

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 НЕМАШКАЛО



**МАРКЕТИНГОВА ТОВАРНА 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



Karina NEMASHKALO

**MARKETING PRODUCT POLICY**

**Program of the course**

Field of knowledge	<b>07 Management and administration</b>
Specialty	<b>075 «Marketing»</b>
Study cycle	<b>first (bachelor)</b>
Study programme	<b>Marketing</b>

Course status

**Mandatory**

Language

**English**

Developers:

PhD (Economics),  
Associate Professor

КЕП

Natalia BOIKO

Head of the Marketing

Department



Liudmyla GRYNEVICH

Head

of Study Programme



Olena NEBYLYTSIA

**Kharkiv  
2024**

## INTRODUCTION

The marketing approach to enterprise management today is important and necessary for rapid adaptation to the external environment. The functioning of an enterprise in such conditions causes an objective need to improve the management of marketing activities, namely, the management of marketing commodity policy. The main components of the marketing commodity policy are the formation of an optimal assortment, constant monitoring of the market, strategic orientation and constant support of existing goods.

The main task of the modern marketing product policy is to create new consumer values through constant updating of the product offer. In this regard, there is an objective need to formulate an effective product policy in the marketing activities of the enterprise and the scientific and practical study of the essence and structure of the marketing product policy becomes relevant.

The purpose of the course is to acquire knowledge about the methods and processes of product marketing planning, the main methodological, organisational and economic principles of optimising product policy, developing goods and services of market novelty.

The objectives of the course are:

study of classification features of goods and services for consumer, industrial and technical purposes;

mastering the methods of determining the competitiveness and place of the product in the market;

mastering the methods of planning and developing a product, packaging, and trade mark.

The object of study is the process of implementing product policy in marketing.

The subject of the course is the principles, forms and methods of managing product policy in the marketing system to ensure the effective operation of the enterprise.

The learning outcomes and competences formed by the course are defined in Table 1.

Table 1

### Learning outcomes and competencies formed by the course

Learning outcomes (LO)	Competences	
	general (GC)	special (SC)
LO 3	--	SC 4, SC 9
LO 4	--	SC 14
LO 5	--	SC 7, SC 14
LO 6	GC 3	SC 5, SC 7, SC 14
LO8	--	SC 5
LO 9	--	SC 14
LO 10	--	SC 13
LO 11	--	SC 8
LO 15	--	SC 13
LO 16	--	SC 4, SC 5
LO 19	--	SC 15

where,

GC3. Ability to abstract thinking, analysis and synthesis.

SC4. Ability to carry out marketing activities based on an understanding of the nature and content of marketing theory and the functional relationships between its components.

SC5. Ability to correctly apply marketing methods, techniques and tools.

SC7. Ability to determine the impact of functional areas of marketing on the results of economic activity of market participants.

SC8. Ability to develop marketing support for business development in conditions of uncertainty.

SC 9. Ability to use marketing tools in innovative activities.

SC13. Ability to plan and implement effective marketing activities of a market entity in a cross-functional context.

SC14. Ability to propose improvements to the functions of marketing activities.

SC15. Ability to develop creative marketing campaigns.

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

LO4. Collect and analyse the necessary information, calculate economic and marketing indicators, justify management decisions based on the use of the necessary analytical and methodological tools.

LO5. Identify and analyse the key characteristics of marketing systems at different levels, as well as the behaviour of their actors.

LO6. Identify the functional areas of marketing activities of a market entity and their interrelationships in the management system, calculate the relevant indicators that characterise the effectiveness of such activities.

LO9. To assess the risks of marketing activities, to establish the level of uncertainty of the marketing environment in making management decisions.

LO10. Explain information, ideas, problems and alternative options for making management decisions to specialists and non-specialists in the field of marketing, representatives of various structural units of the market entity.

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

LO15. To act socially responsible and socially conscious on the basis of ethical principles of marketing, respect for cultural diversity and values of civil society, respecting the rights and freedoms of the individual.

LO16. Meet the requirements for a modern marketer, improve the level of personal professional training.

LO19. Demonstrate skills in developing creative marketing campaigns.

## **COURSE CONTENT**

***Content module 1: Goods in marketing activities. System of market characteristics of goods.***

**Topic 1. Essence, content and objectives of the enterprise's commodity policy**

**1.1. The essence and role of commodity policy in the marketing activities of the enterprise.**

Commodity policy of the enterprise, its essence and role in marketing. Conditions for the development and implementation of commodity policy. Transformation of relations and interactions between commodity production and the market.

1.2. Tasks of the marketing commodity policy of the enterprise in the modern economy.

The main objectives and goals of marketing commodity policy. Management system of the enterprise's commodity policy.

