

Profile of the "Marketing "educational Program

<i>Educational degree</i>	Bachelor
<i>Specialty</i>	075 Marketing
<i>Specialization</i>	International marketing
<i>Type of diploma and program</i>	Single degree, 240 ECTS credits.
<i>Higher Educational establishment</i>	Academy of Labour, Social Relations and Tourism
<i>Accrediting institution</i>	Accreditation Commission of Ukraine
<i>Period of accreditation</i>	The program is valid for 5 years from June 2014.
<i>Program level</i>	National Qualifications Framework of Ukraine - VI level. The Law of Ukraine "On Higher Education" is the first (bachelor's) level of higher education.
<i>Academic qualification</i>	Bachelor of Marketing
<i>Professional qualification</i>	Marketer

A	The purpose of the Program
	The purpose of this program is to train qualified specialists who are able to solve complex specialized tasks and practical problems related to activities aimed at creating demand and achieving the goals of the enterprise through maximum satisfaction of the needs of consumers, using tools based on modern marketing technologies and taking into account the processes of globalization, which involves the application of certain theories and marketing methods and is characterized by the complexity and uncertainty of the conditions. The program meets the scientific and professional requirements in the field of marketing and the modern requirements of the labor market.

B	Requirements for students to study the Program
1	Certificate of Full General Secondary Education. Competitive selection of students based on the results of external testing and the average score of the appendix to the certificate
2	Diploma of junior bachelor (junior specialist). Competitive selection of students based on the results of entrance examinations and the average score of the appendix to the diploma. The term of training is reduced by 1-2 years, depending on the academic difference.
3	A bachelor's degree, a master's degree in another program. Competitive selection of students based on the results of entrance examinations and the average score of the appendix to the diploma. The term of training is reduced by 1-2 years, depending on the academic difference.

C Characteristics of the Program		
1	<i>Subject matter, direction</i>	Basic laws and general patterns inherent in social relations that arise in the process of exchange, aimed at satisfying the needs of consumers. Behavior of consumers in the market of goods and services. Methods and means of formation, study and satisfaction of demand.
2	<i>Focus of the Program: general /special</i>	General education in marketing
3	<i>Orientation of the Program</i>	Based on the well-known scientific results of economic science, taking into account modern peculiarities of marketing development
4	<i>Specifics of the Program</i>	A comprehensive list of in-depth lecture courses and seminars. The possibility of teaching in foreign languages (Russian and English)

D Employment and further education		
1	<i>Employment</i>	Upon successful completion of the program, graduates can work as marketers, sales managers, procurement manager, advertiser, etc.
2	<i>Further education</i>	Master's programs in marketing, interdisciplinary programs, close to marketing

E The style and method of training		
1	<i>Approaches to teaching and learning</i>	Lectures, laboratory works, seminars, practical classes in small groups, independent work on the basis of textbooks and notes, consultations with teachers, preparation of course papers.
2	<i>Evaluation system</i>	Written and oral examinations, laboratory reports, oral presentations, ongoing monitoring, on-line testing, graduation qualification exam, defense of practice reports. An internal 100-point evaluation system and its related ECTS table and the classic domestic 4-point system are used.

F	Program learning outcomes	
1	<i>General</i>	<ul style="list-style-type: none"> • <u>Analysis and synthesis.</u> Ability to analyze and synthesize based on logical arguments and verified facts. The ability to analyze and evaluate social phenomena, the ability to formulate and substantiate their own attitude towards social processes, to take an active public position, to manage in their life the concept of sustainable development. Ability to adequately analyze socio-economic processes in society at mega-, macro-, meso- and micro levels, and to manage small social groups at enterprises, institutions and organizations. Ability to create enterprises, develop their activities, analyze key performance indicators. Ability to substantiate managerial decisions and the ability to ensure their credibility. • <u>Worldview and civilization values, ethical settings.</u> Ability to form a worldview on the basis of modern scientific knowledge. Ability to form a culture of thinking and behavior. Ability to perceive the culture and traditions of different national and ethnic groups, adapt their own behavior in the conditions of various civilizational and cultural environments. Manage in its activities world and national civilization values. Compliance with ethical principles both in terms of professional integrity and in terms of understanding the possible impact of science's achievements on the social sphere. • <u>Communication competencies.</u> Ability to use the latest information and communication technologies of general purpose for the processing of information flows in local and global information spaces. Ability to oral and written communications in the domestic and international professional environment. Ability to communicate with non-professionals on professional topics. • <u>Self-organization, development and joint activities.</u> Ability to self-organization. Ability to learn and adapt to new situations in professional activities. Ability to work independently and autonomously. Ability to creative thinking and behavior, development of leadership qualities. Ability to work in a team. The ability to critique and self-criticism. Ability to take an active life position and act from the standpoint of social responsibility.

2	<i>Professional</i>	<p><u>Deep knowledge and understanding.</u> Ability to analyze economic situations from the point of view of the fundamental principles of marketing, as well as based on relevant economic models and methods.</p> <p><u>Research skills.</u> <u>Ability to conduct marketing research.</u> To analyze the activities of competitors, identify the taste preferences of consumers, explore the activities of intermediaries and other market participants. To make a forecast of market conditions in the domestic and foreign markets.</p> <p>Ability to use modern methods of data collection and processing. Ability to apply modern computer technology for processing and analysis of marketing information. Conduct a survey. Perform SWOT analysis.</p> <p><u>Modeling.</u> Ability to build marketing models of economic phenomena, investigate them for obtaining relevant conclusions and developing marketing strategies of behavior in the market.</p> <p><u>Communication skills.</u> Ability to communicate with professionals and non-professionals on professional topics in foreign languages.</p> <p>Ability to advertise and promote products and services.</p> <p><u>Ability to study.</u> Ability to learn new aspects of marketing activity through self-study and use the acquired knowledge in practical activity.</p> <p><u>Managerial skills</u> Ability to organize the work of marketing and sales on finished products. Ability to develop strategic and tactical marketing plans. Ability to adapt the existing concepts of international marketing to modern domestic economic conditions.</p>
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