MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

NATIONAL TECHNICAL UNIVERSITY "KHARKIV POLYTECHNICAL INSTITUTE"

ADDDOUED

«	»	2019
		_ Ye.I. Sokol
NTU	"KhPI" Rector	
APP	ROVED	

EDUCATIONAL-PROFESSIONAL PROGRAM "MARKETING"

The First Level of Higher Education
Specialty 075 Marketing
Branch of Knowledge 07 Management and Administration
Qualification: Bachelor of Marketing

APPROVED BY ACADEMIC COUNCIL OF NTU "KHPI"
The Head of the Academic Council
L.L. Tovazhiansky
Protocol No of
« » 2019

APPROVAL of Educational-professional Program

ration"		
Bachelor of Marketing		
RECOMMENDED ouncil of NTU "KhPI" of Methodical Council R.P. Miguschenko2019		
APPROVED rnetics and Marketing nagement Department V.Ya. Zaruba		
2019		
APPROVED cational and Scientific nics, Management and International Business		
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PREFACE

Developed on the basis of the Standard of Higher Education, Specialty 075 "Marketing" for the first (bachelor) level by the project team of Specialty 075 "Marketing" in the National Technical University "Kharkiv Polytechnic Institute", consisting of:

Head of the project team (program guarantor) - Rayko Diana Valeriyivna, Doctor of Economics, Professor, Professor of Economic Cybernetics and Marketing Management Department

Project team members:

- 1. Kosenko Olexandra Petrivna Doctor of Economics, Professor, Professor of Economics and Marketing Department.
- 2. Shypulina Yuliia Sergyivna Doctor of Economics, Associate Professor, Professor of Economic Cybernetics and Marketing Management Department
- 3. Tkatchova Nadiya Petrivna Candidate of Economic Sciences, Associate Professor, Associate Professor of Economics and Marketing Department.
- 4. Kitchenko Olena Mykolayivna Candidate of Economic Sciences, Associate Professor, Associate Professor of Economics and Marketing Department.
- 5. Kobelev Valery Mykolayovych Candidate of Economic Sciences, Associate Professor, Associate Professor of Economics and Marketing Department.
- 6. Romanchyk Tetiana Volodymyrivna Candidate of Economic Sciences, Associate Professor, Associate Professor of Economics and Marketing Department.
- 7. Miroshnyk Mariya Volodymyrivna Candidate of Economic Sciences, Associate Professor, Associate Professor of Economics and Marketing Department.

Рецензії-відгуки зовнішніх стейкхолдерів:

- 1. Мельник В., директор з маркетингу ТОВ «Сталекс Профі».
- 2. Цой В., директор ТОВ «Сілланіум».
- 3. Чумак Я., засновник Маркетингового агентства повного циклу «Defense».
- 4. Усова Т., фахівець з підбору персоналу, Компанія Intetics.
- 5. Чичкань Є., провідний фахівець з розвитку персоналу ПАТ «САН ІнБев Україна».

1. PROFILE OF EDUCATIONAL-PROFESSIONAL PROGRAM FOR SPECIALTY 075 "MARKETING"

1 – General Information			
Full name of institution of higher	National Technical University "Kharkiv Polytechnic		
education and the structural subdivision	Institute"		
	Economics and Marketing Department, Innovative		
	Entrepreneurship Management and International		
	Economic Relations Department, Economic		
	Cybernetics and Marketing Management Department		
Level of higher education and original	Bachelor, Bachelor of Marketing		
qualification title			
The official title of the educational	Educational-professional specialized program		
program	"Marketing"		
Type of diploma and volume of	Bachelor degree, single		
educational program	240 ECTS credits, 4 years		
Accreditation	Order of the Ministry of Education and Science of		
	Ukraine #1565, 19.12.2016		
Cycle / level of the program	NQF-7 level, QF-LLL-6 level, FQ-EHEA -1 st cycle		
Prerequisites	Complete secondary education		
Language (s) of teaching	Ukrainian, English		
Educational program validity	According to the accreditation certificate		
Internet address of educational program	http://web.kpi.kharkov.ua/uk/		
placement	placement		
2 The Aim of the Educational Program			

2 - The Aim of the Educational Program

The aim of the educational program is to train specialists in the field of marketing activities of the enterprise (subdivision) with the basic knowledge and practical skills in planning, organization, implementation and control of marketing activities at the enterprise in terms of development and implementation of commodity, pricing, sales, communication policy taking into account information support on the basis of scientific and systemic approaches, providing relevant competencies.

