

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

**NATIONAL TECHNICAL UNIVERSITY
"KHARKIV POLYTECHNICAL INSTITUTE"**

APPROVED

NTU "KhPI" Rector

_____ Ye.I. Sokol

« ____ » _____ 2019

**EDUCATIONAL-PROFESSIONAL PROGRAM
"MARKETING"**

The First Level of Higher Education

Specialty 075 Marketing

Branch of Knowledge 07 Management and Administration

Qualification: Bachelor of Marketing

**APPROVED BY
ACADEMIC COUNCIL OF NTU "KHPI"**

The Head of the Academic Council

_____ L.L. Tovazhiansky

Protocol No. _____ of

« ____ » _____ 2019

Kharkiv 2019

**APPROVAL of
Educational-professional Program**

Higher Education Level	First (Bachelor)
Branch of Knowledge	07 "Management and Administration"
Specialty	075 "Marketing"
Qualification	Bachelor of Marketing

APPROVED by
Scientific-methodical commission on specialty
"Marketing"
Head of Commission

_____ D.V. Rayko
« ____ » _____ 2019

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

_____ R.P. Miguschenko
« ____ » _____ 2019

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Head of Economics and Marketing Department

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« ____ » _____ 2019

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Head of Economic Cybernetics and Marketing
Management Department

_____ V.Ya. Zaruba
« ____ » _____ 2019

APPROVED
Head of Innovative Entrepreneurship
Management and International
Economic Relations Department

_____ P.H. Pererva
« ____ » _____ 2019

APPROVED
Director of Educational and Scientific
Institute of Economics, Management and
International Business

_____ O.V. Manoylenko
« ____ » _____ 2019

APPROVED

Order of the Rector of the National Technical University "Kharkiv Polytechnic Institute" of "
_____ " _____ 20____, № _____.

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PREFACE

Developed on the basis of the Standard of Higher Education, Specialty 075 “Marketing” for the first (bachelor) level by the project team of Specialty 075 “Marketing” in the National Technical University “Kharkiv Polytechnic Institute”, consisting of:

Head of the project team (program guarantor) - Rayko Diana Valeriyivna, Doctor of Economics, Professor, Professor of Economic Cybernetics and Marketing Management Department

Project team members:

1. Kosenko Olexandra Petrivna - Doctor of Economics, Professor, Professor of Economics and Marketing Department.

2. Shypulina Yuliia Sergiyvna - Doctor of Economics, Associate Professor, Professor of Economic Cybernetics and Marketing Management Department

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5. Kobelev Valery Mykolayovych - Candidate of Economic Sciences, Associate Professor, Associate Professor of Economics and Marketing Department.

6. Romanchuk Tetiana Volodymyrivna - Candidate of Economic Sciences, Associate Professor, Associate Professor of Economics and Marketing Department.

7. Miroshnyk Mariya Volodymyrivna - Candidate of Economic Sciences, Associate Professor, Associate Professor of Economics and Marketing Department.

Рецензії-відгуки зовнішніх стейкхолдерів:

1. Мельник В., директор з маркетингу ТОВ «Сталекс Профі».

2. Цой В., директор ТОВ «Сілланіум».

3. Чумак Я., засновник Маркетингового агентства повного циклу «Defense».

4. Усова Т., фахівець з підбору персоналу, Компанія Intetics.

5. Чичкань Є., провідний фахівець з розвитку персоналу ПАТ «САН ІнБев Україна».

