи. Выполнены все задания в полном объеме, но некоторые с недочетами | Продемонстрированы все основные умения. Решены все основные задачи с отдельными и несущественными недочетами, выполнены все задания в полном объеме | Продемонстрированы все основные умения. Решены все основные задачи. Выполнены все задания, в полном объеме без недочетов |
| <u>Навыки</u> | Отсутствие базовых навыков. Невозможность оценить наличие навыков вследствие отказа обучающегося от ответа | При решении стандартных задач не продемонстрированы базовые навыки. Имели место грубые ошибки | Имеется минимальный набор навыков для решения стандартных задач с некоторыми недочетами | Продемонстрированы базовые навыки при решении стандартных задач с некоторыми недочетами | Продемонстрированы базовые навыки при решении стандартных задач без ошибок и недочетов | Продемонстрированы навыки при решении нестандартных задач без ошибок и недочетов | Продемонстрирован творческий подход к решению нестандартных задач |

Scale of assessment for interim certification

| Grade | | Assessment criteria |
|-------|---------------------|---|
| pass | outstanding | All the competencies (parts of competencies) to be developed within the discipline have been developed at a level no lower than "outstanding", the knowledge and skills for the relevant competencies have been demonstrated at a level higher than the one set out in the programme. |
| | excellent | All the competencies (parts of competencies) to be developed within the discipline have been developed at a level no lower than "excellent", |
| | very good | All the competencies (parts of competencies) to be developed within the discipline have been developed at a level no lower than "very good", |
| | good | All the competencies (parts of competencies) to be developed within the discipline have been developed at a level no lower than "good", |
| | satisfactory | All the competencies (parts of competencies) to be developed within the discipline have been developed at a level no lower than "satisfactory", with at least one competency |

| | | |
|-------------|-----------------------|---|
| | | developed at the "satisfactory" level. |
| fail | unsatisfactory | At least one competency has been developed at the "unsatisfactory" level. |
| | poor | At least one competency has been developed at the "poor" level. |

5.3 Model control assignments or other materials required to assess learning outcomes during the interim certification with the criteria for their assessment:

5.3.1 Model assignments (assessment tool - Control questions) to assess the development of the competency YK-1

ABC - analysis in marketing

Competition in the market. Types of competitive. Competitive strategy

Marketing mix

Development of marketing theory

Internal environment of marketing

International Marketing, its features

Market. Classification of markets

Marketing. Types of Marketing

Methods for determining the price of the goods

Methods of selling goods

Organization of marketing services in the enterprise

Price. Kinds of prices. Pricing, external factors influencing it

The concept of marketing

The main characteristics of the market

5.3.2 Model assignments (assessment tool - Control questions) to assess the development of the competency OIK-5

Distribution channels. Selection of the optimal distribution channel

Marketing management in the enterprise

Pricing Strategies

Ranking goods. BCG matrix

Segmentation. Characteristics of the market segment. Target markets

Types of advertising. Methods for assessing the effectiveness of advertising

5.3.3 Model assignments (assessment tool - Control questions) to assess the development of the competency ОПК OC-7

Attributes of goods (trade mark, trade name) and requirements to them. Branding

Competitiveness of the goods and the competitiveness of firms

Product in Marketing

Product life cycle and its stages

Promotion of the product, its purpose and types

Assessment criteria (assessment tool — Control questions)

| Grade | Assessment criteria |
|-------|--|
| pass | the correct answer to the question was given, possibly with minor inaccuracies, which were corrected after they were pointed out |
| fail | the answer to the question is not given or contains significant errors or inaccuracies |

5.3.4 Model assignments (assessment tool - Practical task) to assess the development of the competency УК-1

Dairy products make up 16% of the minimum consumer basket of the working-age population of the Russian Federation. The rational standard for milk consumption per person is 184.3 liters per year. The population of the Nizhny Novgorod region as of January 1, 2013 is 3.3 million people. The average price of milk is 26 rubles. Additional data are presented in the table.

Table Average monthly income of the population of the Nizhny Novgorod region.

| Average monthly income | Specific gravity | Average per capita income |
|------------------------|------------------|---------------------------|
| 5000-7000 | 1,86 | 6000 |
| 7001-10000 | 3,84 | 8500 |
| 10001-15000 | 5,41 | 12500 |
| 15001-18000 | 12,69 | 16500 |
| 18001-20000 | 12,45 | 19000 |
| 20001-25000 | 10,89 | 22500 |

| | | |
|-------------|-------|-------|
| | | |
| 25001-30000 | 16,57 | 27500 |
| more 30000 | 36,34 | 30000 |

The average share of annual income spent on food is 0.369, of which 0.156 residents spend on dairy products. From dairy products 0.456 for the purchase of milk.

Questions.

1. The general demand for milk for the market of a given city.
2. Determine the annual income of consumers.
3. Calculate the amount of money consumers spend on milk.
4. Calculate the demand for milk in a given city. Based on the data obtained, characterize the market situation for this product, provided that the volume of milk production in 2008 amounted to 947.6 thousand tons.

5.3.5 Model assignments (assessment tool - Practical task) to assess the development of the competency ОПК-5

According to the table, select the optimal marketing organizational structure and build a ranked organizational structure table.