At the Bachelor level, marketing is seen primarily as a set of tools, means, through which the company examines the situation on the market and affects it. But the current practice of enterprises shows that marketing tools (commodity, price, promotion, distribution) need their integration into the overall enterprise management system, that is, the use of enterprise management on the principles of marketing, i.e. the integration of marketing and management.

The program is balanced in terms of social and humanitarian and fundamental training, which gives the opportunity to get basic knowledge of general, professional training in the subjects of free choice courses: "Advertising Business", "Marketing and Legal Protection of Intellectual Property", "International Marketing", "Marketing Management".

3 – Characteristics of the Educational Program			
Subject area (branch of knowledge,	Branch of Knowledge: Management and		
specialty, specialization)	Administration		
	Specialty: Marketing		
Orientation of the educational program	gram Educational-professional program with applied		
	orientation.		
	Professional accents: forming of the ability to carry out		
	marketing, administrative, analytical, project and		
	research activities using modern innovative approaches,		
	technologies and methods of managing marketing		
	activities at enterprises and organizations.		

The main focus of the educational	General education in specialty 075 "Marketing".		
program and specialization	Key words: marketing, advertising, marketing complex,		
Program and spooming	marketing commodity policy, distribution activities,		
	merchandising, marketing solution, marketing strategy.		
Peculiarities of the program	The program is multiprofile and proposes training to		
Tecunarities of the program	form skills necessary to manage marketing activities at		
	modern enterprises.		
4 – Suitability o	f Graduates for Employment		
· ·	Further Education		
Suitability for employment Professional opportunities for graduates (according			
	the Classifier of Professions SC 003: 2010).		
	1233 Heads of marketing departments;		
	1234 Heads of advertising and PR departments;		
	1237.1 The main specialists - heads of scientific and		
	research subdivisions, scientific and technical		
	preparation of production subdivisions and other heads;		
	1475 Managers (directors) in law, accounting, market		
	research, public opinion studies, business and		
	management consultancy;		
	1475.4 Managers (directors) in business and administra-		
	tion;		
	1476 Managers (directors) in architecture and		
	construction, technical control, analysis and advertising		
	1476.1 Managers (directors) in advertising;		
	241 Professionals in the field of civil service, auditing,		
accounting, labor and employment, marketing, busines			
efficiency, production streamlining and intellectual			
property; 2/10 Professionals in the field of civil service			
2419 Professionals in the field of civil service			
marketing, efficiency of economic activity, production			
	streamlining, intellectual property and innovation		
	activity; 2419.1 Scientific staff (marketing, efficiency of		
	economic activity, production streamlining, intellectual		
	property);		
	2419.2 Professionals in the field of marketing,		
	efficiency of economic activity, production		
	streamlining, intellectual property and innovation		
	activities		
Further education	It is possible to continue education on the 2 nd (master's)		
	level of higher education, NQF-8 level, QF-LLL-7		
	level, FQ-EHEA-the 2 nd cycle and further postgraduate		
	education to obtain professional qualifications in		
	accordance with the relevant professional standards.		
5 – Teaching and Assessment			
Teaching and Learning	Student-centered education, which is conducted in the		
	form of lectures, seminars, practices, consultations,		
	independent study, coursework based on working with		
	textbooks, manuals, periodical scientific publications,		
	use of the Internet		
Assessment	Current and final control of knowledge (surveys,		
	control and individual tasks, testing, etc.), Credits and		
<u> </u>			