1. PROFILE OF EDUCATIONAL-PROFESSIONAL PROGRAM FOR SPECIALTY 075 "MARKETING"

1 – General Information	
Full name of institution of higher education and the structural subdivision	National Technical University "Kharkiv Polytechnic Institute" Economics and Marketing Department, Innovative Entrepreneurship Management and International Economic Relations Department, Economic Cybernetics and Marketing Management Department
Level of higher education and original qualification title	Bachelor, Bachelor of Marketing
The official title of the educational program	Educational-professional specialized program "Marketing"
Type of diploma and volume of educational program	Bachelor degree, single 240 ECTS credits, 4 years
Accreditation	Order of the Ministry of Education and Science of Ukraine #1565, 19.12.2016
Cycle / level of the program	NQF-7 level, QF-LLL-6 level, FQ-EHEA -1 st cycle
Prerequisites	Complete secondary education
Language (s) of teaching	Ukrainian, English
Educational program validity	According to the accreditation certificate
Internet address of educational program placement	http://web.kpi.kharkov.ua/uk/
2 - The Aim of the Educational Program	
<p>The aim of the educational program is to train specialists in the field of marketing activities of the enterprise (subdivision) with the basic knowledge and practical skills in planning, organization, implementation and control of marketing activities at the enterprise in terms of development and implementation of commodity, pricing, sales, communication policy taking into account information support on the basis of scientific and systemic approaches, providing relevant competencies.</p> <p>At the Bachelor level, marketing is seen primarily as a set of tools, means, through which the company examines the situation on the market and affects it. But the current practice of enterprises shows that marketing tools (commodity, price, promotion, distribution) need their integration into the overall enterprise management system, that is, the use of enterprise management on the principles of marketing, i.e. the integration of marketing and management.</p> <p>The program is balanced in terms of social and humanitarian and fundamental training, which gives the opportunity to get basic knowledge of general, professional training in the subjects of free choice courses: "Advertising Business", "Marketing and Legal Protection of Intellectual Property", "International Marketing", "Marketing Management".</p>	
3 – Characteristics of the Educational Program	
Subject area (branch of knowledge, specialty, specialization)	Branch of Knowledge: Management and Administration Specialty: Marketing
Orientation of the educational program	Educational-professional program with applied orientation. Professional accents: forming of the ability to carry out marketing, administrative, analytical, project and research activities using modern innovative approaches, technologies and methods of managing marketing activities at enterprises and organizations.

The main focus of the educational program and specialization	General education in specialty 075 “Marketing”. Key words: marketing, advertising, marketing complex, marketing commodity policy, distribution activities, merchandising, marketing solution, marketing strategy.
Peculiarities of the program	The program is multiprofile and proposes training to form skills necessary to manage marketing activities at modern enterprises.
4 – Suitability of Graduates for Employment and Further Education	
Suitability for employment	Professional opportunities for graduates (according to the Classifier of Professions SC 003: 2010). 1233 Heads of marketing departments; 1234 Heads of advertising and PR departments; 1237.1 The main specialists - heads of scientific and research subdivisions, scientific and technical preparation of production subdivisions and other heads; 1475 Managers (directors) in law, accounting, market research, public opinion studies, business and management consultancy; 1475.4 Managers (directors) in business and administration; 1476 Managers (directors) in architecture and construction, technical control, analysis and advertising 1476.1 Managers (directors) in advertising; 241 Professionals in the field of civil service, auditing, accounting, labor and employment, marketing, business efficiency, production streamlining and intellectual property; 2419 Professionals in the field of civil service, marketing, efficiency of economic activity, production streamlining, intellectual property and innovation activity; 2419.1 Scientific staff (marketing, efficiency of economic activity, production streamlining, intellectual property); 2419.2 Professionals in the field of marketing, efficiency of economic activity, production streamlining, intellectual property and innovation activities..
Further education	It is possible to continue education on the 2 nd (master's) level of higher education, NQF-8 level, QF-LLL-7 level, FQ-EHEA-the 2 nd cycle and further postgraduate education to obtain professional qualifications in accordance with the relevant professional standards.
5 – Teaching and Assessment	
Teaching and Learning	Student-centered education, which is conducted in the form of lectures, seminars, practices, consultations, independent study, coursework based on working with textbooks, manuals, periodical scientific publications, use of the Internet
Assessment	Current and final control of knowledge (surveys, control and individual tasks, testing, etc.), Credits and

