

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

НАЦІОНАЛЬНИЙ ТЕХНІЧНИЙ УНІВЕРСИТЕТ «ХАРКІВСЬКИЙ ПОЛІТЕХНІЧНИЙ ІНСТИТУТ»



ЗАТВЕРДЖУЮ

Ректор НТУ «ХПІ»

Євген СОКОЛ

» 26 березня 20 21 р.

ОСВІТНЬО-НАУКОВА ПРОГРАМА

«МАРКЕТИНГ»

Третього (доктора філософії) рівня вищої освіти
за спеціальністю 075 – Маркетинг
галузі знань 07 – Управління та адміністрування

**СХВАЛЕНО
ВЧЕНОЮ РАДОЮ НТУ «ХПІ»**

Голова вченої ради

Леонід ТОВАЖНЯНСЬКИЙ

Протокол № 3

від « 26 » 03 2021 р.

Харків 2021 р.

ЛИСТ ПОГОДЖЕННЯ освітньо-професійної програми

Рівень вищої освіти

Третій (доктор філософії)

Галузь знань

07 Управління та адміністрування

Спеціальність

075 Маркетинг

Кваліфікація

Доктор філософії з маркетингу

СХВАЛЕНО

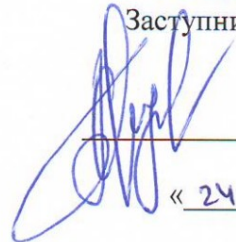
Комісією Методичної ради «Методичне
забезпечення підготовки докторів філософії»
Голова комісії

 Вікторія ШТЕФАН

« 17 » 03 2021 р.

РЕКОМЕНДОВАНО

Методичною радою НТУ «ХП»
Заступник голови методичної ради

 Руслан МИГУЩЕНКО

« 24 » 03 2021 р.

ПОГОДЖЕНО

Завідувач кафедри економіки і маркетингу

 Віктор СИСОЄВ

« 10 » 03 2021 р.

ПОГОДЖЕНО

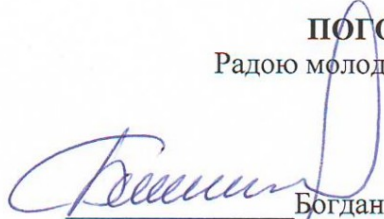
Завідувач кафедри економічної кібернетики
та маркетингового менеджменту

 Віктор ЗАРУБА

« 10 » 03 2021 р.

ПОГОДЖЕНО

Радою молодих вчених

 Богдан СТИСЛО

« 12 » 03 2021 р.

ПОГОДЖЕНО

Професор кафедри економічної кібернетики та
маркетингового менеджменту,
гарант освітньо-наукової
програми

 Діана РАЙКО

« 10 » 03 2021 р.

DEVELOPERS:

1. Raiko Diana Valeriivna, doctor of economic sciences, professor, professor of the department economic cybernetics and marketing management - guarantor of the program <http://web.kpi.kharkov.ua/marketing/golovna/grupa-zabezpechennya-spetsialnosti/>
2. Oleksandra Petrivna Kosenko - doctor of economic sciences, professor, professor Department of Economics and Marketing [http://web.kpi.kharkov.ua/marketing/golovna/grupa-za bezpechennya-spetsialnosti/](http://web.kpi.kharkov.ua/marketing/golovna/grupa-za-bezpechennya-spetsialnosti/).
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8. Miroshnyk Maria Volodymyrivna - candidate of economic sciences, associate professor, associate professor Department of Economics and Marketing [http://web.kpi.kharkov.ua/marketing/golovna/grupa-za bezpechennya-spetsialnosti/](http://web.kpi.kharkov.ua/marketing/golovna/grupa-za-bezpechennya-spetsialnosti/).
9. Nadiya Petrivna Tkacheva - candidate of economic sciences, associate professor, associate professor of the department of Economics and Marketing <http://web.kpi.kharkov.ua/marketing/golovna/grupa-zabezpechennya-spetsialnosti/>.
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12. Chernobrovkina Svitlana Vitalivna - candidate of economic sciences, senior lecturer of the department of economics and marketing <http://web.kpi.kharkov.ua/marketing/golovna/grupa-zabezpechennya-spetsialnosti/>.
13. Olena Evgenivna Shapran - Candidate of Economic Sciences, Associate Professor, Associate Professor of the Department of Economics and Marketing [http://web.kpi.kharkov.ua/marketing/golovna/grupa-za bezpechennya-spetsialnosti/](http://web.kpi.kharkov.ua/marketing/golovna/grupa-za-bezpechennya-spetsialnosti/).

REVIEWERS:

1. Chernobrovkina Svitlana Vitaliyvna - a student of higher education by specialty "Management in the production sphere", specialization "Industrial marketing" Kharkiv State Polytechnic University, graduate of postgraduate studies National Technical University "Kharkiv Polytechnic Institute" for specialty 08.00.04 - economics and management of enterprises (by types economic activity), obtaining the scientific degree of candidate of sciences for specialty 08.00.04 - economics and management of enterprises (by types economic activity), protection for obtaining a candidate's scientific degree of Economic Sciences was held on October 22, 2020. on the topic of the dissertation "Formation of means of marketing communications of machine-building enterprises", currently a senior lecturer at the Department of Economics and Marketing, Candidate of Economics of Sciences of the National Technical University "Kharkiv Polytechnic institute"
2. Lylyk Iryna Viktorivna - President of the NGO "Ukrainian Marketing Association"; Zaruba Viktor Yakovych, Doctor of Economic Sciences, Professor, Head of the Department of economic cybernetics and marketing management of the National Technical University "Kharkiv Polytechnic Institute", head Kharkiv branch of the NGO "Ukrainian Marketing Association".
3. Andriy Oleksandrovich Shkop - candidate of technical sciences, director of the National Academy of Sciences "Ekomash", representative of stakeholders
4. Valeriya Vadimivna Ponomarenko - recipient of the educational and scientific program "Marketing" of the third (doctor of philosophy) level of higher education in specialty 075 "Marketing" field of knowledge 07- Management and administration (2016-2020)