	examinations (oral and written), presentations,	
qualification work, practice report, public presentation		
of qualification work.		
6 – Program Competencies		
Integrated Competence	Ability to solve complex special tasks and practical	
integrated Competence	problems in marketing activities or in the process of learning, which involves the application of relevant theories and methods and is characterized by complexity and uncertainty of conditions.	
General Competencies	GC1. Ability to realize rights and responsibilities as a member of society, to realize the values of a civil (free democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine. GC2. Ability to preserve and increase the moral, cultural, scientific values and achievements of society based on understanding the history and patterns of subject area development, its place in the general system of knowledge about nature and society and in the development of society, techniques and technology, use different types and forms of sports activities and healthy lifestyle. GC3 Ability of abstract thinking, analysis and synthesis GC4. Ability to learn and master modern knowledge. GC5 Determination and persistence on the tasks and duties taken. GC6. Knowledge and understanding of the subject area and understanding of professional activities. GC7. Ability to apply knowledge in practical situations. GC8 Ability to conduct research at the appropriate level. GC9. Skills of using information and communication technologies. GC10 Ability to communicate in a foreign language. GC11. Ability to work in a team. GC12. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity). GC13. Ability to work in an international context.	
	GC14. Ability to act socially and consciously.	
Professional competencies of the	SC1 Ability to reproduce the knowledge gained in the	
specialty (defined by the standard of	subject area of marketing logically and consistently.	
higher education specialty)	SC2 Ability to analyze critically and generalize the	
	position of the subject area of modern marketing. SC3 Ability to use theoretical marketing provisions for the interpretation and forecasting of phenomena and processes in the marketing environment. SC4 Ability to conduct marketing activities based on understanding the essence and content of the theory of marketing and functional relations within its components.	

	SC5 Ability to apply methods, techniques and
	marketing tools correctly.
	SC6 Ability to conduct marketing research in various
	spheres of marketing activities.
	SC7 Ability to determine the influence of marketing
	functional areas on the results of economic activities of
	market entities.
	SC8 Ability to develop marketing objectives for
	business development under uncertainty.
	SC9 Ability to use marketing tools in innovation activ-
	ities.
	SC10 Ability to use marketing information systems in
	marketing decisions and develop recommendations for
	improving their effectiveness.
	SC11 Ability to analyze the behavior of market entities
	and determine the features of market functioning.
	SC12 Ability to substantiate, present and implement
	research results in the field of marketing.
	SC13 Ability to plan and implement effective marketing
	activities of a market entity in cross-functional content.
	SC14 Ability to offer improvements in marketing
	activities.
Professional competencies of the course	SC1.15. Ability to develop texts and sketches used in
of subjects 01 "Advertising Business"	PR and advertising on websites and in mass media and
(defined by the higher education institu-	to plan advertising campaigns.
tion)	SC1.16 Ability to assess the effectiveness and
	efficiency of marketing communication activities.
	SC1.17 Ability to take into account the specific use of
	advertising tools in the process of forming the corporate
Duefossional competencies of the course	style of the organization.
Professional competencies of the course of subjects 02 " Marketing and	SC2.15 Ability to simulate business processes using the
of subjects 02 " Marketing and Intellectual Property Law " (defined by	intellectual property of an enterprise and implement their diagnosis using optimization methods and models.
the higher education institution)	SC2.16 Ability to plan and control measures for the
the nigher education institution)	identification of intellectual property objects, with the
	determination of the value of rights to them.
	SC 2.17 Ability to carry out integrated analysis and
	monitoring of the global intellectual property
	management system and to adapt to changes in the
	international environment.
Professional competencies of the course	SC3.15 Ability to implement international marketing
of subjects 03 "International Market-	activities in the context of market globalization.
ing" (defined by the higher education in-	SC3.16 Ability to apply modern approaches to
stitution)	international marketing complex formation of an
Í	enterprise in the conditions of market volatility.
	SC3.17 Ability to apply modern methods and tools for
	conducting and assessing the effectiveness of marketing
	activities in the national and international markets.
Professional competencies of the course	SC4.15 Ability to develop and implement measures to
of subjects 04 "Marketing Manage-	create the image of the enterprise, forming consumer
ment" (defined by the higher education	loyalty.
institution)	
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SC4.16 Ability to apply CRM systems at an enterprise and evaluate the economic feasibility of their use based on key performance indicators.

SC4.17 Ability to use knowledge of the latest media communication technologies, including Internet technologies.