	examinations (oral and written), presentations, qualification work, practice report, public presentation of qualification work.
6 – Program Competencies	
Integrated Competence	Ability to solve complex special tasks and practical problems in marketing activities or in the process of learning, which involves the application of relevant theories and methods and is characterized by complexity and uncertainty of conditions.
General Competencies	<p>GC1. Ability to realize rights and responsibilities as a member of society, to realize the values of a civil (free democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine.</p> <p>GC2. Ability to preserve and increase the moral, cultural, scientific values and achievements of society based on understanding the history and patterns of subject area development, its place in the general system of knowledge about nature and society and in the development of society, techniques and technology, use different types and forms of sports activities and healthy lifestyle.</p> <p>GC3 Ability of abstract thinking, analysis and synthesis</p> <p>GC4. Ability to learn and master modern knowledge.</p> <p>GC5 Determination and persistence on the tasks and duties taken.</p> <p>GC6. Knowledge and understanding of the subject area and understanding of professional activities.</p> <p>GC7. Ability to apply knowledge in practical situations.</p> <p>GC8 Ability to conduct research at the appropriate level.</p> <p>GC9. Skills of using information and communication technologies.</p> <p>GC10 Ability to communicate in a foreign language.</p> <p>GC11. Ability to work in a team.</p> <p>GC12. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity).</p> <p>GC13. Ability to work in an international context.</p> <p>GC14. Ability to act socially and consciously.</p>
Professional competencies of the specialty (defined by the standard of higher education specialty)	<p>SC1 Ability to reproduce the knowledge gained in the subject area of marketing logically and consistently.</p> <p>SC2 Ability to analyze critically and generalize the position of the subject area of modern marketing.</p> <p>SC3 Ability to use theoretical marketing provisions for the interpretation and forecasting of phenomena and processes in the marketing environment.</p> <p>SC4 Ability to conduct marketing activities based on understanding the essence and content of the theory of marketing and functional relations within its components.</p>

	<p>SC5 Ability to apply methods, techniques and marketing tools correctly.</p> <p>SC6 Ability to conduct marketing research in various spheres of marketing activities.</p> <p>SC7 Ability to determine the influence of marketing functional areas on the results of economic activities of market entities.</p> <p>SC8 Ability to develop marketing objectives for business development under uncertainty.</p> <p>SC9 Ability to use marketing tools in innovation activities.</p> <p>SC10 Ability to use marketing information systems in marketing decisions and develop recommendations for improving their effectiveness.</p> <p>SC11 Ability to analyze the behavior of market entities and determine the features of market functioning.</p> <p>SC12 Ability to substantiate, present and implement research results in the field of marketing.</p> <p>SC13 Ability to plan and implement effective marketing activities of a market entity in cross-functional content.</p> <p>SC14 Ability to offer improvements in marketing activities.</p>
Professional competencies of the course of subjects 01 “Advertising Business” (defined by the higher education institution)	<p>SC1.15. Ability to develop texts and sketches used in PR and advertising on websites and in mass media and to plan advertising campaigns.</p> <p>SC1.16 Ability to assess the effectiveness and efficiency of marketing communication activities.</p> <p>SC1.17 Ability to take into account the specific use of advertising tools in the process of forming the corporate style of the organization.</p>
Professional competencies of the course of subjects 02 “ Marketing and Intellectual Property Law ” (defined by the higher education institution)	<p>SC2.15 Ability to simulate business processes using the intellectual property of an enterprise and implement their diagnosis using optimization methods and models.</p> <p>SC2.16 Ability to plan and control measures for the identification of intellectual property objects, with the determination of the value of rights to them.</p> <p>SC 2.17 Ability to carry out integrated analysis and monitoring of the global intellectual property management system and to adapt to changes in the international environment.</p>
Professional competencies of the course of subjects 03 “International Marketing” (defined by the higher education institution)	<p>SC3.15 Ability to implement international marketing activities in the context of market globalization.</p> <p>SC3.16 Ability to apply modern approaches to international marketing complex formation of an enterprise in the conditions of market volatility.</p> <p>SC3.17 Ability to apply modern methods and tools for conducting and assessing the effectiveness of marketing activities in the national and international markets.</p>
Professional competencies of the course of subjects 04 “Marketing Management” (defined by the higher education institution)	<p>SC4.15 Ability to develop and implement measures to create the image of the enterprise, forming consumer loyalty.</p>