SOUND

FOR THE EDUCATIONAL AND PROFESSIONAL PROGRAM "MARKETING"
THIRD-LEVEL UNIVERSITY OF EDUCATION, DIRECTED TO THE STUDY
OF DOCTORS OF PHILOSOPHY IN THE SPECIALTY 075- MARKETING
FIELDS OF KNOWLEDGE 07- MANAGEMENT AND ADMINISTRATION
OF THE ENTIRE EDUCATIONAL INSTITUTION
NATIONAL TECHNICAL UNIVERSITY "KHARKIV
POLYTECHNIC INSTITUTE"

I, Chernobrovkina Svitlana Vitalii'vna, zaunchila Kharkivskyi
State Polytechnic University in 1999, hastily
"Management in the production sphere", specialization "Industrial marketing",
qualification - **economist-manager** (diploma LR No. 003799 dated February 12
1999), and from March 1999 started working as an assistant at the department
of economics and marketing of the Kharkiv State Post Office
university In 2001, she entered the National Academy of Sciences
technical university "Kharkiv Polytechnic Institute" and graduated
and in 2004, after which she extended her work at the same department. In 2020
defended her dissertation on the topic: "Formation of marketing tools
communication of machine-building enterprises" (specialty 08.00.04 -
economics and business management, diploma DK y058092 from
26.11.2020) in the specialized academic council D 64.050.02 of the National
Technical University "Kharkiv Polytechnic Institute".

In addition, taking into account the long-term experience of training highly
qualified personnel on the basis of the specialized scientific board D 64.050.02 of
the National Technical University "Kharkiv Polytechnic Institute" initially under
under the guidance of Doctor of Economics, Professor Yakovlsvyi Anatolis Ivanovich, and then -
Doctor of Economics, Professor Pererva Petr Hryhorovych, created the
professional program "Marketing" of the third level of higher education

спеціальністю 075 - Маркетинг для здобуття ступеню доктора філософії, яка продовжує традиції, закладені у далекі часи і по теперішній час.

За роки навчання та роботи в НТУ «ХП» я набула багато знань, практичних навичок, вмінь в області маркетингу, що і допомогло мені в реалізації моїх прагнень та зусиль щодо отримання ступеню кандидата економічних наук за темою дисертаційної роботи «Формування засобів маркетингових комунікацій машинобудівних підприємств» (за спеціальністю 08.00.04 – економіка та управління підприємствами, диплом ДК №058092 від 26.11.2020), завдяки заслугі висококваліфікованих керівників ВНЗ, професорсько-викладацького складу співробітників НТУ «ХП», які наразі працюють плідно та самовіддано над розробкою та просуванням освітньо-професійної програми «Маркетинг» третього рівня вищої освіти за спеціальністю 075- Маркетинг, галузі знань 07- Управління та адміністрування.

Здобувачка вищої освіти за
спеціалізацією «Промисловий маркетинг»,
член групи забезпечення зі спеціальності 075 « Маркетинг»,
доцент кафедри економіки та маркетингу
кандидат економічних наук
НТУ «ХП»

Світлана ЧЕРНОБРОВКІНА

Заст. дир. НМІ ЕМ



Валерій Кобзарев

Всеукраїнська громадська організація
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<http://uam.in.ua>
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РЕЦЕНЗІЯ

на освітньо-наукову програму «Маркетинг»
третього рівня (ступінь доктора філософії) вищої освіти
за спеціальністю 075 – Маркетинг
галузі знань 07 – Управління та адміністрування

Освітньо-наукова програма «Маркетинг» спеціальності 075 – Маркетинг галузі знань 07 – Управління та адміністрування третього рівня (ступінь доктора філософії) вищої освіти розроблена і оновлена з урахуванням вимог ринку праці та проєкту Стандарту вищої освіти третього (доктор філософії) рівня галузі знань 07 – Управління та адміністрування, спеціальності 075 Маркетинг.

Освітньо-наукова програма зосереджена на підготовці фахівців з маркетингу, здатних розв'язувати комплексні проблеми в галузі професійної та/або дослідницько-інноваційної діяльності у сфері сучасного маркетингу, що передбачає глибоке переосмислення наявних та створення нових цілісних знань та/або професійної практики.

Зміст робочих програм освітніх компонент освітньо-наукової програми передбачає здобуття теоретичних знань, умінь, навичок та інших компетенцій, достатніх для продукування нових ідей, розв'язання комплексних наукових проблем у галузі управління та адміністрування та/або дослідницько-інноваційної діяльності, оволодіння методологією наукової та педагогічної діяльності, проведення власного наукового дослідження, результати якого мають наукову новизну, теоретичне та практичне значення.

Перелік та обсяг освітніх компонент освітньо-наукової програми, а також послідовність їх вивчення відповідають структурно-логічній схемі підготовки здобувачів третього рівня (ступінь доктора філософії) вищої освіти за спеціальністю 075 – Маркетинг, покликані сприяти забезпеченню програмних результатів навчання.

Освітньо-наукова програма «Маркетинг» для здобувачів третього рівня (ступінь доктора філософії) вищої освіти за спеціальністю 075 – Маркетинг має всі необхідні структурні складові, відповідає нормативно-правовим вимогам до підготовки фахівців у галузі 07 – Управління та адміністрування, вимогам щодо якості вищої освіти та може бути рекомендована до впровадження у початковому процесі Національного технічного університету «Харківський політехнічний інститут».

Президент

ГО «Українська асоціація маркетингу»

Голова Харківської ОО

ГО «Українська асоціація маркетингу»



Триш ЛІЛИК

Віктор ЗАРУБА

**ТОВАРИСТВО З ОБМЕЖЕНОЮ ВІДПОВІДАЛЬНІСТЮ
„НАУКОВО-ТЕХНІЧНИЙ ЦЕНТР
„ЕКОМАШ”**

поштова адреса: а/с 8962, м. Харків, Україна, 61106

тел. (057) 751-52-45 E-mail: ecomass@ukr.net

№ 145

от « 22 » 03 2021 г.

РЕЦЕНЗІЯ

на освітньо-професійну програму «Маркетинг»
третього рівня (ступінь доктора філософії) вищої освіти
за спеціальністю 075 – Маркетинг
галузі знань 07 – Управління та адміністрування

Освітньо-професійна програма «Маркетинг» спеціальності 075 – Маркетинг галузі знань 07 – Управління та адміністрування третього рівня (ступінь доктора філософії) вищої освіти розроблена і оновлена з урахуванням вимог ринку праці та проекту Стандарту вищої освіти третього (доктор філософії) рівня галузі знань 07 – Управління та адміністрування, спеціальності 075 Маркетинг (<https://mon.gov.ua/ua/osvita/visha-osvita/naukovometodichna-rada-ministerstva-osviti-i-nauki-ukrayini/proekti-standartiv-vishoyi-osviti>).