7 – Acquired Program Results

Acquired program results in specialty (defined by the standard of higher education specialty)

- R1. Demonstrate knowledge and understanding of the theoretical foundations and principles of marketing activities.
- R2 Analyze and predict market phenomena and processes based on the application of fundamental principles, theoretical knowledge and applied skills of marketing activities.
- R3 Apply the acquired theoretical knowledge to solve practical problems in the field of marketing.
- R4 Collect and analyze the necessary information, calculate economic and marketing indicators, justify management decisions based on the use of the necessary analytical and methodical tools.
- R5 Identify and analyze key characteristics of marketing systems of different levels, as well as features of the behavior of their subjects.
- R6 Define functional areas of marketing activities of a market entity and their interrelation in the control system, calculate the relevant indicators that characterize the performance of such activity.
- R7 Use digital information and communication technologies as well as software products necessary for proper marketing activities and the practical application of marketing tools.
- R8 Apply innovative approaches to marketing activities of a market entity, flexible adaptation to changes in the marketing environment.
- R9. Evaluate the risks of marketing activities; establish the level of uncertainty of the marketing environment in making managerial decisions.
- R10 Explain information, ideas, problems and alternative options for making managerial decisions for specialists and non-specialists in the field of marketing, representatives of various subdivisions of a market entity.
- R11. Demonstrate the ability to apply an interdisciplinary approach and carry out marketing functions of a market entity.
- R12 Identify the skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical.
- R13 Be responsible for the results of activities, identify entrepreneurial and managerial skills.
- R14. Perform functional duties in the group, offer grounded marketing solutions.

	R15 Act socially and publicly following ethical princi-
	ples of marketing, respect cultural diversity and the val-
	ues of civil society, respect rights and freedoms of the
	individual.
	P16 Meet the requirements of the modern marketer; in-
	crease the level of personal professional training.
	R17 Demonstrate the skills of writing and oral commu-
	nication in the state and foreign languages, as well as
	the proper use of professional terminology.
	R18 Demonstrate responsibility in relation to moral,
	cultural, scientific values and achievements of society
	in professional marketing activities.
Acquired program results in the course	R1.15. Create texts and sketches of visual advertising
of subjects 01 "Advertising Business"	tools, plan advertising campaigns.
(defined by the higher education institu-	R1.16 Apply assessment of the effectiveness of
tion)	marketing communication measures.
	R1.17 Take into account peculiarities of used
	advertising tools when forming a corporate style of
	organization.
Acquired program results in the course	R2.15 Apply the results of diagnostics of business
of subjects 02 "Marketing and	processes at the enterprise and use optimization
Intellectual Property Law" (defined by	methods and models.
the higher education institution)	R.2.16 Develop plans and control activities for the
	identification of intellectual property objects.
	R2.17 Conduct a comprehensive analysis and monitoring of the world intellectual property
	monitoring of the world intellectual property management system and develop measures for
	adaptation to changes in the international environment.
Acquired program results in the course	R3.15 Ability to implement international marketing
of subjects 03 "International Marketing"	activities in the context of market globalization.
(defined by the higher education institu-	R3.16 Demonstrate skills in applying approaches to
tion)	international marketing complex formation of the
	enterprise.
	R3.17 Apply modern methods and tools for conducting
	and assessing the effectiveness of marketing activities
	in the national and international markets.
Acquired program results in the course	R4.15 Develop and implement means and measures for
of subjects 04 "Marketing Management"	creating an image of the enterprise, the ability to form
(defined by the higher education institu-	customer loyalty.
tion)	R4.16 Use key CRM performance indicators, ability to
	assess the feasibility of using a CRM system in an
	organization.
	R4.17 Ability to use the latest creative media
	technologies, monitor the quality of advertising
	campaigns, demonstrate the ability to assess the target
	audience, develop a budget for an advertising campaign and evaluate its effectiveness.
8 – Resource Support for the Implementation of the Program	
Staffing	Corresponds to the staffing requirements for the the
	implementation of educational activities in the field of
	higher education in accordance with the current
	legislation of Ukraine (Resolution of the Cabinet of
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Facilities support	Ministers of Ukraine "On approval of licensing conditions for the educational activities of educational institutions" dated December 30, 2015, No. 1187, as amended by the CM Resolution No. 347 dated May 10, 2018) Corresponds to the facilities support requirements for the the implementation of educational activities in the field of higher education in accordance with the current legislation of Ukraine (Resolution of the Cabinet of		
	Ministers of Ukraine "On approval of licensing conditions for the educational activities of educational institutions" dated December 30, 2015, No. 1187, as amended by the CM Resolution No. 347 dated May 10, 2018)		
Information and educational support	Corresponds to the information and educational support requirements for the the implementation of educational activities in the field of higher education in accordance with the current legislation of Ukraine (Resolution of the Cabinet of Ministers of Ukraine "On approval of licensing conditions for the educational activities of educational institutions" dated December 30, 2015, No. 1187, as amended by the CM Resolution No. 347 dated May 10, 2018)		
9 – Academic Mobility			
National credit mobility	On terms of bilateral agreements between the National Technical University "Kharkiv Polytechnic Institute" and higher educational institutions of Ukraine		
International credit mobility	Academic mobility on terms of bilateral agreements between the National Technical University "Kharkiv Polytechnic Institute" and the University of Miskolc (Hungary), Maribor University (Slovenia); Otto von Gerrike University of Magdeburg (Germany); Szczecin University, (Poland)		
Training of foreign applicants	It is possible after mastering the course of the Ukrainian language		

