

Annotation of optional educational component

Academic discipline	Marketing and logistics in animal husbandry
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Courses and semesters, when the discipline is planning to study	4 course, 7 semester
Faculties whose students are invited to study discipline	Biological-technological faculty
List of competencies and learning-related outcomes that discipline provides	<p>According to the requirements of the educational-professional program «Technology of production and processing of livestock products» applicants must acquire the ability to obtain the following competencies:</p> <p>GC 5 (general competence). Ability to adapt and act in a new situation.</p> <p>GC 6. Ability to work in a team and have interpersonal skills.</p> <p>GC 7. Ability to evaluate and ensure the quality of performed works.</p> <p>GC 9. Ability to search, process and analyze information from various sources.</p> <p>PC 6 (professional competence). Ability to apply basic knowledge of economics, organization and management in the production and processing of livestock products.</p> <p>PC 12. The ability to analyze the economic activity of the enterprise, to keep primary records of material values, fixed assets, labor and its payment.</p> <p>The result of studying the discipline is the students' acquisition of such knowledge and skills:</p> <ul style="list-style-type: none"> • apply knowledge of the essence of basic concepts, principles, concepts of marketing and functional areas of logistics; • evaluate the influence of the macro- and microenvironment of marketing on the activity of agricultural enterprises; • carry out marketing research and information gathering; market segmentation and selection of target consumers of livestock products; • to be able to develop a set of marketing measures based on the product, price, distribution and communication policies of the enterprise; • to have methodological tools for the development and implementation of logistics tasks; assessment of economic efficiency and consequences of logistics decision-making; stock assessment based on ABC and XYZ analysis; • apply knowledge of logistics in professional activities and develop proposals for improving logistics systems and the use of material and information flows at the enterprise.
Description of the discipline	
Preconditions necessary for the study of discipline	The optional educational component «Marketing and logistics in animal husbandry» does not have preconditions necessary for the study.

Maximum number of students who can study simultaneously	55 students
Lesson plans	<p>Lectures</p> <ol style="list-style-type: none"> 1. Theoretical and social essence of marketing 2. Marketing environment of agricultural enterprises 3. Segmentation of the livestock products market 4. Commodity marketing policy 5. Logistics as a science and a field of professional activity 6. Purchasing logistics 7. Production logistics 8. Logistic systems of stock management 9. Distribution in the marketing system and sales logistics 10. Transport logistics <p>Practical classes</p> <ol style="list-style-type: none"> 1. Evolution of development and basic concepts of marketing and logistics 2. Marketing classification of individual needs 3. Assessment of the competitive environment and competitiveness of the enterprise on the market 4. Marketing research and marketing information 5. Analysis of consumer behavior 6. Innovative marketing policy. Evaluation of the quality of goods 7. Modern concept and stages of development of logistics 8. Material flows and logistics operations 9. Inventory management using ABC, XYZ analysis 10. Internal production logistics systems: KANBAN, MRP-I, MRP-II, OPT, LP
Teaching language	Ukrainian