

STUDY PROGRAMME	AGRIBUSINESS TECHNOLOGIES, 653D70003
SUBJECT TITLE	Basics of Economics, Marketing and Market Research
NUMBER OF CREDITS	6
DURATION OF SUBJECT	Total: 161 hours (95 contact hours, 66 self-study hours)
TEACHING PERIOD	Autumn Semester
SUBJECT CONTENT	<p>Subject objective Provide knowledge and skills needed to evaluate the best practices of economics and principal indicators of economic models, teach how agricultural or alternative business management problems can be solved by means of modern marketing theories and how these theories can help anticipate future farm business management challenges and their solutions. Provide knowledge and develop skills that will enable independently plan and carry out market analysis and base the taken decisions in manufacturing and agricultural product realisation on the results of this analysis.</p> <p>Learning outcomes Will apply the theoretical knowledge and models of social sciences in professional activities. Will know the common agricultural policy and its objectives related to agriculture and rural development challenges and oriented to the European Union (EU) strategy. Will evaluate processes and results of agribusiness economic activity, and select agricultural product marketing strategies and models. Will plan, organise and control the activity of agricultural entities and main agricultural production processes, foresee and choose financing sources, forms of credit provision, investment (innovation) agricultural and rural development projects.</p> <p>Content (topics)</p> <ol style="list-style-type: none"> 1. The object and methods of economic research. Microeconomics: the key indicators. 2. Methodological basics of microeconomics: market, supply and demand analysis, production theory, corporate behaviour. 3. Macroeconomics: the key indicators. Economic regulatory measures. 4. Methodological foundations of macroeconomics: the theory of economic growth, unemployment, inflation, economic activity cycles. 5. The nature and content of marketing. Buying behaviour and purchasing decisions. 6. Tasks and milestones of marketing management process 7. Strategic marketing. 8. Operational marketing (product policy, purchasing policy, distribution policy, communications policy). 9. Market research planning and implementation. 10. Data analysis.
ASSESSMENT	The final assessment is a cumulative score, which is the sum of the intermediate settlements received during the whole semester, and the exam assessments.

SUBJECT COORDINATOR	Rasa Miakinkovienė Vilniaus kolegija/University of Applied Sciences, Faculty of Agrotechnologies, Environment Design and Agribusiness Technology Department 2A Beržų str., Buivydiškės, Vilnius district, LT–14160, Lithuania Tel. +370 5 2 19 16 53 E-mail: krastotvarka@atf.viko.lt
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