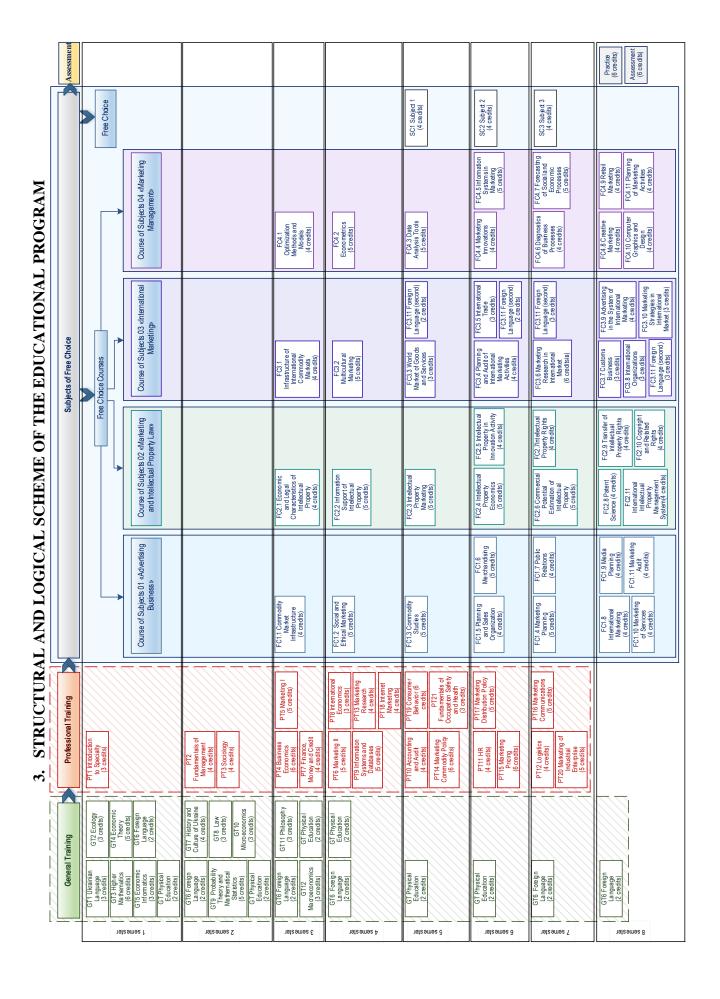
2. LIST OF COMPONENTS OF THE EDUCATIONAL PROGRAM

