

National technical University «Kharkov polytechnic institute»

Faculty of social and humanitarian technologies
Department of Sociology and Political Science



AREAS OF STUDYING:

- *Development tools and sociological research programs.*



- *Organizing and conducting market research.*



AREAS OF STUDYING:

➤ *Technology of focus groups, in-depth interviews.*



➤ *The practice of creating and promoting public-relations campaigns.*



➤ *Accompanying the political campaigns.*



EMPLOYMENT PERSPECTIVES:

- *Think tanks, marketing services, advertising agencies.*
- *Mass Media (TV, newspapers, magazines, online publications).*
- *Structures of the state and municipal authorities.*
- *Employment agencies of service recruitment.*
- *Research and teaching activities.*



General academic disciplines for the students of «Sociology» specialty («bachelor's» level)

- **Marketing Sociology.**
- ***Sociology of Advertising and Public Relations.***
- ***Methodology and methods of sociological research.***
- ***Sociology of management and organizations.***
- ***Organization of the sociological services.***
- ***Management of electoral behavior.***
- ***Economics Sociology.***



General academic disciplines for the students of «Sociology» specialty: «Sociological support of economic activity» («master's» level)

- *Sociology of postmodernism.*
- *Social engineering technologies.*
- *The methods of mathematical analysis in sociology.*
- *Sociology of economic crimes.*
- *Intellectual property.*
- *The social responsibility of organizations and businesses.*
- *Sociology of the city.*



SCIENTIFIC-PEDAGOGICAL STUFF



**4 - Doctor of sciences (Sociology),
5 - Candidates of sciences (PhD in Sociology),
2- Candidates of sciences (PhD in Philosophical Sciences)
1 - Candidates of sciences (PhD in Political Sciences).**



HEAD OF DEPARTMENT OF SOCIOLOGY AND POLITICAL SCIENCE

Valerii Burega - Doctor of Sociology sciences,
professor,
honoured educator of Ukraine,
author of over 250 academic papers

