

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

Second (Master's) level of higher education

Field of knowledge:
07 Management and administration

Specialty
075 Marketing

**Educational program
«Marketing »**

Qualification:
Master in Marketing

Poltava 2018

General characteristics

Level of higher education	Second (Master) level of higher education
Degree in Higher Education	Master's Degree
Field of Knowledge	07 Management and administration
Specialty	075 Marketing
Educational program	Marketing
Restrictions on Learning	No restriction
Educational qualification	Master in Marketing
Description of the subject area	<p>Objects of study and activity: marketing management, advertising management, logistics management, strategic marketing, international marketing, marketing distribution policy, commodity innovation policy, financial management.</p> <p>Learning Objectives: training of marketing masters possessing an innovative way of thinking and competencies necessary for the effective management of marketing activities and able to handle managerial and research tasks.</p> <p>Theoretical content of the subject area: innovative approaches in solving scientific discussions and building an effective system of management, economics, marketing both on domestic and international markets.</p> <p>Methods, techniques and technologies: analysis, synthesis, comparison, modeling, analogy, system approach, dialectics, abstraction, specification, historical, logical, planning, estimation, forecasting, observation, grouping, systematization, generalization, control.</p> <p>Tools and equipment: modern information and communication databases, software tools and Internet resources.</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 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 Master degree program in Marketing is:

- 90 ECTS credits of educational-professional program;
- A minimum of 50% of the volume of the master educational program should be directed towards the provision of general and special (professional) competencies in the 075 Marketing specialty of the Marketing educational-professional program 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	Business Innovative Development	120/4
2	Global Economy	120/4
3	Safety: labour Protection in industry. Civil defence	90/3
4	Social Responsibility	120/4
5	Logistics Management	120/4
6	Marketing Management	120/4
7	Strategic Marketing	120/4
8	Advertising Management	120/4
9	Modeling in Socio-Economic Systems Management	105/3,5
10	Modern Economic Theory	90/3
11	Marketing Distribution Policy	90/3

Nº	Name of the discipline	Hours/Credits
12	Methods of Teaching in Higher Education	90/3
13	Fundamentals of Leadership	90/3
14	Product Innovation Policy	90/3
15	Financial Management	90/3
16	Methodology of Applied Research in Marketing	90/3
17	International Marketing	90/3
18	Internet Marketing	90/3
19	Specialized Practical Training	405/13,5
20	Research and Pedagogical Training	45/1,5
21	Master's degree diploma works	360/12
22	Final certification	45/1,5
Common amount of hours		2700/90

CONTACTS

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