

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

НАЦІОНАЛЬНИЙ ТЕХНІЧНИЙ УНІВЕРСИТЕТ  
«ХАРКІВСЬКИЙ ПОЛІТЕХНІЧНИЙ ІНСТИТУТ»



ПРИТВЕРДЖУЮ

Проректор НТУ «ХПІ»

Свген СОКОЛІ

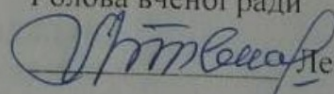
«30» травня 2022 р.

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 № 4 від «25» травня 2022 р.

Харків 2022 р.

LETTER OF AGREEMENT  
educational and professional program

Level of higher education	Third (Ph.D.)
Branch of knowledge	07 Management and administration
Specialty	075 Marketing
Qualification	Doctor of Philosophy in Marketing

APPROVED

Commission of the Methodological Council "Methodical  
ensuring training of doctors of philosophy"

Head of Commission




Viktoria ŠTEFAN

May "24", 2022

RECOMMENDED

Methodical Council of NTU "KhPI"  
Deputy Chairman of the Methodical Council



Ruslan Myguschenko

May "24", 2022

APPROVED

Working group of the OP on the specialty  
"Marketing"

Guarantor of the educational program

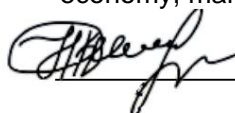


Diana RAIKO

May "24", 2022

AGREED

Director of the educational and scientific institute  
economy, management and international  
business

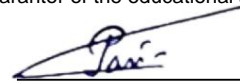


Natalia KRASNOKUTSKA

May "24", 2022

AGREED

Head of the Department of Marketing  
Guarantor of the educational and scientific program



Diana RAIKO

May "24", 2022

AGREED

recipient of the educational and scientific program  
"Marketing" of the third (doctor of philosophy)  
level of higher education group A-821 for  
specialty 075 "Marketing" branch  
knowledge 07-Management and administration

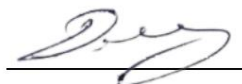


Anna PAYMASH

May "24", 2022

AGREED

Council of young scientists



Dmytro DANYLCHENKO

May "24", 2022

## REVIEWERS:

Positive feedback on the program was received:

1. Dr. Nagy Szabolcs – Doctor of Sciences (Ph.D.) Head of Department, Associate Professor, Department of Marketing and Tourism University of Miskolc, Hungary

2. Nagorny Kyrylo Olegovich - director of the marketing bureau "Monya "Gets"

3 Bozhkov Dmytro Serhiyovych – graduate of the postgraduate course of the Department of Marketing Sumy State University, specialty 075 – Marketing, acquirer scientific degree of Doctor of Philosophy in the field of knowledge 07 - Management and administration in specialty 075 – Marketing, defense was held on May 11, 2021. in the Specialized Scientific Council DF 64.050.039 of the National Technical University "Kharkiv Polytechnic Institute", Ministry of Education and Science of Ukraine, the city of Kharkiv and issued a diploma DR No. 001887 dated 06/29/2021. Currently working specialist in sales market expansion methods (marketer) at ARTI LLC, representative of stakeholders.

4 Paimash Hanna Vasylivna, recipient of the educational and scientific program " Marketing" of the third (doctor of philosophy) level of higher education group A-821 for specialty 075 "Marketing" field of knowledge 07- Management and administration (2021-present)

**REVIEW**  
**for the educational professional program "Marketing"**  
**of the third level of higher education, aimed at the training of doctors of**  
**philosophy specialty 075 – marketing branches of knowledge**  
**07- management and administration higher educational institution**  
**National technical university «Kharkiv polytechnical institute»**

The educational and scientific program is aimed at training PhD marketing specialists. The goals set in the program meet the needs of employers and include the formation of the ability to create new and apply the acquired knowledge, skills, abilities and understanding to solve standard and non-standard situations.

High-quality training of applicants for higher education, Doctors of Philosophy (PhD) is important, since the development and competitiveness of the economy are not possible without innovative scientific developments. The National Technical University «Kharkiv Polytechnical Institute» has all the necessary elements: relevant experience, human resources and a strong material and technical base.

The educational program for the training of applicants for the third (educational and scientific) level of higher education in the specialty 075 "Marketing" includes a sufficient amount of disciplines, certification forms. The sequence of studying disciplines, their list and scope correspond to the structural and logical scheme for the training of applicants for the degree of Doctor of Philosophy in "Marketing" and are designed to help ensure that program results meet the needs of potential employers.

19.04.22

Doctor of Sciences (Ph.D.),  
Head of Department, Associate Professor  
Department of Marketing and Tourism  
University of Miskolc, Hungary



Dr. Nagy Szabolcs

РЕЦЕНЗІЯ  
на освітньо-наукову програму «Маркетинг»  
підготовки доктора філософії  
за спеціальністю 075 «Маркетинг»  
Національного технічного університету  
«Харківський політехнічний інститут»

В сучасних умовах підприємства повинні використовувати новітні методи управління маркетингом для того, щоб здійснити відродження власного виробництва у післявоєнний період та виходити на міжнародний європейський ринок з конкурентоспроможними товарами або послугами. Забезпечити такий суттєвий прорив можливо лише за умови здійснення компетентного управління спеціалістами, які б знали на сучасних методах управління, у тому числі і маркетинговою діяльністю. Саме таких спеціалістів можливо підготувати за освітньо-науковою програмою «Маркетинг» спеціальності 075 Маркетинг, яка рецензується.

Завдяки можливості самостійного вибору здобувачами індивідуальної траєкторії навчання, вони можуть отримати базові компетентності та обрати ті освітні компоненти, які дозволять їм бути обізнаними.

