

Structure of the Study Programme

“Marketing” (Bachelor’s degree)

	Educational Units and Courses	Semester	Form of Examination, Course Paper	Workload (hours)		ECTS credits*	Lecturer in charge
				Contact Time	Self-Study Time		
1. Mandatory Courses							
1.1. Courses of General Training							
1	Ukrainian Identity, History, Culture and Language	1	Essay, tests	56	79	4,5	Ruslan Kliuchnyk, PhD (Candidate of Science), Associate Professor Olena Turchak, PhD (Candidate of Science), Associate Professor
2	Foreign Language	1, 2	Tests, essay, oral presentation	112	248	12	Iryna Hrechukhina, Lecturer Olha Derbak, Lecturer Natalia Besimalova, Lecturer
3	Information and Communication Technologies	1	Tests	56	124	6	Tetiana Chumak, Senior Lecturer
4	Higher Mathematics (Higher and Applied Mathematics)	1	Tests	56	124	6	Iryna Kozyrieva, Senior Lecturer
5	Higher Mathematics (Probability Theory and Mathematical Statistics)	2	Tests	56	79	4,5	Olena Kholod, PhD (Candidate of Science), Professor
6	Economic-Mathematical Methods and Models (Econometrics)	5	Tests	28	62	3	Liudmila Yarmolenko, Senior Lecturer
7	Economic Theory (Basic of Economic Science)	1	Tests, tasks	42	93	4,5	Elvina Lymonova, PhD (Candidate of Science), Associate Professor
8	Microeconomics	2	Tests, tasks	42	108	5	Oleksandr Zadoia, PhD (Candidate of Science), Associate Professor
9	Macroeconomics	3	Tests, tasks	42	93	4,5	Anatolii Zadoia, Doctor of Science, Full Professor
10	Business Foreign Language	3-6	Tests, essay, oral presentation	187	473	22	Galyna Myasoid, PhD (Candidate of Science), Associate Professor Natalia Besimalova, Lecturer Olha Derbak, Lecturer
Total 1.1				677	1483	72	
1.2. Courses of Professional Training							
11	Regional Economy	2	Tests, tasks, essay	42	108	5	Iryna Kurochkina, PhD (Candidate of Science), Associate Professor
12	Finance, Money and Credit	3	Tests, tasks	42	93	4,5	Tetiana Bolgar, Doctor of Science, Full Professor
13	Management	4	Tests, tasks	42	93	4,5	Volodymyr Momot, Doctor of Science, Full Professor
14	Statistics	5	Tests, essay	42	93	4,5	Viktoria Varenyk, PhD (Candidate of Science), Associate Professor
15	Marketing	4, 5	Tests, tasks, Course paper	98	247	11,5	Svitlana Yaremenko, PhD (Candidate of Science), Associate Professor
16	Economy of Enterprise and Entrepreneurship	2	Tasks	42	108	5	Olha Kotko, Ph.D. (Candidate of Science), Associate Professor
17	Accounting	5	Tasks	42	48	3	Zoia Pestovska, PhD (Candidate of Science), Associate Professor
18	International Economic Relations	5	Tests, essay	42	93	4,5	Oleksandr Zadoia, PhD (Candidate of Science), Associate Professor
19	Marketing Product Policy	6	Tests, tasks, Course paper	44	106	5	Svitlana Yaremenko, PhD (Candidate of Science), Associate Professor

20	Marketing Policy of Distribution	6	Tests, essay	33	57	3	Iryna Kurochkina, PhD (Candidate of Science), Associate Professor
21	Logistics	8	Tests, essay	32	73	3,5	Olha Yevtushenko, PhD (Candidate of Science), Associate Professor
22	Marketing Research	7	Tests, tasks, Course paper	42	108	5	Olena Krasovska PhD (Candidate of Science), Associate Professor
23	Marketing Communications	7	Tests, essay	42	93	4,5	Svitlana Yaremenko, PhD (Candidate of Science), Associate Professor
24	Marketing of Industrial Enterprise	7	Tests, tasks	42	93	4,5	Tetiana Mishustina, PhD (Candidate of Science), Associate Professor
25	International Marketing	7	Tests, tasks	42	93	4,5	Iryna Taranenکو, Doctor of Science, Full Professor
26	Consumer Behavior	8	Tests, tasks	40	65	3,5	Iryna Taranenکو, Doctor of Science, Full Professor
27	Marketing Price Formation	8	Tests, essay	40	65	3,5	Olena Krasovska PhD (Candidate of Science), Associate Professor
28	Marketing of Services	6	Tests, essay	33	72	3,5	Olena Krasovska, PhD (Candidate of Science), Associate Professor
	Total 1.2			785	1705	83	
	Total Mandatory Courses			1462	3188	155	
2. Elective courses							
2.1. Courses of General training**							
29	Elective course 1						
29.1	Principles of Psychology	2	Tests, essay, presentation	42	108	5	Lubov Boiko, Associate Professor
29.2	Ethics and Aesthetics	2	Essay, presentation	42	108	5	Hanna Scholokova, PhD (Candidate of Science), Associate Professor
29.3	Advanced Study of Ukrainian Language	2	Tests, essay, oral presentation	42	108	5	Olena Turchak, PhD (Candidate of Science), Associate Professor
29.4	Philosophy	2	Essay, oral presentation	42	108	5	Hanna Scholokova, PhD (Candidate of Science), Associate Professor
	Elective course 1 to be chosen by the student					5	
30	Elective course 2						
30.1	Sociology	4	Essay, presentation	42	108	5	Ruslan Kliuchnyk, PhD (Candidate of Science), Associate Professor
30.2	Advanced Study of Foreign Language	4	Tests, essay, oral presentation	42	108	5	Svitlana Medynska, Lecturer
30.3	Basics of Law	4	Essay, tests	42	108	5	Tetiana Lezhneva, PhD (Candidate of Science), Associate Professor
30.4	Political Science	4	Essay, tests	42	108	5	Hanna Scholokova, PhD (Candidate of Science), Associate Professor
	Elective course 2 to be chosen by the student					5	
31	Elective course 3						
31.1	Travel Business	6	Tests, essay	22	68	3	Svitlana Kozhushko, Doctor of Science, Full Professor
31.2	Self-management	6	Essay, presentation	22	68	3	Olena Lytvynenko, Ph.D. (Candidate of Science), Associate Professor
31.3	International Trade	6	Tests, essay	22	68	3	Elvina Lymonova, Ph.D. (Candidate of Science), Associate Professor