Освітньо-професійна програма зосереджена на підготовці фахівців з маркетингу, здатних розв'язувати комплексні проблеми в галузі професійної та/або дослідницько-інноваційної діяльності у сфері сучасного маркетингу, що передбачає глибоке переосмислення наявних та створення нових цілісних знань та/або професійної практики.

Зміст робочих програм освітніх компонент освітньо-професійної програми передбачає здобуття теоретичних знань, умінь, навичок та інших компетенцій, достатніх для продукування нових ідей, розв'язання комплексних наукових проблем у галузі управління та адміністрування та/або дослідницько-інноваційної діяльності, оволодіння методологією наукової та педагогічної діяльності, проведення власного наукового дослідження, результати якого мають наукову новизну, теоретичне та практичне значення.

Перелік та обсяг освітніх компонент освітньо-професійної програми, а також послідовність їх вивчення відповідають структурно-логічній схемі підготовки здобувачів третього рівня (ступінь доктора філософії) вищої освіти за спеціальністю 075 – Маркетинг, покликані сприяти забезпеченню програмних результатів навчання.

Освітньо-професійна програма «Маркетинг» для здобувачів третього рівня (ступінь доктора філософії) вищої освіти за спеціальністю 075 – Маркетинг має всі необхідні структурні складові, відповідає нормативно-правовим вимогам до підготовки фахівців у галузі 07 – Управління та адміністрування, вимогам щодо якості вищої освіти та може бути рекомендована до впровадження у начальному процесі Національного технічного університету «Харківський політехнічний інститут».

Рецензент:

Директор



Шкоп А.О.

ВІДГУК
НА ОСВІТНЬО-ПРОФЕСІЙНУ ПРОГРАМУ «МАРКЕТИНГ»
ТРЕТЬОГО РІВНЯ ВИЩОЇ ОСВІТИ, НАПРАВЛЕНУ НА ПІДГОТОВКУ
ДОКТОРІВ ФІЛОСОФІЇ ЗА СПЕЦІАЛЬНІСТЮ 075- МАРКЕТИНГ
ГАЛУЗІ ЗНАТЬ 07- УПРАВЛІННЯ ТА АДМІНІСТРУВАННЯ
ВИЩОГО НАВЧАЛЬНОГО ЗАКЛАДУ
НАЦІОНАЛЬНОГО ТЕХНІЧНОГО УНІВЕРСИТЕТУ
«ХАРКІВСЬКИЙ ПОЛІТЕХНІЧНИЙ ІНСТИТУТ»

Я, Пономаренко Валерія Вадимівна, закінчила Національний технічний університет «Харківський політехнічний інститут» у 2016 р., за спеціальністю 075 «Маркетинг», кваліфікація – магістр. У 2017 році поступила до аспірантури щодо здобуття освітньо-наукової програми «Маркетинг» третього (доктора філософії) рівня вищої освіти за спеціальністю 075 «Маркетинг» Національного технічного університету «Харківський політехнічний інститут», де наразі й продовжую навчання та працюю над дисертаційною роботою на тему «Розвиток методів використання інтернет-маркетингу на промислових підприємствах».

Зважаючи на високий рівень та досвід підготовки кандидатів економічних наук на базі Національного технічного університету «Харківський політехнічний інститут», створена освітньо-професійна програма «Маркетинг» третього (вищого) рівня освіти за спеціальністю 075 - Маркетинг для здобуття ступеню доктора філософії, який я збираюсь отримати в недалекому майбутньому.

Освітньо-наукову програму «Маркетинг» розроблено із врахуванням вимог сучасного ринку праці, глобальних тенденцій, потреб українських та міжнародних компаній, представників різних галузей. Цікавими та корисними є дисципліни, включені до освітньо-наукової програми. Велику увагу приділено питанням системного управління не лише маркетинговою діяльністю, але і стратегічною діяльністю підприємства в цілому.

Під час навчання на бакалавраті та в магістратурі НТУ «ХПІ» за спеціальністю «Маркетинг», я набула достатньо знань, вмінь та навичок, що допомогло мені впевнитись в правильності вибору професії та дало змогу реалізувати своє бажання та отримати роботу за спеціальністю в міжнародній компанії, а також продовжити навчання в аспірантурі за спеціальністю 075- Маркетинг, завдяки висококваліфікованим викладачам, що забезпечують виконання освітньо-професійної програми в НТУ «ХПІ».

Здобувачка освітньо-наукової
програми «Маркетинг»
третього (доктора філософії)
рівня вищої освіти за спеціальністю 075 «Маркетинг»
галузі знань 07- Управління та адміністрування (2016-2020)
Національний технічний університет
«Харківський політехнічний інститут»



Валерія ПОНОМАРЕНКО

PREFACE

Corresponds to the Law of Ukraine "On Higher Education", resolutions of the Cabinet of Ministers of Ukraine dated April 29, 2015. No. 266 "On approval of the list of fields of knowledge and specialties for which higher education applicants are trained", order of the Ministry of Education and Culture of Ukraine dated November 6, 2015. No. 1151 "On the peculiarities of the introduction of the list of fields of knowledge and specialties for which higher education applicants are trained", by the resolution of the Cabinet of Ministers of Ukraine dated December 30, 2015. No. 1187 "Licensing conditions for conducting educational activities of educational institutions" and Resolution of the Cabinet of Ministers of Ukraine dated March 23, 2016. No. 261 "On the approval of the Procedure for the training of higher education holders of the degree of Doctor of Philosophy and Doctor of Science in higher educational institutions (scientific institutions)", the project of the Standard of Higher Education of the third (Doctor of Philosophy) level of the field of knowledge 07 Management and administration, specialty 075 Marketing [https:// mon.gov.ua/ua/osvita/visha-osvita/naukovo-metodichna-rada-ministerstva-osviti-i-nauki-ukrayini/proekti-standartiv-vishoyi-osviti](https://mon.gov.ua/ua/osvita/visha-osvita/naukovo-metodichna-rada-ministerstva-osviti-i-nauki-ukrayini/proekti-standartiv-vishoyi-osviti).

