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