Перевагою програми є врахування сучасних потреб роботодавців, оскільки вона враховує компетентності щодо інноваційного маркетингу, маркетингу знань, діагностики маркетингової діяльності, кількісних методів в управлінні маркетингом. Таким чином, здобувач третього рівня вищої освіти, який опанує всі освітні компоненти стану комплексним і високо розвинутим фахівцем, якого прагнуть прийняти на роботу сучасні підприємства України.

Таким чином, вважаю за доцільне рекомендувати до впровадження у начальному процесі Національного технічного університету «Харківський політехнічний інститут» освітньо-наукову програму «Маркетинг» для здобувачів третього рівня (ступінь доктора філософії) вищої освіти за спеціальністю 075 – Маркетинг.

Директор



ВІДГУК

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

БОЖКОВА ДМИТРА СЕРГІЙОВИЧА – ВИПУСКНИКА АСПРАНТУРИ  
КАФЕДРИ МАРКЕТИНГУ СУМСЬКОГО ДЕРЖАВНОГО УНІВЕРСИТЕТУ ЗА  
СПЕЦІАЛЬНІСТЮ 075 – МАРКЕТИНГ, ЗДОБУВАЧА НАУКОВОГО СТУПЕНЯ  
ДОКТОРА ФІЛОСОФІЇ У ГАЛУЗІ ЗНАНЬ 07 – УПРАВЛІННЯ ТА  
АДМІНІСТРУВАННЯ ЗА СПЕЦІАЛЬНІСТЮ 075 – МАРКЕТИНГ, ЗАХИСТ  
ПРОХОДИВ 11.05.2021 Р. У СПЕЦІАЛІЗОВАНІЙ ВЧЕНІЙ РАДІ ДФ 64.050.039  
НАЦІОНАЛЬНОГО ТЕХНІЧНОГО УНІВЕРСИТЕТУ «ХАРКІВСЬКИЙ  
ПОЛІТЕХНІЧНИЙ ІНСТИТУТ», МІНІСТЕРСТВА ОСВІТИ І НАУКИ УКРАЇНИ,  
М. ХАРКІВ, ФАХІВЕЦЬ З МЕТОДІВ РОЗШИРЕННЯ РИНКУ ЗБУТУ  
(МАРКЕТОЛОГ) ТОВ «АРТІ»

Я, Божков Дмитро Сергійович – випускник вищої освіти за спеціальністю маркетинг Сумського державного університету за спеціальністю 075 – маркетинг, випускник аспірантури кафедри маркетингу Сумського державного університету за спеціальністю 075 – маркетинг. Тема дисертації, спеціальність і керівник затверджені Наказом ректора Сумського державного університету № 433-V від 13.09.2016 р.

Тема дисертаційної роботи «Теоретико-методичні засади маркетингового ціноутворення промислових підприємств»

Науковий керівник – Шипуліна Юлія Сергіївна, доктор економічних наук, професор, професор кафедри економічної кібернетики та маркетингового менеджменту НТУ «ХПІ».

Дисертаційна робота виконана на кафедрі маркетингу у Сумському державному університеті.

По закінченню аспірантури виявив бажання здійснити здобуття наукового ступеня доктора філософії у галузі знань 07 – управління та адміністрування за спеціальністю 075 – Маркетинг у Національному технічному університеті «Харківський політехнічний інститут».

Захист проходив 11.05.2021 р. у Спеціалізованій вченій раді ДФ 64.050.039 Національного технічного університету «Харківський політехнічний інститут», Міністерства освіти і науки України, м. Харків. Головою спеціалізованої вченої ради

ДФ 64.050.039 призначено доктора економічних наук, професора Райко Діану Валеріївну, яка є гарантом третього рівня вищої освіти за спеціальністю 075-Маркетинг, галузі знань 07- управління та адміністрування Національного технічного університету «Харківський політехнічний інститут»

Ідея здобуття ступеня доктора філософії за спеціальністю 075 – Маркетинг надихала мене після закінчення навчання. Крок за кроком я йшов до реалізації цієї мети. Дуже сильну підтримку щодо мотивації до навчання, моїх майбутніх планів, кар'єрного зростання здійснювала мій науковий керівник, доктор економічних наук, професор Щипуліна Юлія Сергіївна та моя родина, батьки.

Щодо реалізації та втілення майбутніх мрій, я вирішив обрати славетні стіни одного з найкращих ЗВО в Україні, а саме Національний технічний університет «Харківський політехнічний інститут», де існує освітньо-професійна програма підготовки «Маркетинг» третього рівня вищої освіти за спеціальністю 075-Маркетинг, галузі знань 07- управління та адміністрування, який входить в топ 5 серед найкращих ЗВН та займає 650-700 місце серед топ 1000 університетів світу. Дуже вдячний керівництву Національного технічного університету «Харківський політехнічний інститут» в особі член-кореспондента академії наук України, доктору технічних наук, професору Соколу Євгену Івановичу, вченому секретареві доктору технічних наук, професору Заковоротному Олександрю Юрійовичу, гаранту освітньо-професійної програми підготовки «Маркетинг» третього рівня вищої освіти за спеціальністю 075- Маркетинг, доктору економічних наук, професору Райко Діані Валеріївні, всім членам групи забезпечення освітньо-професійної програми підготовки «Маркетинг» третього рівня вищої освіти за спеціальністю 075- Маркетинг, особливо доктору економічних наук Кобелевій Тетяні Олександрівні за проявлену увагу, підтримку мене та дисертаційної роботи щодо здобуття наукового ступеня доктора філософії у галузі знань 07 – Управління та адміністрування за спеціальністю 075 – Маркетинг.