	<p>SC4.16 Ability to apply CRM systems at an enterprise and evaluate the economic feasibility of their use based on key performance indicators.</p> <p>SC4.17 Ability to use knowledge of the latest media communication technologies, including Internet technologies.</p>
7 – Acquired Program Results	
<p>Acquired program results in specialty (defined by the standard of higher education specialty)</p>	<p>R1. Demonstrate knowledge and understanding of the theoretical foundations and principles of marketing activities.</p> <p>R2 Analyze and predict market phenomena and processes based on the application of fundamental principles, theoretical knowledge and applied skills of marketing activities.</p> <p>R3 Apply the acquired theoretical knowledge to solve practical problems in the field of marketing.</p> <p>R4 Collect and analyze the necessary information, calculate economic and marketing indicators, justify management decisions based on the use of the necessary analytical and methodical tools.</p> <p>R5 Identify and analyze key characteristics of marketing systems of different levels, as well as features of the behavior of their subjects.</p> <p>R6 Define functional areas of marketing activities of a market entity and their interrelation in the control system, calculate the relevant indicators that characterize the performance of such activity.</p> <p>R7 Use digital information and communication technologies as well as software products necessary for proper marketing activities and the practical application of marketing tools.</p> <p>R8 Apply innovative approaches to marketing activities of a market entity, flexible adaptation to changes in the marketing environment.</p> <p>R9. Evaluate the risks of marketing activities; establish the level of uncertainty of the marketing environment in making managerial decisions.</p> <p>R10 Explain information, ideas, problems and alternative options for making managerial decisions for specialists and non-specialists in the field of marketing, representatives of various subdivisions of a market entity.</p> <p>R11. Demonstrate the ability to apply an interdisciplinary approach and carry out marketing functions of a market entity.</p> <p>R12 Identify the skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical.</p> <p>R13 Be responsible for the results of activities, identify entrepreneurial and managerial skills.</p> <p>R14. Perform functional duties in the group, offer grounded marketing solutions.</p>

	<p>R15 Act socially and publicly following ethical principles of marketing, respect cultural diversity and the values of civil society, respect rights and freedoms of the individual.</p> <p>P16 Meet the requirements of the modern marketer; increase the level of personal professional training.</p> <p>R17 Demonstrate the skills of writing and oral communication in the state and foreign languages, as well as the proper use of professional terminology.</p> <p>R18 Demonstrate responsibility in relation to moral, cultural, scientific values and achievements of society in professional marketing activities.</p>
Acquired program results in the course of subjects 01 “Advertising Business” (defined by the higher education institution)	<p>R1.15. Create texts and sketches of visual advertising tools, plan advertising campaigns.</p> <p>R1.16 Apply assessment of the effectiveness of marketing communication measures.</p> <p>R1.17 Take into account peculiarities of used advertising tools when forming a corporate style of organization.</p>
Acquired program results in the course of subjects 02 “Marketing and Intellectual Property Law ” (defined by the higher education institution)	<p>R2.15 Apply the results of diagnostics of business processes at the enterprise and use optimization methods and models.</p> <p>R.2.16 Develop plans and control activities for the identification of intellectual property objects.</p> <p>R2.17 Conduct a comprehensive analysis and monitoring of the world intellectual property management system and develop measures for adaptation to changes in the international environment.</p>
Acquired program results in the course of subjects 03 “International Marketing” (defined by the higher education institution)	<p>R3.15 Ability to implement international marketing activities in the context of market globalization.</p> <p>R3.16 Demonstrate skills in applying approaches to international marketing complex formation of the enterprise.</p> <p>R3.17 Apply modern methods and tools for conducting and assessing the effectiveness of marketing activities in the national and international markets.</p>
Acquired program results in the course of subjects 04 “Marketing Management” (defined by the higher education institution)	<p>R4.15 Develop and implement means and measures for creating an image of the enterprise, the ability to form customer loyalty.</p> <p>R4.16 Use key CRM performance indicators, ability to assess the feasibility of using a CRM system in an organization.</p> <p>R4.17 Ability to use the latest creative media technologies, monitor the quality of advertising campaigns, demonstrate the ability to assess the target audience, develop a budget for an advertising campaign and evaluate its effectiveness.</p>
8 – Resource Support for the Implementation of the Program	
Staffing	Corresponds to the staffing requirements for the 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 educational activities of educational institutions" dated December 30, 2015, No. 1187, as amended by the CM Resolution No. 347 dated May 10, 2018)
Facilities support	Corresponds to the facilities support requirements for the 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 educational activities of educational institutions" dated December 30, 2015, No. 1187, as amended by the CM Resolution No. 347 dated May 10, 2018)
Information and educational support	Corresponds to the information and educational support requirements for the 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 educational activities of educational institutions" dated December 30, 2015, No. 1187, as amended by the CM Resolution No. 347 dated May 10, 2018)
9 – Academic Mobility	
National credit mobility	On terms of bilateral agreements between the National Technical University "Kharkiv Polytechnic Institute" and higher educational institutions of Ukraine
International credit mobility	Academic mobility on terms of bilateral agreements between the National Technical University "Kharkiv Polytechnic Institute" and the University of Miskolc (Hungary), Maribor University (Slovenia); Otto von Gerrike University of Magdeburg (Germany); Szczecin University, (Poland)
Training of foreign applicants	It is possible after mastering the course of the Ukrainian language

