

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

ЗАТВЕРДЖЕНО

на засіданні кафедри маркетингу
Протокол № 2 від 02.09.2024 р.

ПОГОДЖЕНО

Проректор з навчально-методичної роботи

Каріна ПЕМАШКАЛО



МАРКЕТИНГОВА ЗБУТОВА ПОЛІТИКА

робоча програма навчальної дисципліни (РПНД)

Галузь знань
Спеціальність
Освітній рівень
Освітня програма

07 Управління та адміністрування
075 «Маркетинг»
перший (бакалаврський)
Маркетинг

Статус дисципліни
Мова викладання, навчання та оцінювання

обов'язкова
англійська

Розробник:
к.е.н., доцент

КЕП

Наталя БОЙКО

Завідувач кафедри
маркетингу

Людмила ГРИНЕВИЧ

Гарант програми

Олена НЕБИЛИЦЯ

Харків
2024

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

APPROVED

at a meeting of the department
marketing
Protocol № 2 of 02.09.2024

AGREED

Vice-rector for educational and methodical work



_____ NEMASHKALO

MARKETING SALES POLICY

Program of the course

Field of knowledge **07 Management and administration**
Specialty **075 «Marketing»**
Study cycle **first (bachelor)**
Study programme **Marketing**

Course status
Language

Mandatory
English

Developers:
PhD (Economics),
Associate Professor

_____ КЕП

Natalia BOIKO

Head of the Marketing
Department

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Liudmyla GRYNEVICH

Head
of Study Programme

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Olena NEBYLYTSIA

Kharkiv
2024

INTRODUCTION

Modern realities indicate the instability of the economic condition of many enterprises, largely due to issues in the organization and management of marketing and sales policy. Insufficient attention to these aspects leads to partial satisfaction of demand, a lack of working capital, low profitability, and a high percentage of unprofitable businesses. Achieving strategic goals is impossible without properly considering the significance of marketing and sales policy.

Sales are a key component of a company's marketing activities, encompassing the entire process of delivering a product to the end consumer. This includes market research, demand stimulation, and creating conditions for effective product distribution, ensuring both customer satisfaction and business profitability.

Sales extend beyond production activities, not only preserving but also enhancing the consumer value of a product, increasing its overall worth. It serves as the commercial conclusion of a company's marketing efforts and the physical completion of production, simultaneously identifying, shaping, and meeting specific consumer needs. As one of the fundamental business functions, sales policy establishes competitive advantages for both the product and the enterprise as a whole.

The organization of an efficient sales system plays a crucial role in a company's operations, as product realization is the primary condition for continued production and economic sustainability.

The goal of the course is to equip students with in-depth theoretical knowledge and practical skills in marketing management, effective use of distribution channels, sales strategies, and product promotion.

To achieve this goal, the following tasks objectives are set:

introducing students to the theoretical and methodological foundations of marketing and sales policy;

applying a systematic approach to the organization of a company's sales system;

studying the principles of formation, management, and operation of distribution channels, as well as intermediary activities;

acquiring knowledge and skills in analyzing the efficiency of sales policy, cost optimization, and considering market conditions;

developing a comprehensive set of marketing measures in the field of product distribution;

making informed management decisions to improve sales processes.

The object of study is the management of a company's marketing and sales activities to optimize managerial decision-making.

The subject of the course is the study of general patterns in the development of marketing and sales policy concepts and their management processes.

The results of training and competence that form the course is defined in table.

1.

Table 1

Learning outcomes and competencies formed by the course

Learning outcomes (LO)	Competences	
	general (GC)	special (SC)
LO2	--	SC 14
LO3	--	SC 4
LO4	--	SC 14
LO5	--	SC 7
LO6	--	SC 7
LO8	--	SC 5
LO9	GC 7	--
LO11	--	SC 5, SC 8
LO14	--	SC 4
LO15	--	SC 13
LO16	--	SC 4, SC 5
LO19		SC 15

where,

LO2. Analyze and predict market phenomena and processes based on the application of fundamental principles, theoretical knowledge and applied skills of marketing activities.

LO3. Apply theoretical knowledge to solve practical tasks in the field of marketing.