Випускник аспірантури кафедри маркетингу  
Сумського державного університету  
за спеціальністю 075 – Маркетинг,  
здобувач наукового ступеня доктора філософії  
у галузі знань 07 – Управління та адміністрування  
за спеціальністю 075 – Маркетинг,  
захист проходив 11.05.2021 р.  
у Спеціалізованій вченій раді ДФ 64.050.039  
Національного технічного університету  
«Харківський політехнічний інститут»,  
Міністерства освіти і науки України, м. Харків,  
фахівець з методів розширення  
ринку збуту (маркетолог) ТОВ «АРТ»



Дмитро БОЖКОВ

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

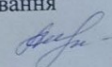
Я, Паймаш Ганна Василівна, закінчила Харківський державний політехнічний університет у 2003 р. за спеціальністю "Менеджмент організацій", кваліфікація – економіст-менеджер (диплом ХА № 23439071 від 5 липня 2003 р.). У 2021 році поступила до аспірантури для здобуття освітньо-наукової програми "Маркетинг" третього (доктор філософії) рівня вищої освіти за спеціальністю 075 "Маркетинг" Національного технічного університету "Харківський політехнічний інститут", де й наразі продовжую навчання та працюю над дисертаційною роботою на тему "Ринково-орієнтований механізм розвитку потенціалу людей з особливими потребами".

Завдяки високому рівню та досвіду 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 у майбутньому.

Освітньо-наукову програму «Маркетинг» третього рівня вищої освіти за спеціальністю 075- Маркетинг, галузі знань 07- Управління та адміністрування розроблено з урахуванням сучасних вимог ринку праці, глобальних тенденцій, потреб українських та міжнародних компаній представників різних галузей. Завдяки заслугі висококваліфікованих керівників ВНЗ, професорсько-викладацького складу співробітників НТУ



«ХП», які наразі працюють плідно та самовіддано над її просуванням до освітньо-програми включені корисні та цікаві дисципліни які дають змогу реалізувати моє бажання отримати роботу за спеціальністю.

Здобувачка вищої освіти  
програми "Маркетинг"  
третього (доктора філософії) рівня  
вищої освіти групи А-821  
за спеціальністю 075 "Маркетинг"  
галузь знань 07-Управління та адміністрування  
НТУ «ХП» 19.04.2022р  - Ганна Паймаш

## 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 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/zatverdzeni-standarti-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. 138 OD dated 05/06/

**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 students; – 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".

Guarantor of the educational program:

Rayko Diana Valeryivna, doctor of economic sciences, professor, head of the department of the Department of Marketing <https://web.kpi.kharkov.ua/marketing/> - guarantor of the program of the third level of higher education

OP working group members:

1. Oleksandra Petrivna Kosenko - doctor of economic sciences, professor, professor of the department of marketing.
2. Shipulina Yulia Serhiivna -  
doctor of economic sciences, associate professor, professor of the Department of Marketing.
3. Maria Vladyslavivna Litvynenko -  
Candidate of Technical Sciences, Associate Professor, Associate Professor of the Department of Marketing
4. Olena Evgenivna Shapran -  
Candidate of Economic Sciences, Associate Professor, Associate Professor of the Department of marketing
5. Paimash Hanna Vasylivna - winner of the educational and scientific program "Marketing" of the third (doctor of philosophy) level of higher education, group A-821, specialty 075 "Marketing", field of knowledge 07- Management and administration (2021-present)

## 1. PROFILE OF THE EDUCATIONAL AND SCIENTIFIC PROGRAM

### BY SPECIALTY 075 Marketing

<b>1 - GENERAL INFORMATION</b> National	
HIGHER EDUCATIONAL INSTITUTION AND STRUCTURAL SUBDIVISION	Technical University "Kharkiv Polytechnic Institute", Educational and Scientific Institute of Economics, Management and International Business Doctor of Philosophy; PhD in Marketing
OF HIGHER EDUCATION DEGREES AND NAME OF THE QUALIFICATION IN THE ORIGINAL LANGUAGE	
OFFICIAL NAME OF THE EDUCATIONAL AND SCIENTIFIC PROGRAM	Educational and scientific program "Marketing" in English "MARKETING"
TYPE OF DIPLOMA AND SCOPE OF THE EDUCATIONAL AND SCIENTIFIC PROGRAM FORM OF STUDY	Diploma of Doctor of Philosophy, single, 52 ECTS credits, study period 4 years Full-time / part-time
AVAILABILITY ACCREDITATION	There is none
CYCLE/LEVEL	NRK of Ukraine – 8th level, FQ–EHEA – third cycle, EQF–LLL – 8th level
PREREQUISITES	Availability of higher education degree "master" or educational qualification level
THE LANGUAGE OF TEACHING	"specialist"
THE TERMS OF THE EDUCATIONAL SCIENTIFIC PROGRAM	Ukrainian Entered into force by higher education standard No. 313 dated 04/07/2022 Until the end
LINK TO THE PERMANENT PLACEMENT OF THE DESCRIPTION OF THE EDUCATIONAL AND SCIENTIFIC PROGRAM	of the study period <a href="https://web.kpi.kharkov.ua/marketing/">https://web.kpi.kharkov.ua/marketing/</a>
<b>2 – PURPOSE OF THE EDUCATIONAL AND SCIENTIFIC PROGRAM</b>	
<p><b>PROGRAM</b> Training of specialists capable of forming a system of new scientific knowledge for solving complex scientific problems of managing the development of marketing activities of enterprises in the field of management and administration, the difference of which is the emphasis on the relationship between subjects, which ensure the efficiency of the enterprise's vital activities in the process of the enterprise's interaction with the most influential subjects of the internal environment, namely: partners and consumers, and conducting innovative scientific research, which involves their unification on the basis of acquiring theoretical knowledge, professional skills and other competencies, mastering the methodology scientific and pedagogical activities, conducting own scientific research, the results of which have scientific novelty, theoretical and practical significance.</p>	
<b>3 – CHARACTERISTICS OF THE EDUCATIONAL AND SCIENTIFIC PROGRAM</b>	
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 for the implementation of educational and scientific components. The scientific component is carried out during the entire period of study, not interrupted by the educational component, session and practice. The content of each education