2. LIST OF COMPONENTS OF THE EDUCATIONAL PROGRAM

Code	Components of the educational program (subjects, projects / work, practice, qualification work)	Number of ECTS credits	Form of final assessment
COMPULSORY COMPONENTS OF THE EDUCATIONAL PROGRAM			
1. General Training			
GT 1	Ukrainian Language	3.0	Exam
GT 2	Ecology	3.0	Credit
GT 3	Higher Mathematics	6.0	Exam
GT 4	Economic Theory	5.0	Exam
GT 5	Economic Informatics	6.0	Exam
GT 6	Foreign Language*	12.0	Credit (1-3, 7-8), Exam (4)
GT 7	History and Culture of Ukraine	4.0	Exam
GT 8	Law	3.0	Credit
GT 9	Probability Theory and Mathematical Statistics	5.0	Exam
GT 10	Microeconomics	6.0	Exam
GT 11	Philosophy	3.0	Exam
GT 12	Macroeconomics	4.0	Exam
GT	Physical Education	12.0	Credit
2. Professional Training			
PT 1	Introduction to Specialty	3.0	Credit
PT 2	Fundamentals of Management	4.0	Exam
PT 3	Sociology	4.0	Credit
PT 4	Business Economics	6.0	Exam
PT 5	Marketing I	5.0	Credit
PT 6	Marketing II	5.0	Exam
PT 7	Finance, Money and Credit	4.0	Exam
PT 8	International Economics	3.0	Credit
PT 9	Information Systems and Databases	5.0	Exam
PT 10	Accounting and Audit	4.0	Exam
PT 11	HR	4.0	Exam
PT 12	Logistics	5.0	Exam
PT 13	Marketing Research	4.0	Exam
PT 14	Marketing Commodity Policy	6.0	Exam
PT 15	Marketing Pricing	6.0	Exam
PT 16	Marketing Communications	5.0	Exam
PT 17	Marketing Distribution Policy	5.0	Exam
PT 18	Internet Marketing	4.0	Exam
PT 19	Consumer Behavior	6.0	Exam
PT 20	Marketing of Industrial Enterprise	5.0	Exam
PT 21	Fundamentals of Occupation Safety and Health	3.0	Exam
3. Subjects of Free Choice			
3.1 Subjects of Free Choice Courses			
3.1.1 Course of Subjects 01 «Advertising Business»			
FC1.1	Commodity Market Infrastructure	4.0	Exam
FC1.2	Social and Ethical Marketing	5.0	Credit
FC1.3	Commodity Studies	5.0	Exam

