

**Intended Learning Outcomes  
Programme Marketing (Bachelor's degree)**

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas:

<b>A. Knowledge and understanding</b>	
On successful completion of the programme a student should be able:	<i>Acquisition of ILOs through the following courses:</i>
1) To demonstrate knowledge and understanding of the content and basic provisions of humanitarian and fundamental courses to the extent required to master general professional economic courses and use appropriated methods in their chosen profession;	<i>Ukrainian Identity, History, Culture and Language; Philosophy; Principles of Psychology; Sociology; Political Science; Higher Mathematics; Information and Communication Technologies; Econometrics; Economic-Mathematical Modeling; Statistics; Basics of Economics; Microeconomics; Macroeconomics.</i>
2) To demonstrate knowledge and understanding of the theoretical foundations and principles of marketing activity.	<i>Economy of Enterprise, Management, Accounting, Finance, Money and Credit, Regional Economy, International Economic Relations, Marketing,</i>
3) To understand the essence and content of macro- and micro-marketing environment, the basics of market segmentation, selection of target segments and positioning, structural elements of the marketing complex of the enterprise, the basics of product, pricing, communication and distribution policy, theoretical foundations of marketing research and marketing principles.	<i>Basics of Economics, Microeconomics, Macroeconomics, Marketing, International Marketing, Marketing Research, Marketing Product Policy, Marketing Price Formation, Marketing Communications, Marketing Policy of Distribution, Logistics</i>
4) To demonstrate knowledge of marketing tools and technologies in consumer and business areas, including international markets.	<i>Marketing, Internet Marketing, Marketing Basics of Entrepreneurial Activity, Marketing of Services, Modern Marketing Technologies and Sales Management, Consumer Behaviour, Information Systems and Technologies in Marketing, Cost Accounting in Marketing, Marketing Control and Audit.</i>
<b>Teaching and Learning</b>	<b>Assessment methods</b>
Lectures, seminars, practical classes, workshops, group work, textbooks, monographs, journals, internet sources, e-learning, self-directed and guided study.	Examinations, tests, individual coursework (essays, reports, reviews etc.), seminar and practical-based assessment, presentations and projects, multiple choice tests.

## B. Application of knowledge and understanding

**On completion of the programme students will be able to:**

1) To analyze and predict market phenomena and processes based on the application of fundamental principles, theoretical knowledge and applied skills of marketing activity.

*Enterprise Economy, Management, Accounting, Finance, Money and Credit, Marketing Research, Marketing Product Policy, Marketing Price Formation, Marketing Communications, Distribution Marketing Policy, Marketing of Industrial Enterprise*

2) To apply the acquired theoretical knowledge to solve practical problems in the marketing area.

*Enterprise Economy, Management, Accounting, Finance, Money and Credit, Marketing Research, Marketing Product Policy, Marketing Price Formation, Marketing Communications, Distribution Marketing Policy. Marketing Basics of Entrepreneurial Activity, Economic Mechanism of Marketing, Marketing Control and Audit.*

3) To use digital information and communication technologies, as well as software products necessary for the conduct of modern marketing activities and the practical application of marketing tools.

*Marketing Research, Information Systems and Technologies in Marketing, Internet Marketing, Economic Mechanism of Marketing, Computer Graphics and Communication Design, Advertising and Advertisement Activities*

4) To apply innovative approaches to the marketing activities of the economic entity, flexibly adapt to changes in the market environment.

*Marketing Research, International Marketing, Marketing Product Policy, Marketing Price Formation, Distribution Marketing Policy, Marketing Communications, Consumer Behaviour, Modern Marketing Technologies and Sales Management,, Advertisement and Advertising Activity*

5) To assess the risks of marketing activities, establish the level of uncertainty of the marketing environment during management decisions making.

*Marketing, Risk Study, International Marketing, Marketing Product Policy, Marketing Price Formation, Distribution Marketing Policy, Marketing Communications*

6) To demonstrate skills of written and oral professional communication in state and foreign languages, and use of professional terminology.