	<p>component of the 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 of various development systems management of marketing by enterprises taking into account the peculiarities of the marketing paradigm, marketing development as a process of quantitative and qualitative changes in the internal environment of the enterprise, which contributes to the transformation of its external environment based on the resolution of existing contradictions between the interests of business entities, its partners and consumers through their information interaction Marketing should to be considered as a</p>
<p>MAIN FOCUS OF THE PROGRAM</p>	<p>business philosophy, that is, the basis for the development of a modern enterprise as an open socio-economic system, since in the process of performing its functions, the features of the products that will be produced, partners and consumers, interaction with which will ensure the efficiency of the enterprise, are determined. Marketing is a complex function that requires the application of appropriate management methods, and this is the basis of the relationship between marketing and management, with the leading role of marketing in the process of managing the development of the enterprise's marketing activities. 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 the enterprise, whose activity will be coordinated with the general development strategy, with the strategy for the development of marketing activities, with business partners (stakeholders) and consumers, which will allow to carry out social security measures, including programs and projects for the implementation of marketing measures, employees of the enterprise itself and residents of the region, the state. And it is the use of a combination of the existing achievements of management and marketing that will effectively solve the problems of the development of the marketing activity of the enterprise, where it is proposed to define marketing by the basis of the development of a modern enterprise as an open socio-economic system, its business philosophy; feasibility of consideration of the enterprise, consumers and partners based on the information system; the need to form marketing strategies of the enterprise based on the assessment of three components - its competitiveness, the business attractiveness of partners regarding cooperation with it, and the consumer's readiness to consume the products of this enterprise.</p> <p>Learning goals:</p> <ul style="list-style-type: none"> <li>- understanding of the concepts of strategic management and strategic marketing in relation to the activities of the subjects</li> </ul>

	<p>management and methods for creating and updating the marketing management system at enterprises regarding making informed decisions on the formation of marketing relations between the enterprise and stakeholders, a positive image of the enterprise, implementation of innovations in the areas of strategic marketing, marketing management characterized by uncertainty of conditions;</p> <p>- acquisition of competences in the field of marketing, which make it possible to solve complex problems of managing the marketing activities of market subjects and their associations on the basis of deep rethinking of existing and creation of new integral knowledge and/or professional practice.</p> <p>Theoretical content of the subject area:</p> <p>- detection regularities of the modern marketing paradigm, substantiation of the marketing concept of management of organizations and the enterprise management system from the point of view of marketing, assessment of the attractiveness of existing and potential strategic areas of business taking into account competitive forces, input barriers and available resources of the enterprise, partners and consumers.</p> <p>Methods, techniques, technologies and tools: - methods of scientific knowledge and analytical processing of information, necessary for preparation, modeling, making and implementation of justified management decisions, information and communication research activities; - economic and mathematical methods and information technologies of scientific research, applied tools in the field of marketing management.</p> <p>Key words: theory, marketing activity of the enterprise, management of marketing activity, organization of marketing activity, methods of management of marketing activity, systems of management of marketing activity, marketing management, marketing strategies, competitiveness of the enterprise, management of the effectiveness of marketing activity. The program is multidisciplinary and provides scientific and pedagogical training for the formation skills in the field of research and teaching</p>
<p>FEATURES OF THE PROGRAM</p>	<p>activities in the field of management and activities of subjects of development of marketing management, as a concept of enterprise management, in the field of strategic management of marketing and management, which involves of scientific research regarding the the application of the methodology choice of areas of activity of the enterprise in a competitive market environment, regarding marketing activity , using the reliability of the obtained results using appropriate methods</p>

	strategic planning of the company's activities, development of marketing strategies and measures for their promotion.
<p>SCIENTIFIC DIRECTION</p> <p>ABOUT GAMES</p>	<p>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 supervisor. 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 which can page "F"). The subject of the dissertation work, be supported by interested higher education institutions and scientific institutions, is discussed with the supervisor(s) of the post-graduate researcher. The scientific school of NTU "KhPI" of the department of marketing combines many years of history and scientific directions: - marketing of an industrial enterprise; - innovative marketing; - assessment of consumer attractiveness of goods; - management of strategic development of marketing activities of an industrial enterprise; - application of economic and mathematical models and information technologies in business planning. 1 NDR No. 17775 dated 11.10.2018 (01.11.2018 - 31.12.2018 "Development of the product range management system of Keram Deco LLC): implemented recommendations for improving the product range management of Eram Deco LLC", in particular, a strategic product range management system (ABS) was developed ), the company's competitive strategy was formulated, the level of rationality of the current range of products was determined, and promising strategic business units of Keram Deco LLC were determined. 2 NDR No. 17743 dated 05/08/2018 (06/01/2018 - 06/06/2019) "Development of ORAPHO's corporate strategy "proposals were developed on the formation of the enterprise's corporate strategy and the main levers of influence on its economic security for use in economic investment activities with the aim of optimizing the enterprise's investment policy and protecting its economic interests. The NDR "Increasing the consumer attractiveness of enterprise services" (state registration number 0119U002561) formed methodological provisions and models of decision-making support for strategic planning of the company's activities, in particular its marketing activities, based on the synthesis of tasks of social responsibility and strengthening of the company's potential</p>