Code	Components of the educational program (subjects, projects / work, practice, qualification work)	Number of ECTS credits	Form of final assessment
FC1.4	Marketing Planning	5.0	Exam
FC1.5	Planning and Sales Organization	4.0	Exam
FC1.6	Merchandising	5.0	Exam
FC1.7	Public Relations	4.0	Credit
FC1.8	International Marketing	4.0	Exam
FC1.9	Media Planning	4.0	Exam
FC1.10	Marketing of Services	4.0	Exam
FC1.11	Marketing Audit	4.0	Exam
	Practice	6.0	Credit
	Assessment	6.0	
3.1.2 Course of Subjects 02 «Marketing and Intellectual Property Law»			
FC2.1	Economic and Legal Characteristics of Intellectual Property	4.0	Exam
FC2.2	Information Support of Intellectual Property	5.0	Credit
FC2.3	Intellectual Property Marketing	5.0	Exam
FC2.4	Intellectual Property Economics	5.0	Exam
FC2.5	Intellectual Property in Innovation Activity	4.0	Exam
FC2.6	Commercial Potential Estimation of Intellectual Property	5.0	Exam
FC2.7	Intellectual Property Rights	4.0	Credit
FC2.8	Patent Science	4.0	Exam
FC2.9	Transfer of Intellectual Property Rights	4.0	Exam
FC2.10	Copyright and Related Rights	4.0	Exam
FC2.11	International Intellectual Property Management System	4.0	Exam
	Practice	6.0	Credit
	Assessment	6.0	
3.1.3 Course of Subjects 03 «International Marketing»			
FC3.1	Infrastructure of International Commodity Markets	4.0	Exam
FC3.2	Multicultural Marketing	5.0	Credit
FC3.3	World Market of Goods and Services	3.0	Exam
FC3.4	Planning and Audit of International Marketing Activities	4.0	Exam
FC3.5	International Trade	3.0	Exam
FC3.6	Marketing Research in International Market	6.0	Credit
FC3.7	Customs Business	3.0	Exam
FC3.8	International Organizations	3.0	Exam
FC3.9	Advertising in the System of International Marketing	4.0	Exam
FC3.10	Marketing Strategies in International Market	3.0	Exam
FC3.11	Foreign Language (second)	10.0	Credit (5-7), Exam (8)
	Practice	6.0	Credit
	Assessment	6.0	Credit
3.1.4 Course of Subjects 04 «Marketing Management»			
FC4.1	Optimization Methods and Models	4.0	Exam
FC4.2	Econometrics	5.0	Credit
FC4.3	Data Analysis Tools	5.0	Exam
FC4.4	Marketing Innovations	4.0	Exam
FC4.5	Information Systems in Marketing	5.0	Exam
FC4.6	Diagnostics of Business Processes	4.0	Credit

Code	Components of the educational program (subjects, projects / work, practice, qualification work)	Number of ECTS credits	Form of final as- sessment
FC4.7	Forecasting of Social and Economic Processes	5.0	Exam
FC4.8	Creative Marketing	4.0	Exam
FC4.9	Retail Marketing	4.0	Exam
FC4.10	Computer Graphics and Design	4.0	Exam
FC4.11	Planning of Marketing Activities	4.0	Exam
	Practice	6.0	Credit
	Assessment	6.0	
3.2. Subjects of Student Free Choice			
SC1	Subject 1	4.0	Credit
SC2	Subject 2	4.0	Credit
SC3	Subject 3	4.0	Credit
	Total Amount for Training Period	240.0	
	Military Training	19.0	

* For foreign students, subject *Ukrainian as a foreign language* is taught.