The changes were made by the support group for specialty 075 "Marketing" of the Educational and Scientific Institute of Economics, Management and International Business of the National Technical University "Kharkiv Polytechnic Institute" in the composition approved by the order of NTU "KhPI" No. 578 OD dated 12.30.2020:

The educational and scientific program is used during: -
development of the curriculum and programs of educational disciplines; -
formation of syllabi and work programs of educational disciplines, practices, individual tasks, etc.; - formation of individual plans of graduate students; - development of tools for diagnosing the quality of higher education; – attestations of higher education applicants; - during accreditation and external quality control of specialist training. **Consumers of the educational and scientific program are:** - higher education seekers; – scientific and pedagogical workers of higher educational institutions (scientific institutions);
– scientific and pedagogical workers who train specialists in the specialty "Marketing";
– the examination board of the ONP entrance exam and the doctoral exam in the specialty "Marketing"; – admissions committee of the University; – employers to obtain information on the academic and professional profile of graduates; – competent specialists in the recognition of documents on higher education; – accreditation institutions; - at the final certification. The educational and scientific program extends to the departments that participate in the training of candidates for the degree of Doctor of Philosophy in the specialty 075 "Marketing".

1. PROFILE OF THE EDUCATIONAL AND SCIENTIFIC PROGRAM
SPECIALTY
075 Marketing

1 - GENERAL INFORMATION	
HIGHER EDUCATIONAL INSTITUTION AND STRUCTURAL SUBDIVISION	Kharkiv National Technical University Polytechnic Institute", Educational and Scientific Institute economics, management and international business
DEGREE OF HIGHER EDUCATION AND TITLE OF QUALIFICATION IN ORIGINAL LANGUAGE	Doctor of Philosophy; PhD in Marketing
OFFICIAL NAME OF THE EDUCATIONAL AND SCIENTIFIC PROGRAM	Educational and scientific program "Marketing" in English "MARKETING"
TYPE OF DIPLOMA AND SCOPE OF EDUCATIONAL AND SCIENTIFIC PROGRAM	Diploma of Doctor of Philosophy, single, 48 ECTS credits, the term of study is 4 years
FORM OF EDUCATION	Full-time / part-time
AVAILABILITY ACCREDITATION	There is none
CYCLE/LEVEL	NRK of Ukraine – level 8, FQ–EHEA – third cycle, EQF–LLL - 8th level
PREREQUISITES	Possession of a higher education degree "master" or educational qualification level "specialist"
LANGUAGE OF TEACHING	Ukrainian, English
TERMS OF THE EDUCATIONAL AND SCIENTIFIC PROGRAM	Before implementing the standard of higher education
LINK TO THE PERMANENT PLACEMENT OF THE DESCRIPTION OF THE EDUCATIONAL AND SCIENTIFIC PROGRAM	http://web.kpi.kharkov.ua/phd/?page_id=4121
2 – THE PURPOSE OF THE EDUCATIONAL AND SCIENTIFIC PROGRAM	
<p>Training of specialists capable of forming a system of new scientific knowledge for solving complex scientific problems in managing the development of marketing activities of enterprises in the field of management and administration and conducting scientific research, which involves the acquisition of theoretical knowledge, abilities, skills and other competencies sufficient for the production of new ideas, and/or research and innovation activity, mastering the methodology of scientific and pedagogical activity, conducting own scientific research, the results of which have scientific novelty, theoretical and practical significance.</p>	
3 – CHARACTERISTICS OF THE EDUCATIONAL AND SCIENTIFIC PROGRAM	
SUBJECT FIELD (FIELD OF KNOWLEDGE, SPECIALTY, SPECIALIZATION)	Field of knowledge: Management and administration Specialty: 075-Marketing
PROGRAM ORIENTATION	Educational and scientific academic. The structure of the program provides implementation of educational and scientific components. Scientific component is carried out during the entire period of study, without interruption for the educational component, session and practice. The content of each component program focuses on modern scientific research in management and administration, takes into account innovative approaches and methods of marketing management, is based on modern results, trends of the scientific and practical state in practice

	management of organizations taking into account the peculiarities of the marketing paradigm.
MAIN FOCUS OF THE PROGRAM	<p>Marketing is considered as a business philosophy, that is, the use of enterprise management based on marketing principles, where the integration of marketing and management takes place. In turn, the integration of marketing and management leads to the emergence of marketing management as a concept of enterprise management for the realization of its own economic, social, and socially responsible interests. That is, those where</p> <p>the enterprise, whose activities will be coordinated with the strategy of sustainable development, taking into account the development of marketing activities, with business partners (stakeholders) and will allow to carry out social welfare measures, including programs and projects for the implementation of marketing measures, employees of the enterprise itself and residents of the region, state</p> <p>Learning goals:</p> <ul style="list-style-type: none"> - acquisition of competences in the field of marketing, which give able to solve complex management problems marketing activities of market subjects and their associations on the basis of a deep rethinking of existing and creation new holistic knowledge and/or professional practice. <p>Theoretical content of the subject area:</p> <ul style="list-style-type: none"> – up-to-date conceptual and methodological knowledge in the field marketing management. <p>Methods, techniques, technologies and tools:</p> <ul style="list-style-type: none"> – methods of scientific knowledge and analytical processing of information, information and communication technologies research activity; – modern information and communication equipment, software products used in research activities; - economic and mathematical methods and information technologies scientific research, applied tools in the field marketing management. <p>Keywords: theory, marketing activity of the enterprise, management of marketing activities, organization marketing activities, methods of marketing management activities, marketing activity management systems, marketing management, marketing strategies, competitiveness of the enterprise, management programs and projects regarding the implementation of marketing measures</p>
FEATURES OF THE PROGRAM	<p>The program is multidisciplinary and provides scientific and pedagogical training for the formation of skills in the field research and teaching activities to ensure the relationship between strategic management and strategic management and the formation of activities of marketing development management of marketing enterprises</p>