	<p>4 NDR "Information system of marketing at the enterprise" LLC NVP "Mashinobudivnyk" (2019) No. 8880 dated November 23, 2018. (state registration number 0119U002562) Creation of a conceptual automated marketing information system model. The main advantage of this model is the provision of uninterrupted communication between the enterprise and its partners and consumers and the possibility of prompt response to market changes, which in turn contributes to increasing competitiveness on the domestic and foreign markets.</p> <p>5 Within the scope of research work No. 17995 of 09/18/2020 (10/01/2020 - 10/01/2021) "Development of approaches to improve the strategic marketing planning system at small enterprises" the system of strategic marketing planning of the company "VPC" LLC was studied. The company's internal capabilities were assessed and coordinated with consumer demand for its own products, competitors' products, their strategy, the possibility of attracting potential suppliers and, in general, expanding its markets was analyzed.</p> <p>6 NDR K1701 "Problems of renewal of industrial production in Ukraine in modern conditions (strategic aspect)" (DR117U004818) - certain recommendations were developed for solving the problem of renewal of the industrial potential of Ukraine in the modern period on the basis of a systemic approach, namely, the relationships between individual areas of methodological and practical work in solving systemic problems of renewal, modernization and creation of new highly efficient enterprises. 7 Result of the National Research Development Program "Justification of ways to ensure the competitiveness of business organizations in the conditions of a changing market environment" (04.2021-04.2023) (DR 0121U110942) - a theoretical and methodological approach is proposed for conducting marketing research on the competitive environment of business organizations and processing their results using logical and meaningful modeling.</p>
<b>4 – SUITABILITY OF GRADUATES FOR EMPLOYMENT AND FURTHER EDUCATION</b>	
<b>SUITABILITY FOR EMPLOYMENT</b>	Employment in the positions of scientific and scientific-pedagogical workers in scientific institutions and institutions of higher education, positions of experts, consultants, analysts, etc. in institutions and organizations
<b>FURTHER EDUCATION</b>	It is possible to further continue education to obtain the degree of doctor of sciences and additional qualifications in the adult education
<b>system 5 - TEACHING AND ASSESSMENT</b>	
<b>TEACHING AND LEARNING The</b>	general style of education, which is conducted in the form of lectures, seminars, practical laboratory classes, consultations, trainings, pedagogical practices, independent study, independent scientific research based on



	study of textbooks, manuals, monographs, periodical scientific publications, use of the Internet, etc. Current and final
EVALUATION	control of knowledge (surveys, control and individual tasks, testing, etc.), credits and exams (oral and written), presentations, defense of practice report, public defense dissertation work
<b>6 – SOFTWARE COMPETENCES</b>	
INTEGRAL COMPETENCE	The ability to produce new ideas, to solve complex problems of professional and/or research and innovation activities in the field of marketing, to apply the methodology of scientific and pedagogical activities, as well as to conduct own scientific research. The results of which have scientific novelty, theoretical and practical significance
GENERAL COMPETENCES	<p>ÿK01. Ability to abstract thinking, analysis and synthesis. ÿK02. Ability to search, process and analyze information from various sources. ÿK03. Ability to work in an international context. ZK04. The ability to solve complex problems in the field of marketing on the basis of a systematic scientific worldview and a general cultural outlook while observing the principles of professional ethics and academic integrity.</p>
SPECIAL (PROFESSIONAL) COMPETENCES OF SPECIALTIES	<p>SK01. The ability to plan and carry out original research, to achieve scientific results that create new knowledge in the theory, methodology and practice of modern marketing and related interdisciplinary areas. SK02. The ability to orally and in writing present and discuss the results of scientific research and innovative developments in Ukrainian and foreign languages, a deep understanding of foreign language scientific texts in the direction of research. SK03. The ability to apply modern marketing methods and tools, digital technologies, resources and economic-mathematical methods and models in scientific and pedagogical activities. SK04. The ability to carry out scientific and pedagogical activities in higher education. SK05. Ability to carry out scientific and organizational activities and manage scientific and research projects. SK06. The ability to critically rethink and develop modern marketing theory, methodology and practice in the course of conducting one's own original scientific research. SK07. The ability to identify and formalize patterns of development of subjects of market relations on the basis of fundamental and applied research, development of recommendations for increasing the effectiveness of marketing</p> <p>systems</p> <p>SK08. The ability to identify, pose and solve problems of a research nature in the field of marketing, to evaluate and ensure the quality of performed research and the publication of their results in specialized domestic and foreign journals</p>

	publications included in international scientometric databases data 7
<b>– PROGRAM LEARNING OUTCOMES</b>	
PROGRAM RESULTS OF EDUCATION BY SPECIALTY	<p>PH01. Have advanced conceptual and methodological knowledge of marketing and related 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. PH02. Develop and implement scientific and/or innovative projects that provide an opportunity to rethink existing and create new integral knowledge and/or professional practice and to solve significant scientific and technological marketing problems taking into account social, economic and legal aspects. PH03. Formulate and test hypotheses; use appropriate evidence to substantiate the conclusions, in particular, the results of theoretical analysis, experimental studies and mathematical and/or computer modeling, available literature data. PH04. Deeply understand and implement the general principles and methods of marketing science, as well as the methodology of scientific research, apply them in one's own research and in teaching activities. PH05. To present and publicize 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. PH06. Plan and carry out empirical and/or theoretical research on marketing and related interdisciplinary areas using modern tools and observing the norms of professional and academic ethics, critically analyze the results of one's own research and the results of other researchers in the context of the entire complex of modern knowledge regarding the problem under study. PH07. Freely present and discuss with specialists and non-specialists the results of research, scientific and applied problems of marketing in national and foreign languages, publish the results of research in scientific publications in leading international scientific publications. PH08. Apply modern tools and technologies for searching, processing and analyzing information, in particular methods of analyzing data of a large volume and/or complex structure, specialized databases and information systems. PH09. Organize and carry out the educational process in the field of marketing, its scientific, educational, methodological and regulatory support. <b>8</b></p> <p><b>– RESOURCE PROVISION OF PROGRAM IMPLEMENTATION</b></p>

