

Marketing of innovative projects in electrical engineering

Introduction, subject, goals and objectives

Upon the course completion a student is expected to:

a) know:

- what is innovation;
- the fundamentals of enterprise economics;
- the basics of industrial marketing;

b) be able to (SWBAT):

- find effective technical and economic solutions to modern projects;
- plan the work of a real enterprise;
- carry out a comprehensive analysis of professional activity objects.

c) have a good command of:

- modern technologies of integrated planning.
- methods of assessing the competitiveness of enterprises and projects

Scope and types of study, the content of the discipline

Total scope of the course is 3 ECTS credits or 102 hours which include 52 hours of lectures, 20 contact hours of practical classes, 30 hours of self-study involving training for laboratory and practical classes, training for the examination and exam taking.

Categories of the discipline, the types and scope of training

Section number	Name of sections, topics of the discipline	Scope according to the types of work in hours			
		total	L	WS	LC
1	Industrial marketing: a history of marketing. Marketing concepts.	36	30	6	
2	Innovative marketing. Features of innovative projects.	20	12	8	
3	Implemented industrial and innovative marketing projects.	16	10	6	
Total		72	52	20	

Content of the sections, topics of the discipline

Section number	Name of sections	Contents of sections
1	Industrial marketing	1. History of marketing. Marketing concepts. Production concept. Commodity concept. Sales concept. Consumer and industrial marketing. Market models. The market of pure competition. Monopoly market. 2. Marketing environment. External microenvironment. External macroenvironment. Internal environment. Marketing research. Market research, consumers and competitors. Innovative projects in industry and energy.
2	Innovative marketing. Features of innovative projects.	1. What is innovation and innovative marketing. 2. Features of innovative projects. 3. Examples of innovative projects
3	Implemented industrial and innovative marketing projects	1. The difference between industrial marketing and consumer. 2. Industrial marketing as a set of specific projects (“cases”).

Contents of workshops

Number of WS	Section number	Title and summary of the lesson	Number of hours
1	1	1. History of marketing. Marketing concepts. Production concept	2
2	1	2. Production concept. Commodity concept.	2
3	1	3. Sales concept.	2
4	2	4. Industrial marketing	4
5	2	5. Innovative marketing.	2
6	2	6. Marketing environment	2
7	3	7. The project of traction electric drive for a self-propelled car in the mining industry;	2
8	3	8. The project of processes optimization in heat supply systems;	2
9	3	9. The project of computer diagnostic complexes for cardiology	2