1.3. Structure of commodity policy.

Content and structure of commodity policy. Elements of the enterprise's commodity policy.

1.4. The main evolutionary stages of development of the theory and practice of commodity policy of the enterprise.

Characteristics of the main evolutionary stages of commodity policy development. Factors that stimulate the development of commodity policy. Driving forces that determine the direction of development of commodity policy.

## **Topic 2. Goods and services in marketing activities**

2.1. Place of goods in marketing activities. Definition and characteristics of goods and services.

Goods as the main element of marketing commodity policy. The concept and characteristics of goods and services.

2.2. Classification of types of goods and services.

2.3 Main market characteristics of goods as a tool of marketing influence. Product models.

2.4. Product range and its evaluation.

Assortment and nomenclature, their indicators and characteristics. Methods of regulating the product range. Assortment formation and assortment policy. The main directions in the field of assortment formation: expansion, reduction, stabilisation, renewal, improvement and harmony. Factors in the formation of the range of goods.

## **Topic 3: Product quality and methods of its assessment**

3.1 Determination of product quality.

The content of product quality. Evolution of the process of development of quality levels. Market understanding of quality and high quality products. Market requirements for the quality of goods and services.

3.2. Indicators of product quality. Assessment of product quality.

Components of product quality and factors that determine the perception of service quality. The nomenclature of consumer properties and quality indicators, their main groups: purpose, reliability, ergometric, aesthetic, environmental and safety. Methods of studying quality indicators of goods.

3.3. Product quality management.

The systematic relationship between the technical level of manufacturing quality and the effective use of products. Characteristics of factors that form and directly affect product quality. Formation of product quality in the process of its manufacture and operation.

3.4. Purpose and content of international standards of product quality assurance systems.

International requirements for quality systems. Stages and levels of standardisation in the field of quality management. Purpose and content of international standards of the ISO 9000 series. Classification of ISO standards of the 9000-94 series.

#### **Topic 4. Competitiveness of goods and its indicators**

4.1 Determination of product competitiveness.

Marketing understanding of product competitiveness. Definition of the term product competitiveness.

4.2. Indicators of product competitiveness.

Product rating and methodology for determining it. List of basic parameters of competitiveness. Normative, technical and economic parameters of product competitiveness.

4.3. Methodological approaches to assessing the competitiveness of goods

Assessment of product competitiveness. Methods of calculating the component and integral indicators of competitiveness. International criteria for assessing the competitiveness of goods.

4.4. System of management of competitiveness of enterprise products.

The essence and types of certification as a means of increasing the competitiveness of goods. Features of the functioning of the enterprise product competitiveness management system. Characteristics of competitiveness management methods

***Content module 2. Content, components and features of the modern market of goods and services. Product management in the marketing system.***

#### **Topic 5. The market for goods and services. Formation of demand in the market for a particular product.**

5.1. The market for goods and services.

Essence, types of market of goods and services. Conditions for the functioning of the market mechanism. Infrastructure of the commodity market. Features of the modern market of goods and services.

5.2. Marketing research of the commodity market.

Content of marketing activities for market research. The main stages of marketing research of the commodity market. Types of information used in Internet marketing research of the commodity market.

5.3. Formation of demand in the market for a particular product.

The essence, functions, and scheme of interaction between supply and demand. Formation of consumer value.

5.4. Target market of goods and methods of its selection.

Purpose, content, criteria for segmenting the market of goods and services. Definition of the target market. The process of choosing a target market. Strategic directions of target marketing.

## **Topic 6. Life cycle of a product.**

6.1. The concept and economic content of the life cycle of a product.

The concept of 'life cycle'. Life cycle model. Typical schedule of the life cycle of a product.

6.2. The main stages of the product life cycle.

Characteristics of the main stages of the product life cycle. Features of individual stages of the product life cycle. Types of research conducted at different stages of the product life cycle

6.3. Types of product life cycles in the market.

The main types of product life cycles in the market. The concept of the product life cycle as a criterion for choosing strategic directions for the development of enterprises.

## **Topic 7. Strategies for the development of product policy.**

7.1. Commodity strategy of the enterprise.

Definition of product strategy. Strategic directions of development of commodity policy. The main factors influencing the development of the enterprise's commodity policy.

7.2. The main strategies for the development of the enterprise's commodity policy

Diversification of product policy. Differentiation, modification, variation of goods (product range); elimination. Examples of the main strategies for the development of the enterprise's product policy.

7.3. Diversification strategy of product policy

The main directions of diversification of the enterprise's product policy. Types of product policy diversification: horizontal, vertical, lateral (pure, conglomerate).