STAFFING	Meets the personnel requirements for ensuring the implementation of educational activities in the field of higher education in accordance with the current legislation of Ukraine (Resolution of the Cabinet of Ministers of Ukraine "On approval of licensing conditions for the implementation of educational activities of educational institutions" dated December 30, 2015 No. 1187 (as amended in accordance with the
MATERIAL AND TECHNICAL SUPPLY	Resolution of the Cabinet of Ministers of Ukraine No. 347 dated 10.05.2018). Meets the technological requirements for the material and technical support of educational activities in the field of higher education in accordance with the current legislation of Ukraine (Resolution of the Cabinet of Ministers of Ukraine "On Approval of Licensing Conditions for Conducting Educational Activities of Educational Institutions" dated December
INFORMATION AND EDUCATIONAL AND METHODOLOGICAL SUPPLY	30, 2015, No. 1187 (as amended in accordance with Resolution of the Cabinet of Ministers of Ukraine No. 347 dated 10.05.2018). Meets the technological requirements for educational methodical and informational support of educational activities in the field of higher education in accordance with the current legislation of Ukraine (Decree of the Cabinet of Ministers of Ukraine "On Approval of Licensing Conditions for Conducting Educational activities of educational
institutions" dated December 30, 2015,	
NATIONAL CREDIT MOBILITY	No. 1187 (amended in accordance with Resolution of the Cabinet of Ministers No. 347 dated May 10, 2018). 9 – ACADEMIC MOBILITY On the basis of bilateral
INTERNATIONAL CREDIT MOBILITY	agreements between the National Technical University "Kharkiv Polytechnic Institute" and higher educational institutions of Ukraine Academic mobility on the basis of bilateral agreements between the National Technical University "Kharkiv Polytechnic Institute" and the University of Miskolc (Hungary), the University of Maribor (Slovenia); Otto von Hericke University of Magdeburg (Germany); University of \$zce

## 2. LIST OF EDUCATIONAL AND SCIENTIFIC PROGRAM COMPONENTS AND THEIR

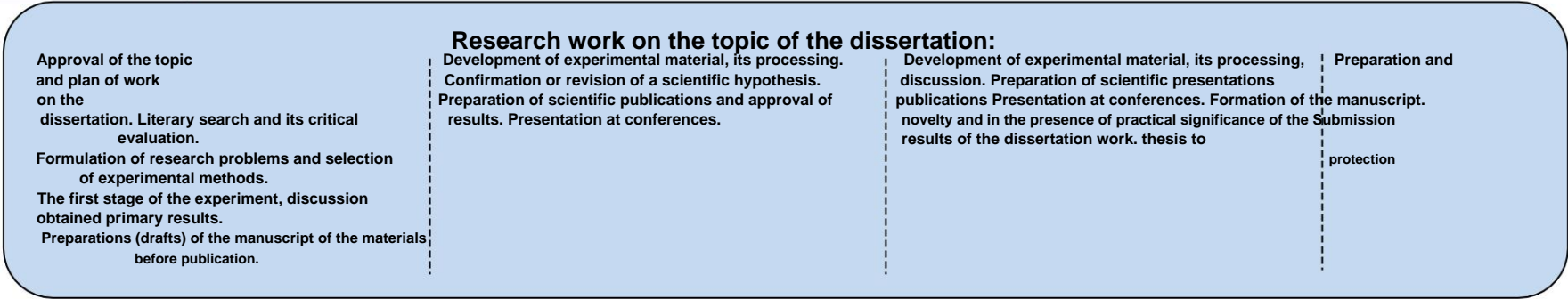
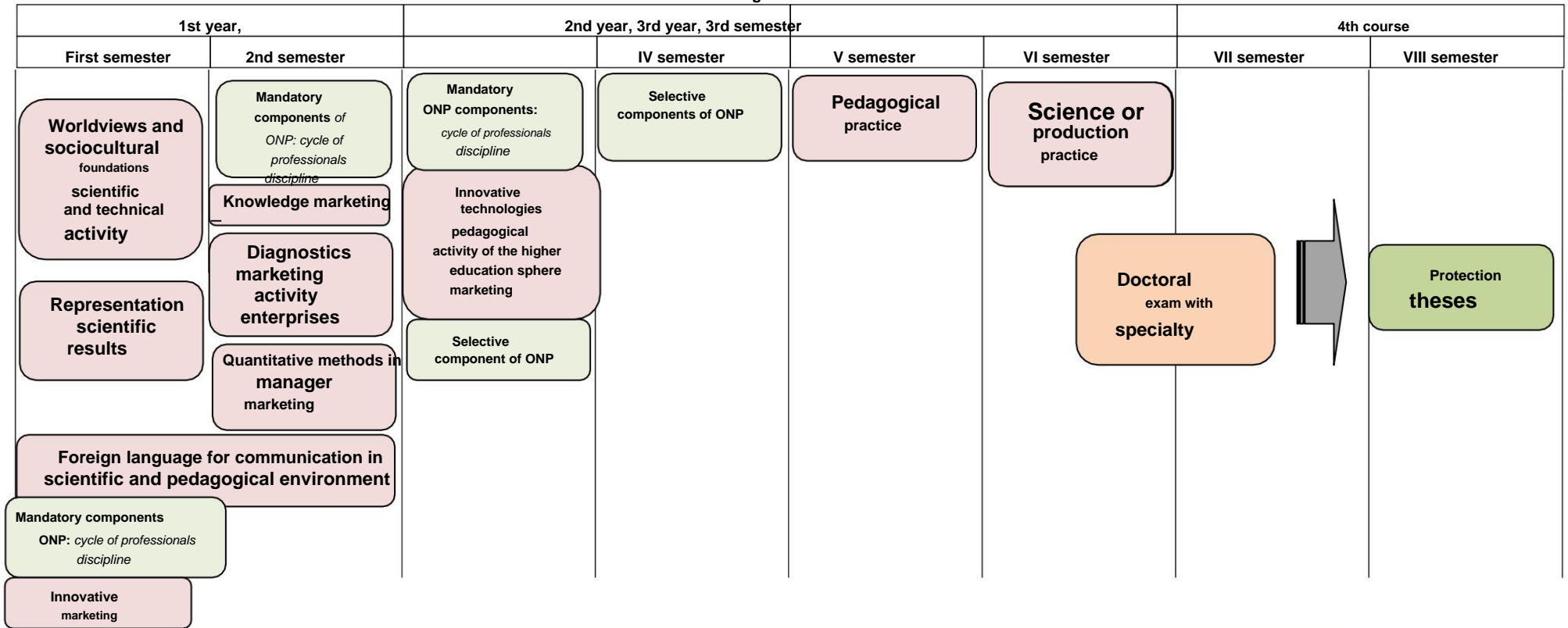
## LOGICAL SEQUENCE

