

Ministry Of Education And Science Of Ukraine
Higher Educational Establishment Of Ukroospilka
«Poltava University Of Economics And Trade»



**POLTAVA UNIVERSITY OF
ECONOMICS AND TRADE**

EDUCATIONAL - PROFESSIONAL PROGRAM

The first (Bachelor) level of higher education

Field of knowledge:
07 Management and administration

Specialty
075 Marketing

**Educational program
«Marketing»**

Qualification:
Bachelor in Marketing

Poltava 2018

General characteristics

Level of higher education	First (Bachelor) level
Degree in Higher Education	Bachelor's Degree
Field of Knowledge	07 Management and administration
Specialty	075 Marketing
Educational program	Marketing
Restrictions on Learning	No restriction
Educational qualification	Bachelor in Marketing
Requirements for the individual's level of education to study under this program	Complete secondary education
Description of the subject area	<p>Theoretical content of the subject area: marketing is based on the concepts, categories, and principles of marketing theory which determine the trends and patterns of market development. The subject area contains knowledge of basic marketing, consumer behavior, marketing research, marketing commodity policy, marketing pricing, marketing distribution policy, marketing communications, logistics, information systems and technologies in marketing, digital marketing, mathematical and statistical methods in marketing taking into account globalization processes.</p> <p>Methods, techniques and technologies: a system of general scientific and special methods, professional techniques and technologies (research, observation, analysis, evaluation, forecasting, grouping) necessary for effective marketing activities.</p> <p>Tools and equipment: modern universal and specialized information systems and software products necessary for adoption and implementation of marketing management decisions.</p>

Academic rights of the graduates

Possibility of continuing education at the second (Master's) educational level

Employment of graduates

Graduate is able to perform such professional work for the following parameters International Standard Classification of Occupations 2008 (ISCO-08):

1233 Sales and Marketing Department Managers;
1234 Advertising and Public Relations Department Managers;
1221 Sales and Marketing Managers;
1223 Research and Development Managers;
1324 Supply, Distribution and Related Managers;
1222 Advertising and Public Relations Managers;
2419 Business Professionals Not Elsewhere Classified;
2431 Advertising and Marketing Professionals;
2432 Public Relations Professionals

ECTS credits needed to obtain a corresponding degree of higher education

The volume of the educational program:

- on the basis of complete secondary education: 11-year school - 240 ECTS credits;
- at the junior specialist level - at least 120 ECTS credits.

A minimum of 50% of the volume of the educational program should be directed towards the provision of general and special (professional) competencies in the specialty defined by the standards of higher education.

List of educational disciplines of educational-professional program by the training cycles

Nº	Name of the discipline	Hours/Credits
1	History and Culture of Ukraine	90/3
2	Practical Psychology	90/3
3	Sociology and the basics of applied research	90/3
4	Philosophy	90/3
5	Foreign Language	150/5
6	Ukrainian Language (for Professional Purposes)	90/3
7	Physical Education	120/4
8	Economic Theory	270/9
9	Modern information and communication technologies	120/4
10	Higher and Applied Mathematics	90/3
11	Accounting and Audit	90/3
12	Economics of Enterprise	120/4
13	Logistics	150/5
14	Management	90/3
15	Brand Management (Design and layout in advertising for RB; Content-marketing for MI)	150/5
16	Infrastructure of Commodity Market	120/4

Nº	Name of the discipline	Hours/Credits
17	Marketing Innovations	150/5
18	Marketing Commodity Policy	150/5
19	Marketing Strategic Planning	150/5
20	Market Pricing	150/5
21	Marketing Research	180/6
22	International marketing	150/5
23	Principles of Marketing	180/6
24	Industrial Enterprise Marketing	180/6
25	Training: Introduction to the specialty	90/3
26	Sales Management (Event-Marketing for RB; Social Media Marketing for MI)	150/5
27	Advertising management	150/5
28	Fundamentals of Leadership	90/3
29	Finance, Money and Credit	90/3
30	Business Foreign Language	180/6
31	Risk Management in Marketing	150/5
32	Internet marketing (Internet advertising for RB; Digital for IM)	150/5
33	Marketing of partnership relations	150/5

Nº	Name of the discipline	Hours/Credits
34	Service Marketing	270/9
35	Marketing analysis	270/9
36	Marketing Communication	150/5
37	Public Relations in Business (Search Marketing for MI; Media Planning for RB)	150/5
38	Consumer Behavior	180/6
39	Advertising Business	150/5
40	Training: The practice of applying marketing technologies	270/9
41	Market statistics	90/3
42	Information systems and technologies in marketing	120/4
43	Commercial Law	90/3
44	Specialized Practical Training	990/33
	University Education	30/1
	Comprehensive Qualifying Exam	30/1
Total hours of training		7200/240

CONTACTS

POLTAVA UNIVERSITY OF ECONOMICS AND TRADE

•
Web-site: www.international.puet.edu.ua

•
E-mail: admission@puet.edu.ua

•
Facebook: www.facebook.com/poltava.puet
www.facebook.com/PUETUkraine

•
Instagram: [puet.poltava](https://www.instagram.com/puet.poltava)
[international_puet](https://www.instagram.com/international_puet)

•
Youtube: www.youtube.com/puetpoltava

Dream big



www.international.puet.edu.ua