LO4. To collect and analyze the necessary information, to calculate economic and marketing indicators, to justify management decisions on the basis of the use of the necessary analytical and methodological tools.

LO5. Identify and analyze the key characteristics of marketing systems of different levels, as well as the peculiarities of the behavior of their subjects.

LO6. To determine the functional areas of marketing activity of a market entity and their relationships in the management system, to calculate the relevant indicators that characterize the effectiveness of such activity.

LO8. Apply innovative approaches to the marketing activity of a market entity, flexibly adapt to changes in the marketing environment.

LO9. Assess the risks of marketing activities, establish the level of uncertainty of the marketing environment when making management decisions.

LO11. Demonstrate the ability to apply an interdisciplinary approach and perform marketing functions of a market entity.

LO14. Perform functional responsibilities in the group, offer sound marketing solutions.

LO15. To act socially responsibly and publicly conscious on the basis of ethical principles of marketing, respect for the cultural diversity and values of civil society in compliance with the rights and freedoms of the individual.

LO16. To meet the requirements for a modern marketer, to increase the level of personal professional training.

LO19. Identify the skills of developing creative marketing campaigns.

GC7. The ability to apply knowledge in practical situations.

SC4. The ability to conduct marketing activities based on understanding the nature and content of marketing theory and functional relationships between its components.

SC5. The ability to correctly apply methods, techniques and tools of marketing.

SC7. The ability to determine the influence of functional marketing areas on the results of economic activity of market entities.

SC8. The ability to develop marketing business development in uncertainty.

SC13. The ability to plan and conduct effective marketing activity of a market entity in a cross -functional section.

SC14. The ability to offer improvement of marketing functions.

SC15. The ability to develop creative marketing campaigns.

COURSE CONTENT

Content module 1. Theoretical principles of marketing policy

Topic 1. The essence of marketing marketing policy

The essence and significance of marketing sales policy. Sales as a component of the marketing mix. Current distribution challenges in Ukraine. Historical aspects of product distribution systems in Ukraine. The goals and key objectives of the course "Marketing Sales Policy." The role of sales policy in the professional competencies of a marketer. The impact of effective sales organization on Ukraine's integration into the European economic community.

Topic 2. Distribution channels of goods: concepts, characteristics and varieties

The concept of distribution channels and their flows. Key principles of distribution channel operation. Classification of product distribution channels. Characteristics and areas of application of direct and indirect distribution channels. Reverse distribution channels. Distribution channels in integrated systems. Key parameters for comparative analysis of distribution channels and their impact on decision-making regarding channel structure, considering alternative approaches. Main criteria for selecting a distribution channel.

Topic 3. Mediators in distribution channels

Characteristics of wholesale intermediaries. Marketing strategies of wholesalers. Independent and dependent wholesale intermediaries. Overview of retail intermediaries and their types. Specifics of retail store operations. Formats of non-store retailing. Marketing decisions of retailers. Fundamentals of merchandising and its importance in retail trade.

Content module 2. Methodology for managing distribution and sales

Topic 4. Competition and conflicts in distribution channels

The interaction of distribution channel participants includes cooperation, conflicts, and competition. The formation of partnerships depends on the harmony of marketing relationships. Channel conflicts vary in levels, causes, and resolution methods. Competition among participants influences the market, requiring retailers to enhance their activities. Trade competitiveness is improved through service quality and business culture.

Topic 5. Marketing-logistics as a factor in improving sales efficiency

Marketing logistics encompasses its essence, goals, and principles. It includes internal and external logistics, inventory management, transportation, and customer service. Logistics systems operate at macro and micro levels, comprising material-technical, organizational-economic, socio-psychological, and regulatory subsystems. The DRP system is used for distribution planning and management.

Topic 6. Internet marketing tools and technologies in sales policy

Digital transformation in Ukraine includes the widespread adoption of information technologies in sales activities, business process automation, and the use of artificial intelligence. Modern marketing tools in sales policy actively integrate Internet technologies. Distribution in e-commerce involves classifying virtual intermediaries and leveraging online services in marketing. Key electronic services include Internet banking, online brokerage platforms, electronic auctions, email marketing, and digital information bureaus.

The list of practical (seminar) and laboratory studies in the course is given in table 2.