## 2.1 List of ONP components

Code n/a	Components of the educational and scientific program (disciplines, projects / works, practice, qualification work)	Number loans	Form summaries Oho control
1	2	3	4
1 Compulsory academic subjects			
1.1 Cycle of general scientific disciplines			
1.1.1	Worldview and sociocultural foundations of scientific and technical activities	4.0	Exam
1.1.2	Foreign language for communication in scientific and pedagogical environment	8.0	Exam
1.1.3	Presentation of scientific	2.0	Test
	The total amount of mandatory components	14.0	
1.2 Cycle of professional disciplines			
1.2.1	Innovative marketing	4.0	Exam
1.2.2	Diagnostics of the enterprise's marketing activity	3.0	Exam
1.2.3	Knowledge marketing	3.0	Test
1.2.4	Quantitative methods in marketing management	4.0	Exam
1.2.5	Innovative technologies of pedagogical activities of higher education areas of marketing	4.0	Test
	The total volume of the cycle of professional disciplines	18.0	
2 Elective educational disciplines			
2.1	Disciplines	8.0	Exam
2.2	Disciplines	8.0	Test
	The total volume of the cycle of selective educational disciplines	16.0	
	Practice	4.0	
	Pedagogical	2.0	Test
	Scientific (or industrial)	2.0	Test

	<b>Doctoral exam in the specialty</b>		
<b>4 Scientific component</b>			
	4.1 Scientific publications		Articles, theses, conferences, current attestation
	4.2 Qualifying scientific work		Manuscript theses
	<b>GENERAL VOLUME OF EDUCATIONAL AND SCIENTIFIC PROGRAMS</b>	<b>52</b>	

2.2 Structural and logical scheme of the ONP



2.3 Distribution of the content of the educational and scientific program by groups of components and training cycles

No n/p	Training cycle	The volume of the student's academic load education (ECTS credits / %)		
		Mandatory components educational and scientific programs	Selective components educational and scientific programs	All in all term teaching
1	1 Compulsory educational disciplines	32 / 62	-	32 / 62
2	2 Selective educational disciplines	-	16/30	16 / 30
3	3 Practice	4/8	-	4/8
Total for the entire term teaching		36 / 70	16/30	52 / 100

3. FORM OF CERTIFICATION OF HIGHER EDUCATION ACQUIRES

CURRENT CERTIFICATION	During the entire period of study, the graduate student reports on the performance twice a year individual plan (pages E1 and F1 - in the first year of study, E2 and F2 - in the second year of study and so on...) at the graduation meeting the department, the academic council of the institute/faculty and is certified annually by the academic supervisor in accordance with the schedule of the educational process.
DOCTORAL EXAMINATION WITH A SPECIALTY	<p>The main task of the doctoral exam in the specialty is to show results of complex professional and scientific training of graduate students to scientific and pedagogical activity. Setting the acquisition level graduate student of theoretical knowledge, abilities, skills and relevant competencies and preparedness of the graduate student for independent research activities.</p> <p>The exam is based on the theoretical knowledge acquired during the study period in the first two years and a review of scientific research works performed 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 presents written exam lasting ~ 4 hours and serves as a verification theoretical training in the specialty and related knowledge regions The second part of the exam serves to test skills graduate student (formulate questions, draw up a research plan, explain the results, competence in your research area) and consists of the following components: a written document for at the end of your research a maximum of 10 pages (Abstract, Introduction, Methods, Results, Discussion); review publications in the field of postgraduate research; 30-minute oral survey from the examination committee (before the words "I don't know"). After after passing the doctoral exam, the graduate student forms a dissertation.</p>

DISSERTATION REQUIREMENTS WORK	<p>The dissertation for obtaining the degree of Doctor of Philosophy is an independent detailed study that offers a solution to a specific scientific problem in the field of modern marketing and on the border with other specialties, the results of which have scientific novelty, theoretical and practical significance, constitute an original contribution to the development of the relevant specialty and are published in scientific publications in peer-reviewed scientific publications.</p> <p>The applicant must 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 conducting such research, as well as testifying to the recipient's personal contribution to science and being characterized by the unity of content. The dissertation must not contain academic plagiarism and must be posted on the website of the higher education institution (scientific institution). 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. The research work of a graduate student, which is carried out within the framework</p>
FINAL CERTIFICATION	<p>of the topic of the dissertation, is the main element in the preparation for the educational and scientific program. During this time, the 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. Certification of graduates of the educational and scientific program of the specialty 075 "Marketing" is carried out in the form of a public defense of a dissertation and ends with 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 AVAILABILITY OF THE SYSTEM OF INTERNAL QUALITY ASSURANCE OF HIGHER EDUCATION