SCIENTIFIC DIRECTION OF THE PROGRAM	The scientific component of the ONP is carried out throughout the entire period of study at the graduate school, not interrupted by theoretical training and pedagogical practice. Performing scientific work, preparing scientific publications and dissertation manuscripts ensure the formation of integral competence. Scientific work is carried out under the guidance of one or two supervisors. The publication of the results of scientific work involves the publication of scientific articles, the submission of patent applications, speeches at conferences, and after the completion of the ONP, the manuscript is drawn up in the form of a dissertation. The general plan of work on the dissertation is regulated by page "D". Control over the performance of scientific work is carried out within the framework of intermediate attestation (reporting page "E" and annual attestation page "F"). The topic of the dissertation work, which can be supported by interested higher education institutions and scientific institutions, is discussed with the academic supervisor(s).
4 – SUITABILITY OF GRADUATES FOR EMPLOYMENT AND FURTHER TEACHING	
SUITABILITY FOR EMPLOYMENT	Positions in institutions of higher education and scientific and research organizations (institutions), enterprises and organizations of various forms
FURTHER EDUCATION	of ownership. Further continuation of education at the fourth (scientific) level of higher education is possible, as well
as advanced training 5 - TEACHING AND ASSESSMENT	
TEACHING AND LEARNING	The general style of education, which is conducted in the form of lectures, seminars, practical laboratory classes, consultations, trainings, pedagogical practices, independent study, conducting independent scientific research based on studying textbooks, manuals, monographs, periodical scientific publications, using the Internet, etc. Current and final control of knowledge
EVALUATION	(surveys, control and individual tasks, testing, etc.), tests and exams (oral and written), presentations, defense of a practice report, public defense of a dissertation
6 – SOFTWARE COMPETENCES	
INTEGRAL COMPETENCE	The ability to solve complex problems in the field of professional and/or research and innovation activities in the field of marketing, which involves deep rethinking of existing and creation of new integral knowledge and/or professional
GENERAL COMPETENCES (DEFINED BY THE DRAFT HIGHER EDUCATION STANDARD OF THE SPECIALTY FOR THE LEVEL PhD)	<p>ÿK01. Ability to abstract thinking, analysis and synthesis.</p> <p>ÿK02. Ability to search, process and analyze information from various sources.</p> <p>ÿK03. Ability to work in an international context.</p>
SPECIAL (PROFESSIONAL) COMPETENCES OF THE SPECIALTY (DEFINED BY THE DRAFT HIGHER EDUCATION STANDARD OF THE SPECIALTY FOR THE PhD LEVEL)	<p>SK01. The ability to perform original research, achieve scientific results that create new knowledge in the theory and practice of modern marketing and related interdisciplinary areas and can be published in leading scientific publications on marketing and related fields.</p> <p>SK02. The ability to orally and in writing present and discuss the results of scientific research and/or innovative developments in Ukrainian and English, a deep understanding</p>

	<p>English-language scientific texts by research direction.</p> <p>SK03. Ability to apply modern information technologies, economic and mathematical methods and models, databases, electronic resources, specialized software in scientific and educational activities.</p> <p>SK04. The ability to carry out scientific and pedagogical activities in higher education.</p> <p>SK05. The ability to adhere to research ethics, as well as the rules of academic integrity in scientific research and scientific-pedagogical activities.</p> <p>SK06. The ability to critically rethink modern marketing theory, methodology and practice in the course of conducting one's own original scientific research.</p> <p>SK07. The ability to identify and formalize patterns of development of subjects of market relations on the basis of applied research and development of recommendations for increasing the efficiency of marketing systems.</p>
7 – PROGRAM LEARNING OUTCOMES	
<p>PROGRAM RESULTS OF EDUCATION IN THE SPECIALTY (DETERMINED BY THE PROJECT OF THE HIGHER EDUCATION STANDARD OF THE SPECIALTY)</p>	<p>PH01. Have advanced conceptual and methodological knowledge of marketing and at the border of subject areas, as well as research skills sufficient to conduct scientific and applied research at the level of the latest world achievements in the relevant field, obtain new knowledge and/or implement innovations.</p> <p>PH02. Freely present and discuss with specialists and non-specialists the results of research, scientific and applied problems of modern marketing in national and foreign languages, competently reflect the results of research in scientific publications in leading international scientific journals editions</p> <p>PH03. Develop and research economic-mathematical and computer models of processes and systems with the use of support, effectively use modern and/or create innovative products software to obtain new knowledge in marketing and related interdisciplinary areas.</p> <p>PH04. Deeply understand the general principles and methods of marketing science, as well as the methodology of scientific research, apply them in your own research and in teaching practice.</p> <p>PH05. Present the results of independent, original scientific research that has scientific novelty, theoretical and practical significance with due academic integrity, as well as demonstrate mastery of the methodology of teaching professionally oriented disciplines and bear responsibility for teaching others.</p> <p>PH06. To demonstrate the systematicity of the scientific worldview and the ability to interpret modern theories and concepts of marketing, including at the boundaries of subject areas, in order to obtain new theoretical and applied results.</p> <p>PH07. Carry out independent research of a scientific and applied nature in the field of marketing or on the border of the subject areas of economics, management and administration</p>

	with the aim of establishing the trajectory of real market development processes and behavior of market subjects.
8 – RESOURCE PROVISION OF PROGRAM IMPLEMENTATION	
STAFFING	Meets personnel requirements for ensuring proceedings of educational activity in the field of higher education in accordance with the current by the legislation of Ukraine (Resolution of the Cabinet of Ministers of Ukraine "On approval of the Licensing conditions of proceedings of educational activities of educational institutions" dated December 30, 2015, no 1187 (with changes introduced in accordance with Resolution of the Cabinet of Ministers No. 347 dated 05/10/2018).
MATERIAL AND TECHNICAL SUPPLY	Meets the technological requirements for material and technical support of educational activities in the field of higher education of education in accordance with the current legislation of Ukraine (Decree of the Cabinet of Ministers of Ukraine "On approval of Licensing of the conditions of conducting educational activities of educational institutions" from 30 of December 2015, No. 1187 (as amended in accordance with Resolution of the Cabinet of Ministers No. 347 dated 10.05.2018).
INFORMATION AND EDUCATIONAL AND METHODOLOGICAL SUPPLY	It meets the technological requirements for educational and methodological and information support of education activities in the field of higher education in accordance with the current legislation of Ukraine (Resolution of the Cabinet of Ministers of Ukraine "Pro approval of the Licensing conditions for conducting educational activities of educational institutions" dated December 30, 2015, No. 1187 (with changes introduced in accordance with Resolution of the Cabinet of Ministers No. 347 dated 10.05.2018).