Table 2

List of practical (seminar) and laboratory studies

Name of topic and task	Content
Topic 1. Practical task 1	Preparation of presentations on topic 1
Topic 2. Laboratory work 1	Completion of the task of determining the volume of marketing market segment in order to master the techniques and methods of analyzing the effectiveness of marketing efforts and evaluating the market share
Laboratory work 2	Calculation of market capacity
Topic 3. Laboratory work 3	Solving the task "Determining the optimal volume of order" in order to learn how to model the economical order size in the presence of discounts for the number.
Laboratory work 4	Calculation of the steady fate of markets by means of and using different models

Practical task 2	Preparation of presentations on topics 2-3
Topic 4. Practical task 3	Preparation of presentations on topics 4
Topic 5. Practical task 4	Preparation of presentations on topics 5
Topic 6. Practical task 5	Preparation of presentations on topics 6. Development of a number of measures and identifying the optimal strategy for managing the marketing activity of the enterprise in the context of sales policy.

The list of self-studies in the course is given in table 3.

Table 3

List of self-studies

Name of topic and task	Content
Topic 1.	Study of lecture material. Preparation for practical classes. Preparing for the exam.
Topic 2.	Study of lecture material. Preparation for practical classes. Preparing for the exam.
Topic 3.	Study of lecture material. Preparation for practical classes. Preparing for the exam.
Topic 4.	Study of lecture material. Preparation for practical classes. Preparing for the exam.
Topic 5.	Study of lecture material. Preparation for practical classes. Preparing for the exam.
Topic 6.	Study of lecture material. Preparation for practical classes. Preparing for the exam.

The number of hours of lecture, practical (seminar) and laboratory classes and hours of independent work is given in the work plan (technological map) in the course.

TEACHING METHODS

In the course of teaching the course for the acquisition of certain learning outcomes, activation of the educational process provides for the use of such teaching methods as:

Verbal (lecture (theme 1, 2, 3, 5, 6), problematic lecture (topic 4, 6), mini-lecture (theme 3, 5)).

Visual (demonstration (topic 1-6)).

Practical (practical work (topic 1-6), presentations (topic 1, 5), case method (theme 3,4,6)).

FORMS AND METHODS OF ASSESSMENT

The University uses a 100-point cumulative system for assessing the learning outcomes of students.

Current control is carried out during lectures, practical, laboratory and seminar classes and aims to check the level of preparedness of the student for a specific work and is estimated by the amount of points scored:

- for disciplines with the form of semester control exam: maximum amount - 60 points; The minimum amount that allows the student to take the exam - 35 points.

The final control includes semester control and certification of higher education.

Semester control is carried out in the forms of the semester exam. The semester exam is carried out during the examination session.

The maximum amount of points that a student may receive during the exam is 40 points. The minimum amount by which the exam is considered to be 25 points.

The final assessment of the course is determined by the summary of points for current and final control.

The following control measures are used in teaching the course "Marketing Sales Policy":

Current control: homework (18 points), modular test work (24 points), testing (18 points).

Semester Control: Exam (40 points).

More detailed information on the assessment system is provided in technological card of the course.

Example of examination and evaluation criteria for the course.

Kharkiv Semen Kuznets National Economic University
First (bachelor's) level of higher education
Specialty "Marketing"
Educational and professional program "Marketing"
The course "Marketing Sales Policy"
EXAM TICKET No.

Task 1 (stereotypical) test (15 points)

1. This is a corporate vertical marketing system

- a) a system of independent firms bound by contractual relations and coordinating programs of their actions
- b) a member of the channel named as the owner of privileges
- c) successive stages of production and distribution, which are in single ownership
- d) a voluntary association of wholesalers, which provides for the standardization of trade practices

2. Managed vertical marketing system

- a) a system of independent firms bound by contractual relations and coordinating their actions
- b) successive stages of production and distribution, which are in single ownership
- c) a voluntary association of wholesalers, which provides for the standardization of trade practices

d) coordination of the activities of a number of successive stages of production and distribution in the presence of an advantage of one of its participants

3. The level of the distribution channel is

- a) the number of its constituent elements
- b) any intermediary who performs this or that work to bring the product and its ownership to a potential buyer
- c) establishing and maintaining contact with a potential buyer
- d) the reception point of the manufacturer, which works with buyers