3. STRUCTURAL AND LOGICAL SCHEME OF THE EDUCATIONAL PROGRAM

		Subjects of Free Choice				Assessment
		Free Choice Courses				Free Choice
		Course of Subjects 01 «Advertising Business»	Course of Subjects 02 «Marketing and Intellectual Property Law»	Course of Subjects 03 «International Marketing»	Course of Subjects 04 «Marketing Management»	
1 semester	General Training	Professional Training	Free Choice Courses	Free Choice Courses	Free Choice	Assessment
	GT1 Ukrainian Language (3 credits) GT2 Ecology (3 credits) GT3 Higher Mathematics (6 credits) GT4 Economic Theory (5 credits) GT5 Foreign Language (2 credits) GT6 Foreign Language (2 credits) GT7 Physical Education (2 credits)					
2 semester	GT8 Foreign Language (2 credits) GT9 History and Culture of Ukraine (4 credits) GT10 Law Theory and Mathematical Statistics (3 credits) GT11 Microeconomics (3 credits)	PT2 Fundamentals of Management (4 credits) PT3 Sociology (4 credits)	FC2.1 Economic and Legal Characteristics of Intellectual Property (4 credits) FC2.2 Information Support of Intellectual Property (5 credits)	FC3.1 Infrastructure of International Company Markets (4 credits) FC3.2 Multicultural Marketing (5 credits)	FC4.1 Optimization Methods and Models (4 credits) FC4.2 Econometrics (5 credits)	
	GT12 Foreign Language (2 credits) GT13 Philosophy (3 credits) GT14 Physical Education (2 credits) GT15 Macroeconomics (3 credits)	PT4 Business Economics (5 credits) PT5 Finance, Money and Credit (4 credits) PT6 Marketing II (5 credits) PT7 International Economics (3 credits) PT8 Marketing Research and Databases (5 credits) PT9 Internet Marketing (4 credits)	FC1.1 Commodity Market Infrastructure (4 credits) FC1.2 Social and Ethical Marketing (5 credits)	FC3.3 World Market of Goods and Services (3 credits) FC3.11 Foreign Language (second) (2 credits)	FC4.3 Data Analysis Tools (5 credits)	SC1 Subject 1 (4 credits)
3 semester	GT16 Foreign Language (2 credits) GT17 Physical Education (2 credits)	PT10 Accounting and Audit (4 credits) PT11 HR (4 credits) PT12 Marketing Communications (5 credits)	FC2.3 Intellectual Property Marketing (5 credits) FC2.4 Intellectual Property Economics (5 credits)	FC3.4 Planning and Audit of International Marketing (4 credits) FC3.5 International Trade (3 credits) FC3.11 Foreign Language (second) (2 credits)	FC4.4 Marketing Innovations (4 credits) FC4.5 Information Systems in Marketing (5 credits)	SC2 Subject 2 (4 credits)
	GT18 Foreign Language (2 credits)	PT13 Marketing Distribution Policy (3 credits) PT14 Logistics (4 credits) PT15 Marketing of Industrial Enterprise (5 credits)	FC2.5 Intellectual Property in Innovation Activity (4 credits) FC2.6 Commercial Patent Estimation of Intellectual Property (5 credits)	FC3.6 Marketing Research in International Market (6 credits)	FC4.6 Diagnostics of Business Processes (4 credits) FC4.7 Forecasting of Social and Economic Processes (5 credits)	SC3 Subject 3 (4 credits)
4 semester	GT19 Ukrainian Language (2 credits)	PT16 Marketing of Services (4 credits) PT17 Marketing of Retail (4 credits)	FC2.7 Intellectual Property Rights (4 credits) FC2.8 Patent Science (4 credits) FC2.11 International Intellectual Property Management System (4 credits)	FC3.7 Advertising in the System of Retail Marketing (4 credits) FC3.8 International Organizations (3 credits) FC3.10 Marketing Strategies in International Market (3 credits)	FC4.8 Creative Marketing (4 credits) FC4.9 Computer Graphics and Design (4 credits)	SC1 Subject 1 (4 credits) SC2 Subject 2 (4 credits)