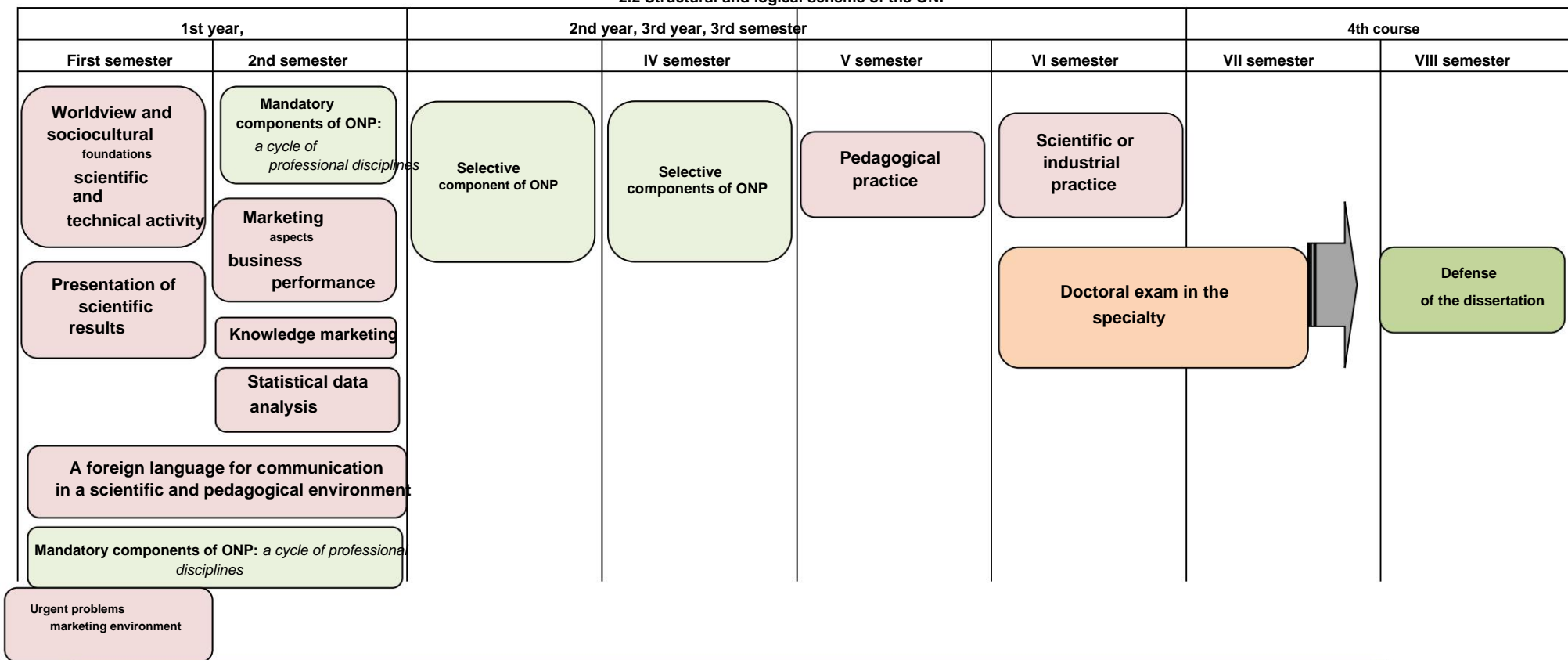
2. LIST OF EDUCATIONAL AND SCIENTIFIC PROGRAM COMPONENTS AND THEIR LOGICAL SEQUENCE

2.1 List of ONP components

Code n/a	Components of the educational and scientific program (disciplines, projects / works, practice, qualification work)	Number loans	Summary form Oho control
1	2	3	4
1. EDUCATIONAL COMPONENT			
1.1. Mandatory components of ONP			
Cycle of general scientific disciplines			
1.1.1	World Image and Social-Cultural Basis of the scientific and technical activity / <i>World Image and Social-Cultural Basis of the Scientific and Technical Activity</i>	4.0	Exam
1.1.2	Foreign Languages for Communication in a scientific and pedagogical environment / <i>Foreign Languages for Communication in a Scholarly and Pedagogical Environment</i>	8.0	Exam
1.1.3	Presentation of scientific results / Presentation of scientific results	2.0	Test
Cycle of professional disciplines			
1.2.1	Actual problems of the marketing environment / Actual problems of marketing environment	4.0	Exam
1.2.2	Marketing aspects of business effectiveness / Marketing aspects of business effectiveness	3.0	Exam
1.2.3	Marketing of knowledge / Marketing of	3.0	Test
1.2.4	knowledge Statistical analysis of data / Statistic's Analysis of Data Bbases	4.0	Exam
Practice			
	Pedagogical / Pedagogical	3.0	Test
	The total volume of mandatory components	31.0	
1.2. Selective components of ONP			
1.2.1	Disciplines / Subjects	8.0	Exam
1.2.2	Disciplines / Subjects	8.0	Test
	Total amount of elective components 2.1 Elective	16.0	
	subjects of the third semester		
2.1.1	Modern forms of business communications / Modern forms of business communications	4.0	Exam
2.1.2	Marketing substantiation of formation of strategies of development of the enterprise	4.0	Exam
2.1.3.	Marketing management of enterprise competitiveness	4.0	Exam
2.1.4	Innovative marketing Quantitative methods are in	4.0	Exam
2.1.5	a management marketing	4.0	Exam
2.1.6	Management of relations of enterprise with partners and consumers	4.0	Exam