31.4	Leadership and Group Dynamics	6	Tests, essay	22	68	3	Hanna Mytrofanova, Doctor of Science, Professor
	Elective course 3 to be chosen by the student					3	
	Total 2.1 to be chosen by the student					13	
2.2. Courses of General Professional Training***							
32	Advertising and Advertisement Activities	5	Tests, essay, presentation	42	93	4,5	Tetiana Mishustina, PhD (Candidate of Science), Associate Professor
33	Economic Mechanism of Marketing	5	Tests, essay, presentation	42	93	4,5	Tetiana Mishustina, PhD (Candidate of Science), Associate Professor
34	Internet Marketing	7	Tests, essay, presentation	42	78	4	Anastasiia Mostova, Doctor of Science, Associate Professor
34	Risk Study	7	Tests, essay, presentation	42	78	4	Anastasiia Mostova, Doctor of Science, Associate Professor
35	Computer Graphics and Communication Design	4	Tests, essay, presentation	42	121	4,5	Inga Safronova, Senior Lecturer
45	Foreign Language (for Specific Purposes)	4	Tests, essay, oral presentation	42	121	4,5	Svitlana Medynska, Senior Lecturer Natalia Bepalova, Lecturer
46	Territorial Marketing	6	Tests, essay, presentation	22	68	3	Valentyna Shevchenko, PhD (Candidate of Science), Associate Professor
47	Marketing in Banks	6	Tests, essay, presentation	22	68	3	Tetiana Bolgar, Doctor of Science, Full Professor
48	Economic-Mathematical Methods and Models (Optimization Methods and Models)	3	Tests, tasks	28	62	3	Olena Kholod, PhD (Candidate of Science), Professor
49	Economic Analysis	3	Tests, tasks	28	62	3	Viktoria Varenyk, PhD (Candidate of Science), Associate Professor
	Total 2.2 to be chosen by the student					19	
2.3. Courses of Special Professional Training****							
2.3.1. Cycle of Special Professional Training (A)							
50	Infrastructure of Commodity Market	3	Tests, essay, presentation	28	62	3	Iryna Kurochkina, PhD (Candidate of Science), Associate Professor
52	Marketing Bases of Entrepreneurial Activity	4	Tests, essay, presentation	42	78	4	Anastasiia Mostova, Doctor of Science, Associate Professor
54	Modern Marketing Technologies and Sales Management	5	Tests, essay, presentation	42	93	4,5	Olena Krasovska, PhD (Candidate of Science), Associate Professor
56	Information Systems and Technologies in Marketing	6	Essay, presentation	44	76	4	Anastasiia Mostova, Doctor of Science, Associate Professor
58	Cost Accounting in Marketing	6	Tests, Tasks	33	57	3	Valentyna Shevchenko, PhD (Candidate of Science), Associate Professor
60	Marketing Management of Competitiveness	7	Essay, presentation	42	78	4	Valentyna Shevchenko, PhD (Candidate of Science), Associate Professor
62	Creating and Managing Your Own Business	7	Essay, presentation	28	77	3,5	Valentyna Shevchenko, Candidate of Science, Associate Professor
65	Marketing Control and Audit	8	Tests, essay	32	58	3	Valentyna Shevchenko, PhD (Candidate of Science), Associate Professor
	Total 2.3.1					29	
2.3.2. Cycle of Special Professional training (B)							
51	Business Communications	3	Tests, essay, presentation	28	62	3	Svitlana Yaremenko, PhD (Candidate of Science), Associate Professor
53	History of Advertisement	4	Tests, essay, presentation	42	78	4	Antonina Miamlina, Lecturer

55	Trade Fairs and Exhibitions	5	Essay, presentation	42	93	4,5	Tetiana Mishustina, PhD (Candidate of Science), Associate Professor
57	Sales Psychology	6	Essay, presentation	44	76	4	Svitlana Yaremenko, PhD (Candidate of Science), Associate Professor
59	Advertising Technologies	6	Essay, presentation	33	57	3	Antonina Miamlina, Lecturer
63	Business Planning	7	Project	42	78	4	Anastasiia Mostova, Doctor of Science, Associate Professor
61	Advertising Business	7	Project, Presentation	28	77	3,5	Antonina Miamlina, Lecturer
66	Public Relations	8	Essay, presentation	32	58	3	Antonina Miamlina, Lecturer
	Total 2.3.2					29	
	Total 2.3 to be chosen by the student					29	
	Total electives to be chosen by the student					61	
	Total mandatory and electives					216	
	Professional Training, Internship	1, 6, 7	Report	28	467	16,5	
	Bachelor's Thesis	8			225	7,5	
	Total					240	

*One ECTS credit = 30 academic hours.

**The student must choose one course from each block: Elective course 1, 2 and 3.

*** The student must choose courses so as to obtain the required number of credits for elective block 2.2. There are no restrictions of choice within elective block.

****The student must choose only one of two elective blocks: Cycle of Professional training (A) or (B).