Table. 1 Criteria for the analysis of marketing organizational structures of management

| Criteria | Marketing structures | | | |
|-----------------------------------|------------------------|--------------|----------------|--------------|
| | By commodity principle | Market based | Geographically | Functionally |
| Costs, million rubles. | 3 | 7 | 4 | 5 |
| Number of links | 5 | 9 | 9 | 6 |
| The quality of the decisions made | 6 | 3 | 8 | 4 |
| Flexibility of management | 9 | 8 | 8 | 9 |
| Structure performance | 9 | 8 | 5 | 7 |

| | | | | |
|--------------------------------------|---|---|---|---|
| Personnel qualification requirements | 8 | 8 | 4 | 7 |
|--------------------------------------|---|---|---|---|

5.3.6 Model assignments (assessment tool - Practical task) to assess the development of the competency ОПК ОС-7

Choose any product, analyze it according to plan

1. What is the need for this product.
2. What need it satisfies.
3. What type of product is in front of you: consumed or used.
4. What problems or difficulties can prevent this product from meeting the needs.
5. Determine the type of buyer for whom this product is designed.
6. What is the best way to market this product.
7. What type of promotion is suitable for this product.

Assessment criteria (assessment tool — Practical task)

| Grade | Assessment criteria |
|-------|---|
| pass | The task has been completed in full, possibly with minor inaccuracies, which have been corrected after they were pointed out. |
| fail | The task is not given or contains significant errors or inaccuracies |

6. Учебно-методическое и информационное обеспечение дисциплины (модуля)

Основная литература:

1. Angelova Olga. Marketing = Маркетинг : tutorial / О. Angelova ; Lobachevsky State University of Nizhny Novgorod. - Nizhny Novgorod : UNN Publishing House, 2017. - 31 p. - Текст : электронный., <https://e-lib.unn.ru/MegaPro/UserEntry?Action=FindDocs&ids=823432&idb=0>.
2. Terry Smith. The Roots and Uses of Marketing Knowledge : A Critical Inquiry Into the Theory and Practice of Marketing. - De Gruyter, 2020. - 1 online resource. - ISBN 9783110631708. - ISBN 9783110631142. - Текст : электронный., <https://e-lib.unn.ru/MegaPro/UserEntry?Action=FindDocs&ids=854059&idb=0>.
3. Amandeep Singh. Big Data : A Road Map for Successful Digital Marketing. - De Gruyter, 2022. - 1 online resource. - ISBN 9783110733716. - ISBN 9783110738414. - Текст : электронный., <https://e-lib.unn.ru/MegaPro/UserEntry?Action=FindDocs&ids=854025&idb=0>.

Дополнительная литература:

1. Filipe Mota Pinto. Digital Marketing Strategies and Models for Competitive Business. - IGI Global, 2020. - 1 online resource. - ISBN 9781799829652. - ISBN 9781799829638. - Текст : электронный., <https://e-lib.unn.ru/MegaPro/UserEntry?Action=FindDocs&ids=854045&idb=0>.
2. Impact of ICTs on Event Management and Marketing. - IGI Global, 2021. - 1 online resource. - ISBN 9781799849551. - ISBN 9781799849544. - Текст : электронный., <https://e-lib.unn.ru/MegaPro/UserEntry?Action=FindDocs&ids=854029&idb=0>.
3. Jose Ramon Saura. Advanced Digital Marketing Strategies in a Data-Driven Era. - IGI Global, 2021. - 1 online resource. - ISBN 9781799880059. - ISBN 9781799880035. - Текст : электронный., <https://e-lib.unn.ru/MegaPro/UserEntry?Action=FindDocs&ids=854034&idb=0>.
4. Bryan Christiansen. Handbook of Research on Applied AI for International Business and Marketing Applications. - IGI Global, 2020. - 1 online resource. - ISBN 9781799850786. - ISBN 9781799850779. - Текст : электронный., <https://e-lib.unn.ru/MegaPro/UserEntry?Action=FindDocs&ids=854048&idb=0>.

Программное обеспечение и Интернет-ресурсы (в соответствии с содержанием дисциплины):

в) программное обеспечение и Интернет-ресурсы

1. The official web site of Federal State Statistics Service – URL:http://www.gks.ru/wps/wcm/connect/rosstat_main/rosstat/en/main/
2. The official web site of Government of Russian Federation – URL: <http://government.ru/en/>
3. The official web site of Organization for Economic Co-operation and Development (OECD) – URL: <http://www.oecd.org/>
4. The official web site of the Central Bank of Russian Federation – URL: <http://www.cbr.ru/eng/>
5. The official web site of the International Monetary Fund – URL: <http://www.imf.org/>
6. The official web site of the Ministry of Finance – URL: <http://old.minfin.ru/en/>
7. The official web site of the UNCTAD (United Nations Conference on Trade and Development) – URL: <http://www.unctad.org/>
8. The official web site of the World Trade Organization – URL: <http://www.wto.org/>
9. The official web site of World Bank – URL: <http://www.worldbank.org/>

7. Материально-техническое обеспечение дисциплины (модуля)

Учебные аудитории для проведения учебных занятий, предусмотренных образовательной программой, оснащены мультимедийным оборудованием (проектор, экран), техническими средствами обучения.

Помещения для самостоятельной работы обучающихся оснащены компьютерной техникой с возможностью подключения к сети "Интернет" и обеспечены доступом в электронную информационно-образовательную среду.

Программа составлена в соответствии с требованиями ОС ННГУ по направлению подготовки/специальности 38.03.01 - Economics.

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Заведующий кафедрой: Трифонов Юрий Васильевич, доктор экономических наук.

Программа одобрена на заседании методической комиссии от 12.11.24, протокол № 5.