## **Topic 8: New product planning and product development.**

8.1. Essence, criteria for determining and classifying new products.

The concept of 'new product'. Criteria for determining a new product. The importance of new product development for the product policy of enterprises.

8.2. Systematisation of new products.

Criteria for systematising new products. Systematisation of new products from the point of view of the manufacturer. Grouping of goods by the degree of their novelty

8.3. Stages of planning the process of creating a new product

Characteristics of the process of developing, mastering production and bringing a new product to the market. The main stages of the process of creating a new product. Marketing support for the process of developing a new product.

8.4. Factors that stimulate the process of developing a new product.

The main factors that stimulate the innovation activity of the enterprise aimed at creating new products.

## **Topic 9. Packaging in the product planning system.**

9.1. Packaging as an attribute of a product. Definition of packaging.

Marketing content of the definition of packaging. Definition of packaging in the State Standard of Ukraine DSTU 17527-86. Packaging as the most important attribute of goods.

## 9.2. Functions of packaging.

Content and characteristics of the main functions of packaging. The role of packaging as a marketing tool. Packaging as a means of communication with the consumer.

## 9.3. Types and forms of packaging.

The main types and forms of packaging, their characteristics. Factors that determine the type and form of packaging

## 9.4. Coding and labelling of product information on packaging.

Concept and types of product information. Coding and labelling as a way of communicating product information to interested market participants. Functions, types, elements of labelling, as well as requirements for labelling as a means of product information

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

Table 2

### List of practical (seminar) studies

Name of topic and / or task	Contents
Topic 2. Task 1	Models of goods and services in terms of modern marketing concept. Representation of the main market characteristics of a product as a tool of marketing influence
Topic 3. Task 2	Identification of basic indicators of quality of goods and services. Product quality assessment
Topic 4. Task 3	Assessment of the competitiveness of goods by the method of calculating single and group indicators of competitiveness.
Topic 5. Task 4	The algorithm for forming a consumer value system in the B2C market.
Topic 6. Task 5	Planning the life cycle of an enterprise product
Topic 8. Task 6	Assessment of the effectiveness of the project of development and introduction of a new product on the market.

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

Table 3

### List of self-studies

Name of topic and / or task	Contents
Topic 1 - 9	Study of lecture material
Topic 1 - 9	Preparation for practical classes
Topic 1 - 9	Performing individual tasks
Topic 1, 5, 9	Preparing and presenting presentations
Topic 1 - 9	Preparing for the exam

The number of hours of lectures, practical (seminar) studies and hours of self-study is given in the technological card of 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, 9), problematic lecture (topic 4, 7, 8), mini-lecture (theme 3, 5, 9)).

Visual (demonstration (topic 1-9)).

Practical (practical work (topic 1-9), presentations (topic 1, 5, 9), case method (theme 8, 9)).

## **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 and seminars and aims to check the level of preparedness of the student for the performance of 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 form of a 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.

Current control:

individual practical tasks (6 tasks) - as much as possible 30 points (with a positive evaluation of each practical task from 1 to 5 points);

presentation of results and recommendations in the form of a presentation - as much as possible 15 points (with a positive evaluation of each of the three presentations from 1 to 5 points);

modular control carried out in the form of colloquium; The maximum score on the results of modular control is 15 (only 2 modular control in the form of colloquium: modular task for 1 module as much as 7 points, a modular task for 2 modules - up to 8 points).

Semester Control: Exam (40 points)

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

## An example of an exam card and assessment criteria.

### Example of examination of the exam

Semen Kuznets Kharkiv National Economic University  
The first (bachelor's) study cycle  
Marketing specialty  
Marketing educational and professional program.  
Semester 6  
the course "Marketing Commodity Policy"

EXAM TICKET №...

#### **Task 1 (stereotyped). (11 points)**

1. The essence, characteristics, tasks and structure of marketing commodity policy.

#### **Task 2 (diagnostic). (14 points)**

The attitude of the consumer to the product (as a set of attributes) can be determined using the model proposed by M. Fishbein. The use of this model requires a score of the extent of the presence of each attribute in each brand as an output.

Using this model and the example:

1. Choose a difficult consumer technical product.
2. Suggest a set of 5 most important to you as a consumer, attributes for this product.
3. Evaluate the importance for you as a consumer, each of the attributes.
4. Identify your position in relation to the 5 most strong competing brands of the selected product.
5. Give proposals for the development of competitiveness of the main brands of the chosen technical product.

#### **Task 3 (heuristic). (15 points)**

1. Name the 10 largest companies providing services in the Kharkiv region (or other region of Ukraine). Classify these services according to the services you know.
2. Why should an enterprise that sells services necessarily accompany the process of providing services to any physical attributes? What can it be? Give examples.
3. Develop and offer nomenclature of goods and services that can be offered by businesses with the following sign:

"Edelweiss";

"Prestige";

"Black Cat";

"Bank";

"Erudite".

