

Programme title: Bachelor in Marketing

Qualification: Bachelor in Marketing

Programme Type: Four year programme

Mode of study: Full-time, Part-time

The mission of the study programme “Bachelor in Marketing” is training of fully qualified, socially responsible marketing expert which possesses all-round basic professional knowledge and skills corresponding to demands of modern labour market to ensure competitiveness of domestic enterprises and Ukraine’s economy under the conditions of globalisation.

The programme’s educational goals are designed to:

- ensure training of bachelors in marketing taking into account requirements of the labour market concerning formation of competence and increase of quality by means of introducing innovations in education;
- provide basic knowledge of fundamental and applied educational subjects necessary for competence of bachelor in marketing;
- familiarise students with effective marketing tools to manage demand for goods and services of an enterprise, establish and maintain competitive advantage in the market;
- prepare specialists for organisations and enterprises of all branches of economics which are able to integrate marketing solutions to enterprise management; possess practical skills of using mechanisms of marketing policy to achieve business goals of an enterprise and increase business value;
- develop in students the ability to apply the knowledge and skills they have acquired to both theoretical and applied problems in marketing;
- develop the student’s powers of analysis and judgement;
- develop graduates as social individuals which are ready to solve certain problems and tasks of communicative and social activity.
- provide students with the knowledge and skill base, from which they can proceed to further studies in marketing, economics and management, business administration etc., related areas or in multidisciplinary areas that involve marketing, economics and management;
- develop in students, through their studies, a range of generic skills that will be of value in employment and self-employment as well as in their future career in private or public sector.

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