4. Rights and obligations of the manufacturer and distributors

- a) forced dealership, exclusive assortment, rights of distributors, negotiated territory
- b) exclusive dealership, stimulation of dealers' efforts, dealers' rights
- c) forced assortment, exclusive dealership, rights of distributors
- d) exclusive dealership, exclusive dealership in the negotiated territory, agreement on forced assortment, rights of dealers

5. The movement of goods is

- a) warehousing, control, movement of goods from the producer to consumers
- b) activity on the organization of financing the movement of goods from the producer to consumers
- c) activities on planning, implementation and control of the movement of goods from the producer to the consumers with benefit for themselves
- d) the activity of processing orders for the shipment of goods from the manufacturer to consumers with benefit for oneself

6. Four aspects of movement of goods

- a) order processing, warehousing, inventory, transportation
- b) order receipt, transportation, storage, control
- c) control, storage, accounting, transportation
- d) processing orders, issuing documents, transportation, accounting

7. Distribution of exclusive rights

- a) provision by the manufacturer of stocks of his goods in as many trade enterprises as possible
- b) market coverage is necessary under firmer control and with lower costs on the part of the manufacturer
- c) deliberate limitation of the number of intermediaries selling the firm's goods
- d) exclusive dealership in a limited territory

8. Agreement on forced assortment

- a) formation of channels with exclusive distribution rights
- b) the choice of dealers without restrictions, but according to the agreed terms
- c) existence of agreements on exclusive territorial activity
- d) the condition under which the dealer must acquire all or some other goods included in the assortment

9. The main sales methods are

- a) direct and indirect sales, movement of goods from the producer to the consumer
- b) centralized and decentralized sales, transfer of property rights to goods
- c) internal and external forms of sales organization, maintaining contacts, conducting negotiations and concluding commercial cases
- d) direct and indirect sales, centralized and decentralized sales, own and external forms of sales organization

10. Formative channels differ from distributive topics that

- a) the first are connected with the formation and development of channels, and the second - with the physical distribution of goods
- b) the first are connected with the transfer of property rights to the goods, and the second - with the physical distribution of the goods
- c) the first are related to the accumulation, sorting and placement of goods, and the second - to the physical distribution of goods
- d) the first are related to negotiations and the conclusion of agreements, and the second - to the transfer of property rights to goods

11. *What is the primary goal of the sales concept?*

- a) Studying customer needs
- b) Increasing sales volumes through active promotion
- c) Developing innovative products
- d) Improving service quality

12. *Which characteristic best describes the sales concept?*

- a) Focus on customer needs
- b) Innovative approach to product development
- c) Active stimulation and promotion of goods
- d) Emphasis on long-term customer relationships

13. *What is NOT a key element of the sales concept?*

- a) Use of advertising and sales promotion
- b) Analysis of market preferences
- c) Training employees in sales techniques
- d) Maximizing profit through active sales

14. *What major issue can arise from focusing solely on the sales concept?*

- a) Decline in product quality
- b) Neglecting long-term customer needs
- c) Reduction in advertising budgets
- d) Decrease in competition levels

15. *Give a practical example of the application of the sales concept (briefly)*

Task 2 (diagnostic) (10 points)

The company Beautiful City manufactures finishing materials and It sells them through wholesale intermediaries to retailers. The wholesaler's margin is 25% of sales. Beautiful City plans to hire 15 sales representatives in order to supply the products to retailers directly. The sales department forecasts that costs for 15 representatives will amount to 570 thousand grn. + 3% of the sales volume goods.

Determine at what volume of sales having its own representatives will be preferable for the company Beautiful City than working with wholesalers.

Task 3 (heuristic) (15 points)

An American company, a manufacturer of low-cost footwear, has decided to identify an opportunity to enter the Indian market. On the basis of desk research, it was found that in India, footwear retailing is in the hands of independent traders who own about 60 per cent of the retail trade in urban areas and about 90 per cent in rural areas. About 40 per cent of the urban footwear trade is through shops of various companies. Sales in rural areas are much lower due to poverty of the

population. Competition in the Indian footwear market is mainly between national firms, with them supplying shoes of sufficiently high quality only to urban areas. American company shoes are of significantly higher quality than the products of other foreign firms.

