

Programme title: Master in Marketing

Qualification: Master in Marketing

Programme Type: 1,5 year programme

Mode of study: Full-time

The mission of the study programme “Master in Marketing” is training a new generation of highly qualified marketers with innovative way of thinking, system knowledge and advanced competencies in the field of marketing management, that are necessary to work successfully in the Ukrainian and foreign companies, state and municipal authorities as heads and leading specialists of marketing departments, as well as to create their own successful business.

1.2. Educational goals of the programme

The programme’s educational goals are designed to:

- ensure training of Masters in Marketing using competency based approach to education process according to modern European educational standards and requirements of the national and global labor market;
- provide students with systematic knowledge and skills in advanced marketing management technologies required for formation of the competences of Master in Marketing
- train qualified professionals who are able independently find relevant solutions to the most important strategic objectives of the organization, develop marketing plans, monitor the cost effectiveness of marketing;
- develop in students modern outlook on the role of marketing in organizations as a means of integrating the various functions of the company to improve its efficiency to the strategic objectives of the business;
- teach students to use the full range of analytical tools of marketing and information technology for research and making strategic and tactical solutions;
- develop graduates as mature social individuals capable to solve complex communications challenges and social activities within its competence;
- develop in the study process the skills to control the organization units, teams of experts, projects and programs, management skills concerning the small and medium enterprises;
- improve the learning skills that enable graduates to continue their study in accordance with the concept of "lifelong learning" in a manner that may be largely self-directed or autonomous

The Strategic plan for development and improvement of training of marketing experts taking into consideration demands of labour market and educational endeavours of citizens

[Structure of the Study Programme](#)

[The Intended Learning Outcomes](#)

The Catalogue of courses