	GT20 Foreign Language (2 credits)	PT18 Marketing of Services (4 credits)	FC2.9 Transfer of Intellectual Property Rights (4 credits) FC2.10 Copyright and Related Rights (4 credits)	FC3.9 Advertising in the System of Retail Marketing (4 credits) FC3.10 Marketing Strategies in International Market (3 credits)	FC4.9 Retail Marketing (4 credits) FC4.10 Planning of Marketing Activities (4 credits)	SC1 Subject 1 (4 credits) SC2 Subject 2 (4 credits)
5 semester	GT21 Foreign Language (2 credits)	PT19 Marketing of Services (4 credits)	FC2.10 Copyright and Related Rights (4 credits)	FC3.10 Marketing Strategies in International Market (3 credits)	FC4.10 Computer Graphics and Design (4 credits)	SC1 Subject 1 (4 credits) SC2 Subject 2 (4 credits)
	GT22 Foreign Language (2 credits)	PT20 Marketing of Services (4 credits)	FC2.11 International Intellectual Property Management System (4 credits)	FC3.11 Foreign Language (second) (2 credits)	FC4.10 Computer Graphics and Design (4 credits)	SC1 Subject 1 (4 credits) SC2 Subject 2 (4 credits)
6 semester	GT23 Foreign Language (2 credits)	PT21 Marketing of Services (4 credits)	FC2.12 International Intellectual Property Management System (4 credits)	FC3.12 Foreign Language (second) (2 credits)	FC4.11 Planning of Marketing Activities (4 credits)	SC1 Subject 1 (4 credits) SC2 Subject 2 (4 credits)
	GT24 Foreign Language (2 credits)	PT22 Marketing of Services (4 credits)	FC2.13 International Intellectual Property Management System (4 credits)	FC3.13 Foreign Language (second) (2 credits)	FC4.12 Planning of Marketing Activities (4 credits)	SC1 Subject 1 (4 credits) SC2 Subject 2 (4 credits)
7 semester	GT25 Foreign Language (2 credits)	PT23 Marketing of Services (4 credits)	FC2.14 International Intellectual Property Management System (4 credits)	FC3.14 Foreign Language (second) (2 credits)	FC4.13 Planning of Marketing Activities (4 credits)	SC1 Subject 1 (4 credits) SC2 Subject 2 (4 credits)
	GT26 Foreign Language (2 credits)	PT24 Marketing of Services (4 credits)	FC2.15 International Intellectual Property Management System (4 credits)	FC3.15 Foreign Language (second) (2 credits)	FC4.14 Planning of Marketing Activities (4 credits)	SC1 Subject 1 (4 credits) SC2 Subject 2 (4 credits)
8 semester	GT27 Foreign Language (2 credits)	PT25 Marketing of Services (4 credits)	FC2.16 International Intellectual Property Management System (4 credits)	FC3.16 Foreign Language (second) (2 credits)	FC4.15 Planning of Marketing Activities (4 credits)	SC1 Subject 1 (4 credits) SC2 Subject 2 (4 credits)
	GT28 Foreign Language (2 credits)	PT26 Marketing of Services (4 credits)	FC2.17 International Intellectual Property Management System (4 credits)	FC3.17 Foreign Language (second) (2 credits)	FC4.16 Planning of Marketing Activities (4 credits)	SC1 Subject 1 (4 credits) SC2 Subject 2 (4 credits)

**4. DISTRIBUTION OF THE EDUCATIONAL PROGRAM CONTENT
BY GROUPS OF COMPONENTS AND TRAINING CYCLES**

№	Training Cycle	Amount of Training for a Higher Education Applicant (credits /%)		
		Compulsory components of the educational-professional program	Elective components of the educational-professional program	Total for Training Period
1	2	3	4	5
1	Cycle of General Training	72 / 30	- / -	72 / 30
2	Cycle of Professional and Practical Training	96 / 40	72 / 30	168 / 70
Total for Training Period		168 / 70	72 / 30	240 / 100

5. ASSESSMENT OF THE HIGHER EDUCATION APPLICANTS

The assessment is carried out in the form of public defense of the qualification work or final exam (exams) and results in issuing document of the established sample getting the bachelor's degree with the qualification: "**Bachelor of Marketing**" The assessment is carried out openly and publicly.