Due to the high cost of aircraft freight, air freight will significantly increase the selling price of shoes, so shipping by sea, from New York to Bombay, is preferable. Due to limited working capital in India wholesalers will have to pay for shipping and inventory of goods before they reach the wholesaler's warehouse. Once in the warehouse, the wholesaler would be able to ship the goods to other independent wholesalers or retailers as orders are received. Bombay wholesalers' distribution networks cover most of the Indian market. Sales are made to both other wholesalers and retailers in the fifteen largest cities in India.

The ordinary shop in an urban area is a place of intense interest because the vast majority of customers have no means of reaching other shops outside their place of residence. Self-service in shops is rarely used. Usually one clerk waits for the customer, another clerk issues the bill and a third clerk packs the goods, the latter not always being the case.

The company, having obtained a licence to export to India, has negotiated with a Bombay wholesaler. However, all the contentious marketing issues need to be explored.

The issues are:

1. What types of marketing channels have the company's experts chosen and is this the best choice?
2. What characteristics of the sales network should have been used in evaluating the company's possible business relationships with Bombay wholesalers?
3. What might be the most difficult issues in managing sales channels, and how should they be managed?

Approved at the meeting of the Department of Marketing. The protocol No. of « » 202..

Examiner PhD (Economics), Associate Professor Natalia BOIKO

Head of the Marketing Department DSc. (Economics), Prof. Liudmyla GRYNEVICH

Assessment criteria

The examination ticket covers the course program and provides for determining the level of knowledge and degree of mastery of competencies by students. Each examination ticket consists of stereotypical (15 test tasks), for which the student can receive 15 points (1 points for each correct answer); a diagnostic task, for the completion of which the student can receive 10 points and one heuristic task - weighing 15 points. The tasks in the examination ticket involve solving typical professional tasks of a specialist in the workplace and allow diagnosing the level of theoretical training of the student and the level of his competence in the course.

The following criteria are used to assess the level of compliance of students in solving practical tasks:

Diagnostic task. A score of 9-10 points is given if the practical task is completed in general correctly according to a standard algorithm.

A grade of 6-8 points is given if the task is completed in full, but there are inaccuracies in calculations, design; in the wording of terms, categories, minor arithmetic errors in the calculations in the solution; or if the task is completed by at least 70%.

A score of 2-5 points is given if the task is completed by at least 50%, provided that it is properly executed; or if there are errors in calculations and design.

Heuristic task. A score of 12-15 points is given for complete mastery of the programme material and the ability to navigate it, the use of additional material, and the manifestation of creativity. The student demonstrates a conscious application of knowledge to solve practical situations. When performing a heuristic task, the student must draw the correct conclusions about the proposed production situation and formulate their own recommendations for improving the problem. The task should be neatly presented.

The grade of 8-11 points is given for the complete completion of the task, but the lack of creativity and demonstration of knowledge of additional material. In general, the task is methodologically correct and neatly presented.

A grade of 5-7 points is given for a partial ability to apply theoretical knowledge to solve practical problems; provided that the task is partially completed and the student demonstrates an understanding of the main provisions of the course material.

A grade of 4 or less is assigned to a student for not mastering a significant part of the programme material; if a student applies the learning material without sufficient understanding when performing a heuristic task and cannot complete the task correctly, he or she faces significant difficulties in analysing economic phenomena and processes.

RECOMMENDED LITERATURE

Main:

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6. Volodymyr Pysarenko, Olena Mayboroda Marketing logistic business model of vegetable market due to zonal specialization. Series of monographs Faculty of Architecture, Civil Engineering and Applied Arts Katowice School of Technology. Monograph 25. 2019. P. 110-120 URL: <https://dspace.pdau.edu.ua/handle/123456789/6891>

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Additional:

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9. Жуковська А. А. Розвиток міжнародної маркетингової діяльності підприємства: дипломна робота на здобуття освітнього ступеня магістра: спец. 051 «Економіка» / А. А. Жуковська. – Харків : ХНЕУ ім. С. Кузнеця, 2020. URL: <http://repository.hneu.edu.ua/handle/123456789/24369>

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