



Institute of
Economics,
Management &
International business

D5

MARKETING

(master level)



D5 MARKETING

We provide comprehensive training for future marketing specialists, equipping students with the skills to develop effective marketing strategies, analyze market trends, manage brand positioning, and drive customer engagement. In addition to mastering core marketing principles, our students gain expertise in digital marketing, consumer behavior, and strategic communications.

The main advantage of the educational and professional program is the training of specialists with the ability to:

- manage and develop the marketing activities of organizations, as a concept of enterprise management;
- apply information technologies necessary for making and implementing sound management decisions regarding the assessment of the external and internal marketing environment of the enterprise, the degree and nature of competition on the market, analysis of the organization's position on the market, formulation of proposals for their strengthening, development of the enterprise's marketing strategy, including for entering foreign markets, implementation program, budget;
- control using information support for their implementation and evaluation of their effectiveness.



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Students of the marketing major receive in-depth training from the following professional courses:

- Brand management
- Relationship marketing
- Strategic marketing
- Management of innovative development
- Basics of the scientific research
- Data analysis tools
- Communications and negotiations
- Marketing effectiveness management
- Project management in marketing
- Business planning and organization
- Electronic commerce



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Why choose marketing at KhPI?

- Studying at the best technical university in Eastern Ukraine, ranked by QS World University Rankings 2024
- A dynamic and creative team of young educators
- Possibilities for online learning and access to students' electronic offices
- Over 25 years of experience in training marketing specialists
- Modern courses and the opportunity to choose an individual learning path
- Practicing professionals teaching marketing



What are the impressions of our students?

I would like to express my heartfelt thanks to KhPI. This prestigious institution has played a significant role in my academic journey, helping me discover my strengths, push my boundaries, and envision a brighter future. My professors and the Mentors have always been a source of inspiration. Thank you for your guidance, dedication, and continuous investment in us, equipping us with knowledge and confidence to move forward.

I would also like to extend my best wishes to KhPI, hoping it continues to lead in shaping brilliant minds, fostering groundbreaking research, and inspiring future generations.

Finally, let us move forward with a strong sense of purpose. Guided by the wisdom imparted by this institution and our determination to apply what we have learned, we can make a meaningful impact on the world. Together, we shape a future built on progress, unity, and hope.

Thank you.

Jiang Wei
China