	The total volume of the cycle of elective subjects of the third semester	8.0	
	Elective subjects of the fourth semester		
2.2.1	Modern models and methods of artificial intelligence / <i>Modern models and methods of artificial intelligence</i>	4.0	Test
2.2.2	Information technologies <i>of big data processing</i>	4.0	Test
2.2.3	Information technologies in distributed systems / <i>Information technologies in distributed systems</i>	4.0	Test
2.2.4	Information technologies for decision support / <i>Information technologies to support decision making</i>	4.0	Test
2.2.5	Modern information management technologies / <i>Modern information management technologies</i>	4.0	Test
2.2.6	Management of scientific projects and research / <i>Management of Scientific Projects and Research</i>	4.0	Test
2.2.7	Management of scientific and technological development of enterprises / <i>Management of Enterprise Scientific and Technological</i>	4.0	Test
2.2.8	<i>Developments of</i> pedagogy of higher school	4.0	Test
2.2.9	Pedagogical <i>rhetoric</i>	4.0	Test
2.2.10	Professional culture <i>of teacher</i>	4.0	Test
2.2.11	Methodology and logic of scientific and pedagogical activity in the higher technical school / <i>Methodology and logic of scientific</i>	4.0	Test
2.2.12	<i>and pedagogical activity in the higher technical schools of the author's right</i>	4.0	Test
2.2.13	Innovations, technologies and patent law / <i>Technologies that Patent Law</i>	4.0	Test
2.2.14	Scientific and technical information resources and patent-conjuncture research / <i>Scientific and technical</i>	4.0	Test
2.2.15	<i>information resources management / Management of Intellectual Maintenance</i>	4.0	Test
2.2.16	Mathematical Models <i>and Computer Simulation of Complex Systems</i>	4.0	Test
2.2.17	<i>Mathematical methods for optimization and decision making</i>	4.0	Test
2.2..18	Probabilistic and Fuzzy Models and Methods in Engineering and Economics / <i>Probabilistic and Fuzzy Models and Methods in Engineering and Economics</i>	4.0	Test
2.2.19	Mathematical Methods of Computational Intelligence and Machine Learning / <i>Mathematical Methods of Computational Intelligence and Machine Learning</i>	4.0	Test
2. SCIENTIFIC COMPONENT			
	Scientific publications		Articles, current attestation
	Qualifying scientific work		Dissertation manuscript
Doctoral exam in the specialty			
	GENERAL SCOPE OF THE EDUCATIONAL AND SCIENTIFIC PROGRAM	48	

2.2 Structural and logical scheme of the ONP



Research work on the topic of the dissertation:

<p>Approval of the topic and plan of work on the dissertation.</p> <p>Literary search and its critical evaluation.</p> <p>Formulation of research problems and selection of experimental methods.</p> <p>The first stage of the experiment, discussion of the obtained primary results.</p> <p>Preparation (drafts) of manuscript materials for publication.</p>	<p>Development of experimental material, its processing.</p> <p>Confirmation or revision of a scientific hypothesis.</p> <p>Preparation of scientific publications and approval of results.</p> <p>Presentation at conferences.</p>	<p>Development of experimental material, its processing, discussion. Preparation of scientific presentations publications Presentation at conferences. Formation of the manuscript. novelty and in the presence of practical significance Presentation of the results of the dissertation work. thesis to</p>	<p>Preparation and protection</p>
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2.3 Distribution of the content of the educational and scientific program by component groups and training cycles

No	Training cycle	The volume of the student's academic load education (ECTS credits / %)		
		Mandatory components educational and scientific programs	Optional components educational and scientific programs	All in all term teaching
1	1 Compulsory <i>academic disciplines</i>	28 / 58	-	28 / 58
2	2 Elective <i>academic disciplines</i>	-	16/33	16 / 33
3	3 Practice / <i>Practice</i>	4/9	-	4/9
Total for the entire term teaching		28/56	20/42	48 / 100

3. FORM OF CERTIFICATION OF HIGHER EDUCATION ACQUIRES

CURRENT CERTIFICATION	During the entire period of study, the graduate student reports twice a year on the implementation of the individual plan (pages E and F) at the meeting of the graduation department, the academic council of the institute/faculty and is annually certified by the academic supervisor in accordance with the
DOCTORAL EXAMINATION IN THE SPECIALTY	schedule of the educational process. The main task of the doctoral exam in the specialty is to assess the results of comprehensive professional and scientific training of graduate students for scientific and pedagogical activities. Establishing the level of the graduate student's acquisition of theoretical knowledge, abilities, skills and relevant competencies and the graduate student's preparedness for independent research activities. The exam is based on the theoretical knowledge acquired during the first two years of study and a review of scientific research works performed by the graduate student. The exam is given in the 3rd-4th year, lasts two days and consists of two parts. The content of the doctoral exam is covered and approved by the relevant program. The first part represents a written exam lasting ~ 4 hours and serves to test theoretical training in the specialty and knowledge of related areas. The second part of the exam serves to test the graduate student's skills (formulating questions, drawing up a research plan, explaining results, competence in his research area) and consists of the following components: a written document upon completion of his research of a maximum of 10 pages (Abstract, Introduction, Methods, Results, Discussion); a review of a post-graduate research publication; 30-minute oral

	survey from the examination committee (before the words "I don't know"). After passing the doctoral exam, the graduate student forms a dissertation. The applicant must
DISSERTATION REQUIREMENTS WORK	<p>prepare a dissertation, publish the main scientific results in scientific publications, acquire theoretical knowledge, skills, and relevant competencies. The dissertation is submitted in the form of a specially prepared qualifying scientific work with manuscript rights, is performed by the applicant personally, must contain scientific statements, new scientifically based theoretical and/or experimental results of research conducted by the applicant, which are of significant importance for a certain field of knowledge and are confirmed by documents certifying the conduct of such research, as well as testify to the recipient's personal contribution to science and be characterized by the unity of the content. The requirements for the preparation of the dissertation are established by the Ministry of Education and Culture. The maximum and/or minimum volume of the main text of the dissertation is 6.5-9 author's sheets.</p> <p>The research work of a graduate student, which is carried out within the framework of the topic of the dissertation, is the main element in the preparation for the educational and scientific program. During this time, the</p>
FINAL CERTIFICATION	<p>graduate student learns to independently perform scientific research, choose and justify research methods, and analyze the results of his work. Research work is carried out under the supervision of a research supervisor, who is fully responsible for the preparation of a graduate student and the timely completion and submission of a dissertation. Preparation of a dissertation and its defense is the completion of studies at the third educational and scientific level. Attestation of graduates of the educational and scientific program of the specialty 075 "Marketing" is carried out in the form of a public defense (demonstration) of the qualification work and ends with</p> <p>the issuance of a document of the established model on awarding the degree of Doctor of Philosophy with the qualification: Doctor of Philosophy in Marketing.</p>