*Ukrainian Identity, History, Culture and Language, Advanced Study of Ukrainian Language, Foreign Language, Business Foreign Language, Advanced Study of Foreign Language, Foreign Language (for Specific Purposes), Marketing,*

<p>7) To use knowledge of professional and practical training in marketing to monitor the main characteristics of the marketing environment, marketing research, market segmentation and positioning of goods / services in the market, the formation of product, pricing, communication and distribution policy and marketing activity</p>	<p><i>International Marketing, Marketing Communications and other courses of professional training</i></p> <p><i>Marketing, Marketing Research, International Marketing, Marketing Product Policy, Marketing Price Formation, Distribution Marketing Policy, Marketing Communications, Marketing Bases of Entrepreneurial Activity, Infrastructure of Commodity Market</i></p>
<p><b>Teaching and Learning</b></p>	<p><b>Assessment methods</b></p>
<p>Practical classes, group work, self-directed and guided study, business games, case studies, workshops, field experience</p>	<p>Examinations, practical tasks, course papers, presentations, projects, field experience reports.</p>
<p><b>C. Making judgments</b></p>	
<p>On successful completion of the programme a student should be able to:</p> <ol style="list-style-type: none"> <li>1) To collect and analyze the necessary data, calculate economic and marketing indicators, make management decisions based on the use of the necessary analytical and methodological tools</li> <li>2) To demonstrate the ability to apply an interdisciplinary approach and perform marketing functions of a market entity</li> <li>3) To perform functional responsibilities in the group, offer sound marketing solutions</li> </ol>	<p><i>Students acquire skills 1–3 during study of all courses. This determines the choice of corresponding methods of teaching and learning as well as assessment methods.</i></p>
<p><b>Teaching and Learning</b></p>	<p><b>Assessment methods</b></p>
<p>Problem-based learning, projects, workshops, seminars, business games, case studies, internships, field experience, research</p>	<p>Exams, seminar and practical-based assessment, course paper, self-directed and guided study, projects, presentations, cases, research projects.</p>
<p><b>D. Communication skills</b></p>	
<p>On successful completion of the programme a student should be able to:</p> <ol style="list-style-type: none"> <li>1) develop and debate ideas and to sustain arguments effectively both orally and in written form;</li> <li>2) present, discuss and defend concepts and views through formal and informal communicative instruments;</li> <li>3) To explain data, ideas, problems and alternative management decisions to specialists and non-specialists</li> </ol>	<p><i>Students acquire skills 1–4 during study of all courses. This determines the choice of corresponding methods of teaching and learning as well as assessment methods.</i></p>

<p>in the marketing area, representatives of various structural units of the market entity;</p> <p>4) To act socially responsibly and socially consciously on the basis of ethical principles of marketing, respect for cultural diversity and values of civil society with respect for individual rights and freedoms.</p>	<p><i>Students acquire skills 4, first of all, for mastery of: Management, Principles of Psychology, Psychology of Business, Logics, Public Relations, International Marketing</i></p>
<p><b>Teaching and Learning</b></p>	<p><b>Assessment methods</b></p>
<p>Seminars, discussions, group work, projects and course papers, business games, case studies.</p>	<p>Seminar-based assessment, presentations, course papers and projects defence</p>
<p><b>E. Learning skills</b> On completion of the programme students will be able:</p> <p>1) To meet the requirements of a modern marketer, increase the level of personal training</p> <p>2) To demonstrate the skills of individual work, flexible thinking, openness to new knowledge, be critical and self-critical</p> <p>3) To be responsible for the results of own activities, to show the skills of entrepreneurial and managerial initiative as well as leadership</p>	<p><i>Skills 1-3 are developed in all courses and related to relevant teaching and learning methods and assessment methods as appropriate. Self-directed learning forms are the elements of all courses.</i></p> <p><i>Courses are important enough to acquire skills 3: Management, Marketing, Principles of Psychology, Logics, Self-management, Leadership and Group Dynamics</i></p>
<p><b>Teaching and Learning</b></p>	<p><b>Assessment methods</b></p>
<p>Self-directed learning forms, University Library, ICT packages, conducting research</p>	<p>Assessment of learning skills is accomplished through a range of methods, which include self-directed learning forms assessment, course papers, essays, projects, presentations, tests and exams.</p>