PRINCIPLES AND PROCEDURES OF EDUCATION QUALITY ASSURANCE	<p>Principles:</p> <ul style="list-style-type: none"> <li>– compliance with European and national quality standards of higher education; -</li> <li>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;</li> </ul>
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	<p>- openness of information at all stages of quality assurance. Procedures: – improvement of the planning of educational and scientific activities; - approval, monitoring and periodic review of educational and scientific programs;</p> <p>- improving the quality of training of the contingent of higher education applicants; – strengthening of the personnel potential of the University; - ensuring the availability of the necessary resources for the organization of the educational process and support for those seeking higher education; - 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 higher education. Regular monitoring, revision and updating of educational</p>
<p><b>MONITORING AND PERIODIC REVIEW OF PROGRAMS</b></p>	<p>and scientific programs aims to guarantee the appropriate level of provision of educational services, and also creates a favorable and effective learning environment for students of 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. Programs are regularly reviewed and updated after completing the full pre-commencement cycle</p> <p>new academic year.</p>
<p><b>EVALUATION OF HIGHER EDUCATION ACQUIRES</b></p>	<p>Evaluation of the results of graduate students' studies is carried out during control and monitoring activities. 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 abstracts. 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. 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>

	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 $\ddot{y}\ddot{y}$ S scale. The system of advanced
IMPROVING THE QUALIFICATIONS OF SCIENTIFIC PEDAGOGICAL, TEACHING AND RESEARCH EMPLOYEES	training of scientific-pedagogical, pedagogical and scientific workers is developed in accordance with the current regulatory framework and is based on the following principles: mandatory and periodic training and advanced training; transparency of internship organization and professional development procedures; monitoring the compliance of the content of professional development programs with the tasks of scientific and pedagogical activities; primary implementation of the results of advanced training in scientific and pedagogical activities; publication of the results of internships and professional development. The available personnel, material and technical, educational, methodological and informational support for the specialty meets the requirements of the current Licensing conditions
AVAILABILITY OF NECESSARY RESOURCES FOR ORGANIZING THE EDUCATIONAL PROCESS	for conducting educational activities of educational institutions and ensures the implementation of state requirements for a specialist with a higher 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
AVAILABILITY OF INFORMATION SYSTEMS FOR EFFECTIVE MANAGEMENT OF THE EDUCATIONAL PROCESS	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 information system of ACS NP was created. Information about educational programs, degrees of higher education and qualifications is publicly available on the website of NTU "KhPI".
PUBLIC DISCLOSURE OF INFORMATION ON EDUCATIONAL PROGRAMS, HIGHER EDUCATION	
DEGREES AND QUALIFICATIONS OF ACADEMIC INTEGRITY BY UNIVERSITY EMPLOYEES AND HIGHER EDUCATION STUDENTS	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; link to sources of information in case of borrowing ideas, statements, information; independent performance of individual tasks. A
ACADEMIC PLAGIARISM PREVENTION AND DETECTION SYSTEM	plagiarism check is carried out in accordance with the requirements of the University's regulatory documents.

## Correspondence matrix of defined learning outcomes, competencies and educational components

The result and you learned  not	Competences											
	general				Special (professional)							
	ZK01	ZK02	ZK03	ZK04	SK01	SK02	SK03	SK04	SK05	SC06	SC07	SC08
PH01		1.2.1 1.2.3 Practice scientific or production		Practice scientific or production	1.2.1 1.2.3 Scientific practice or production		Scientific practice or production		Practice scientific or production	1.2.1 1.2.3		Practice scientific or production
PH02	1.1.1 1.2.2	1.1.1 1.2.3 Practice scientific or production		1.1.1 1.2.2 Practice scientific or production	1.2.3 Scientific practice or production		Scientific practice or production	1.1.1	1.1.1. 1.2.2 Practice scientific or production	1.2.2 1.2.3		1.1.1 Practice scientific or production
PH03	1.2.4	1.2.4					1.2.4				1.2.4	
PH04	1.2.5 Practice pedagogical	1.2.1 1.2.3		1.2.5	1.2.1 1.2.3		Pedagogical practice	1.2.5 Practice pedagogical	1.2.5 Practice pedagogical	1.2.1 1.2.3		
PH05	1.1.1 1.2.5 Practice pedagogical	1.1.1 1.1.3 1.2.3 Practice scientific or production		1.1.1 1.2.5 Practice scientific or production	1.1.3 1.2.3 Scientific practice or production		1.1.3 Pedagogical practice Scientific practice or production	1.2.5 Practice pedagogical	1.2.5 Practice pedagogical Practice scientific or production	1.1.3 1.2.3	1.1.3	1.1.3 Practice scientific or production
PH06	1.1.1 1.2.2  1.2.4 Practice pedagogical	1.1.1 1.1.3 1.2.1 1.2.4 Practice scientific or production		1.1.1 1.1.3 1.2.2 Practice scientific or production	1.1.3 1.2.1 Scientific practice or production		1.1.3 1.2.4 Pedagogical practice Scientific practice or production	Practice pedagogical	1.2.2 Practice pedagogical Practice scientific or production	1.1.3 1.2.1 1.2.2	1.1.3 1.2.4	1.1.3 Practice scientific or production
PH07		1.2.3	1.1.2	1.1.2	1.2.3					1.2.3		1.1.2
PH08	1.2.4	1.1.3 1.2.4		1.1.3			1.2.4			1.1.3	1.1.3 1.2.4	1.1.3
PH09	Pedagogical practice		1.1.2	1.1.2		1.1.2	Pedagogical practice	Pedagogical practice	Pedagogical practice			1.1.2