4. REQUIREMENTS FOR THE PRESENCE OF AN INTERNAL SECURITY SYSTEM QUALITIES OF HIGHER EDUCATION

PRINCIPLES AND PROCEDURES OF EDUCATION QUALITY ASSURANCE	<p>Principles: –</p> <ul style="list-style-type: none"> compliance with European and national quality standards of higher education; - the autonomy of the higher education institution, which is responsible for ensuring the quality of educational activities and the quality of higher education; - a systematic approach that involves quality management at all levels of the educational process; - monitoring of the quality of education; - involvement of graduate students, employers and other interested parties in the quality assurance process; - openness of information at all stages of quality assurance. <p>Procedures:</p> <ul style="list-style-type: none"> - improvement of the planning of educational and scientific activities; - approval, monitoring and periodic review of educational and scientific programs; - improving the quality of training of the contingent of higher education applicants; - strengthening of the personnel potential of the University; - ensuring the availability of necessary resources for educational organization
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	<p>process and support of higher education applicants; - development of information systems in order to increase the efficiency of management of the educational process; - ensuring publicity of information about the activities of the University; - creation of an effective system of prevention and detection of academic plagiarism in scientific works of teachers and students of</p>
<p>MONITORING AND PERIODIC REVIEW OF PROGRAMS</p>	<p>higher education. Regular monitoring, revision and updating of educational and scientific programs aims to guarantee the appropriate level of provision of educational services, and also creates a favorable and effective learning environment for those seeking higher education. This involves evaluating: the content of the program, ensuring compliance of the program with modern requirements; the changing needs of society; the educational load of higher education applicants, their achievements and the results of completing the educational and scientific program; effectiveness of graduate student assessment procedures; expectations, needs and satisfaction of higher education students with the content and process of education; educational environment in accordance with the purpose and content of the program; the quality of services for students of higher education. The programs are regularly</p>
<p>EVALUATION OF HIGHER EDUCATION ACQUIRES</p>	<p>reviewed and updated after the completion of the full training cycle before the start of the new academic year. Evaluation of the results of graduate students' studies is carried out during control and monitoring activities.</p> <p>Activities include current and semester control, reporting and certification. The task of current control is to check the understanding and assimilation of certain material, the developed skills of performing calculation works, the ability to independently process texts, publicly or in writing to present certain material, etc. Forms of current control are: performance of individual tasks; execution of test tasks; performance of control tasks, which are performed in the classroom or during independent work; writing and defending essays; protection of laboratory works. The final control is carried out in order to evaluate the results of training at the appropriate educational level or at its individual final stages. Final control includes semester control (examination, differentiated assessment in a specific academic discipline) and certification of a graduate student. Semester control is carried out in the form of a semester exam or credit from a specific academic discipline in the amount of educational material determined by the curriculum and in the terms established by the curriculum. Educational disciplines for which monitoring control works are planned, the terms of control measures are determined by the schedule of the educational process.</p> <p>Evaluation of the results of postgraduate students of the University is carried out using methods that correspond to the specifics of a specific academic discipline.</p> <p>The monitoring of the graduate student's success is carried out using a 100-point evaluation system with mandatory transfer of grades to the national scale and the $\ddot{y}\ddot{y}\ddot{S}$ scale.</p>
<p>IMPROVING SCIENTIFIC QUALIFICATIONS</p>	<p>The system of improving the qualifications of scientific-pedagogical, pedagogical and scientific workers is developed in accordance with the current regulatory framework and is based on the following</p>

TEACHING, TEACHING AND SCIENTIFIC EMPLOYEES	principles: mandatory and periodic training and professional development; transparency of internship organization and professional development procedures; monitoring the compliance of the content of professional development programs with the tasks of professional activity; mandatory implementation of the results of advanced training in scientific and pedagogical activities; publication of the results of internships and professional development. The available personnel,
AVAILABILITY NECESSARY RESOURCES FOR ORGANIZING THE EDUCATIONAL PROCESS	material and technical, educational, methodological and informational support for the specialty meets the requirements of the current Licensing conditions for conducting educational activities of educational institutions and ensures the implementation of state requirements for a specialist with a higher
AVAILABILITY INFORMATION SYSTEMS FOR EFFECTIVE EDUCATIONAL MANAGEMENT PROCESS	education. 3 for the purpose of managing educational processes, an effective policy in the field of information management and a corresponding integrated information system for managing the educational process have been developed. This system provides automation of the main functions of management of the educational process, in particular: ensuring the conduct of the introductory company, planning and organization of the educational process; access to educational resources; registration and analysis of the success of higher education applicants; administration of the main and auxiliary processes of providing educational activities; monitoring of compliance with quality standards. In order to manage the quality of educational activities at the University, an
PUBLICITY INFORMATION ON EDUCATIONAL PROGRAMS, DEGREES OF HIGHER EDUCATION	information system of ACS NP was created. Information about educational programs, degrees of higher education and qualifications is pu
AND QUALIFICATIONS OF ACADEMIC INTEGRITY BY UNIVERSITY EMPLOYEES AND HIGHER ATTAINERS EDUCATION	Academic integrity is observed by employees and students of higher education at the university. The system for ensuring compliance with academic integrity by participants in the educational process is based on the following principles: compliance with generally accepted principles of morality; demonstration of respect for the Constitution and laws of Ukraine and compliance with their norms; respect for all participants of the educational process, regardless of their worldview, social status, religious and national affiliation; compliance with copyright legislation; references to sources of information in case of borrowing ideas, statements, information; independent performance of individual tasks. A plagiarism check is carried out in accordance with the
PREVENTION SYSTEM AND DETECTION OF ACADEMIC PLAGIARISM	requirements of the University's regulatory documents.

5. COMPETENCE MATRIX OF SOFTWARE COMPETENCES COMPONENTS OF THE EDUCATIONAL AND SCIENTIFIC PROGRAM

	1.S.1	1.S.2	1.S.3	1.S.4	1.S.5	1.S.6	1.S.7	1.S.8	OU 1.S.9	1.S.10
ZK 01	+		+				+		+	
ZK 02			+	+	+		+	+		+
ZK 03		+								
ZK 01	+		+	+	+		+		+	+
ZK 02	+	+	+						+	
ZK 03							+		+	+
ZK 04									+	+
ZK 05			+						+	+
ZK 06					+	+				
SK 07				+						

6. MATRIX OF PROVIDING PROGRAM RESULTS EDUCATION (RN) APPROPRIATE COMPONENTS OF THE EDUCATIONAL AND SCIENTIFIC PROGRAM

	1.S.1	1.S.2	1.S.3	1.S.4	1.S.5	1.S.6	1.S.7	1.S.8	1.S.9	1.S.10
PH 01		+		+	+	+				
PH 02		+			+	+				
RN 03							+			
RN 04				+	+	+		+	+	+
RN 05	+		+				+		+	+
RN 06	+		+	+	+				+	+
RN 07			+		+	+	+	+		+