

# 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 («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),  
6 - Candidates of sciences (PhD in Sociology),  
3- Candidates of sciences (PhD in Philosophical Sciences)  
1 - Candidates of sciences (PhD in Political Sciences).**



# HEAD OF DEPARTMENT OF SOCIOLOGY AND POLITICAL SCIENCE

Doctor of Sociology sciences,  
professor,  
honoured educator of Ukraine,  
author of over 200 academic  
papers



*Valerii Burega*

