



APPROVED

«05» 01 2026 г.

Chairman
of the Admissions Committee,
Rector of Yanka Kupala State
University of Grodno

I. Kiturka
(signature)

THE LIST OF TOPICS OF EDUCATIONAL DISCIPLINES

for an additional interview with applicants
from among foreign citizens and stateless persons,
temporarily staying or temporarily residing in the Republic of Belarus,
for obtaining advanced higher education in the specialty

7-06-0412-04 Marketing
(English language of tuition)

Name of the educational discipline	The list of topics of the educational discipline
Economic theory	1.Characteristics of needs: classification and main characteristics. The law of exaltation of needs. 2.Resources (factors) of production: labor, land, non-renewable natural resources, capital. 3.Fixed and working capital. Wear and amortization. Entrepreneurial ability. 4.Economic benefits: types, main characteristics, interchangeability, complementarity. 5.The economic system of society: concept, subjects, and structure. 6.Market: concept, conditions of origin, functions. Institutional foundations of market functioning: private ownership, free pricing, competition. 7.Demand and its types. Law and function of demand. - Non-price demand factors. 8.Offer. Law and function of the offer. Non-price factors of the offer. 9.The essence and functions of money. Monetary aggregates. 10. The concept of finance and its functions. The financial system and its structure. Public and private finance.
Marketing	1. Marketing subject 2. Marketing environment 3.Marketing information system and marketing research 4. Essence, methods and tasks of market segmentation 5. Product Policy 6. Pricing policy 7. Distribution Policy 8. Communication policy 9. Internet marketing 10.Marketing communications