What assortment groups can be offered in each enterprise? Give examples of the most promising assortment positions for each range.

Approved at a meeting of the marketing department of the protocol № \_\_\_\_ from  
«\_\_» \_\_\_\_\_ 20\_\_ year.

Exam teacher

Natalia BOIKO

The head of Marketing Department

Lydmila GRYNIVECH

### Assessment criteria

**The final exam points** consist of the sum of points for the fulfillment of all tasks that are rounded to the whole number according to the rules of mathematics.

The algorithm for solving each problem includes individual stages that differ in complexity, complexity and value for solving the task. Therefore, individual tasks and stages of their solution are evaluated separately from each other as follows:

the maximum number of points for the completion of the theoretical task is 11 points;

The maximum number of points for the diagnostic task is 14 points,

The maximum number of points for the implementation of the situational task is 15 points).

Table 4

#### Criteria for evaluating exam tasks

№ task	Points	Assessment criteria
1	2	3
<i><b>stereotyped task</b></i>	1-3	The interpretation of the basic conceptual provisions on the content of the theoretical question is given in general terms (incorrect or absent at all). There is no logic of disclosure of the content of theoretical question
	4-5	There is a shortened interpretation of the basic conceptual provisions on the content of the theoretical question, without formulating the right concepts, definitions, methods, algorithms
	6-7	Mistakes in defining categories, terms, concepts are made. There are no characteristics of categories, there is no structured generalization and substantiation of theoretical analysis
	8-9	The answer contains definitions of categories, terms, concepts. The characteristics of categories are given, but there is no structured generalization and substantiation of theoretical analysis
	10-11	The task is accomplished completely, without errors with the definition of categories, terms, concepts. The characteristics of categories are given. The conclusions are justified, correspond to the essence of the theoretical task.
<i><b>diagnostic task</b></i>	1-4	The diagnostic task is made with significant mistakes. There is no representation of methodological tools, ways of solving analytical problems. There are no conclusions.
	5-6	The diagnostic task was not fully completed; The proposed solutions are not logical, the partial formulation of the method and algorithm of diagnostic analysis and evaluation is given; The incorrect interpretation of analytical data is presented. There are no conclusions.
	7-8	The task is completed, but mistakes in calculations, the incorrect interpretation of indicators, conclusions are incorrect
	9-10	The task is completed, but not specified units, incorrect interpretation of analytical data, methodological tools. Brief conclusions are given
	11-12	The task is fully completed, without errors with the designation of units. There is an incorrect interpretation of analytical data, methodological tools. The conclusions are not sufficiently substantiated
	13-14	The task is complete, without errors with the designation of units. The conclusions are justified, correspond to the essence of the task.

<i>heuristic task</i>	1-4	The task is made with significant errors, the proposed algorithm for solving the formulated tasks is not correct and logical, no unit measurement is specified, no calculation formulas are specified. There is no sound analysis of the results. There are no conclusions.
	5-7	The task is not fully completed. The incomplete interpretation of not all indicators calculated by criteria. Insufficiently substantiated analysis of the results. There are no conclusions. The task is partially completed, the correct formulas are given, but the errors in the calculations, no units are specified, there are no conclusions and a reasonable analysis of the results obtained
	8-9	Tasks are completed, true formulas, concepts and categories, calculations are correct, but not specified units of measurement, incorrect conclusions are presented, there is no reasonable analysis of the results obtained
	10-11	Tasks are completed, the correct formulas of the concept of the first category, but not sufficiently revealed the essence of their components, conclusions are not sufficiently justified
	12-13	The task is completed, the correct solutions to the problem situation, the essence of their components is revealed, the right interpretations of concepts and categories are presented, but the conclusions are not sufficiently justified
	14	The task is fulfilled, all conditions meet the requirements, there is a reasonable conclusion on the implementation of the proposed recommendations regarding the development of the marketing situation in the conditions of the marketing situation
	15	The interpretation of the basic conceptual provisions on the content of the theoretical question is given in general terms (incorrect or absent at all). There is no logic of disclosure of the content of theoretical question

The final result of the semester exam is affixed in the relevant schedule of the examination of success accounting.

## RECOMMENDED LITERATURE

### Main:

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10. Kreutzer, R.T. (2024). Marketing, Sales, Customer Service. In: Understanding Artificial Intelligence . Future of Business and Finance. Springer, Wiesbaden. [https://doi.org/10.1007/978-3-658-46131-7\\_4](https://doi.org/10.1007/978-3-658-46131-7_4).
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