Code	Components of the educational program (subjects, projects / work, practice, qualification work)	Number of ECTS credits	Form of final as- sessment	
COMPULSORY COMPONENTS OF THE EDUCATIONAL PROGRAM				
	1. General Training			
GT 1	Ukrainian Language	3.0	Exam	
GT 2	Ecology	3.0	Credit	
GT 3	Higher Mathematics	6.0	Exam	
GT 4	Economic Theory	5.0	Exam	
GT 5	Economic Informatics	6.0	Exam	
GT 6	Foreign Language*	12.0	Credit (1-3, 7-8), Exam (4)	
GT 7	History and Culture of Ukraine	4.0	Exam	
GT 8	Law	3.0	Credit	
GT 9	Probability Theory and Mathematical Statistics	5.0	Exam	
GT 10	Microeconomics	6.0	Exam	
GT 11	Philosophy	3.0	Exam	
GT 12	Macroeconomics	4.0	Exam	
GT	Physical Education	12.0	Credit	
	2. Professional Training			
PT 1	Introduction to Specialty	3.0	Credit	
PT 2	Fundamentals of Management	4.0	Exam	
PT 3	Sociology	4.0	Credit	
PT 4	Business Economics	6.0	Exam	
PT 5	Marketing I	5.0	Credit	
PT 6	Marketing II	5.0	Exam	
PT 7	Finance, Money and Credit	4.0	Exam	
PT 8	International Economics	3.0	Credit	
PT 9	Information Systems and Databases	5.0	Exam	
PT 10	Accounting and Audit	4.0	Exam	
PT 11	HR	4.0	Exam	
PT 12	Logistics	5.0	Exam	
PT 13	Marketing Research	4.0	Exam	
PT 14	Marketing Commodity Policy	6.0	Exam	
PT 15	Marketing Pricing	6.0	Exam	
PT 16	Marketing Communications	5.0	Exam	
PT 17	Marketing Distribution Policy	5.0	Exam	
PT 18	Internet Marketing	4.0	Exam	
PT 19	Consumer Behavior	6.0	Exam	
PT 20	Marketing of Industrial Enterprise	5.0	Exam	
PT 21	Fundamentals of Occupation Safety and Health	3.0	Exam	
	3. Subjects of Free Choice			
	3.1 Subjects of Free Choice Course	es		
	3.1.1 Course of Subjects 01 «Advertising I			
FC1.1	Commodity Market Infrastructure	4.0	Exam	
FC1.2	Social and Ethical Marketing	5.0	Credit	
FC1.3	Commodity Studies	5.0	Exam	

Code	Components of the educational program	Number of ECTS	Form of final as-
	(subjects, projects / work, practice, qualification	credits	sessment
FC1.4	work) Marketing Planning	5.0	Exam
FC1.4 FC1.5	Planning and Sales Organization	4.0	Exam
FC1.5 FC1.6	Merchandising	5.0	Exam
FC1.0 FC1.7	Public Relations	4.0	Credit
FC1.7 FC1.8	International Marketing	4.0	Exam
FC1.8 FC1.9	Media Planning	4.0	Exam
FC1.9 FC1.10	Marketing of Services	4.0	Exam
FC1.10 FC1.11	Marketing of Services Marketing Audit	4.0	Exam
FC1.11	Practice	6.0	Credit
	Assessment	6.0	Cleuit
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	3.1.2 Course of Subjects 02 «Marketing and Intellect Economic and Legal Characteristics of Intellectual	uai Properi	y Law»
FC2.1	Property	4.0	Exam
FC2.2	Information Support of Intellectual Property	5.0	Credit
FC2.3	Intellectual Property Marketing	5.0	Exam
FC2.4	Intellectual Property Economics	5.0	Exam
FC2.5	Intellectual Property in Innovation Activity	4.0	Exam
FC2.6	Commercial Potential Estimation of Intellectual Property	5.0	Exam
FC2.7	Intellectual Property Rights	4.0	Credit
FC2.8	Patent Science	4.0	Exam
FC2.9	Transfer of Intellectual Property Rights	4.0	Exam
FC2.10	Copyright and Related Rights	4.0	Exam
FC2.11	International Intellectual Property Management System	4.0	Exam
	Practice	6.0	Credit
	Assessment	6.0	
	3.1.3 Course of Subjects 03 «International M		
FC3.1	Infrastructure of International Commodity Markets	4.0	Exam
FC3.2	Multicultural Marketing	5.0	Credit
FC3.3	World Market of Goods and Services	3.0	Exam
FC3.4	Planning and Audit of International Marketing Activities	4.0	Exam
FC3.5	International Trade	3.0	Exam
FC3.6	Marketing Research in International Market	6.0	Credit
FC3.7	Customs Business	3.0	Exam
FC3.8	International Organizations	3.0	Exam
FC3.9	Advertising in the System of International Marketing	4.0	Exam
FC3.10	Marketing Strategies in International Market	3.0	Exam
FC3.11	Foreign Language (second)	10.0	Credit (5-7), Exam (8)
	Practice	6.0	Credit
	Assessment	6.0	Credit
	3.1.4 Course of Subjects 04 «Marketing Mar	nagement»	
FC4.1	Optimization Methods and Models	4.0	Exam
FC4.2	Econometrics	5.0	Credit
FC4.3	Data Analysis Tools	5.0	Exam
FC4.4	Marketing Innovations	4.0	Exam
FC4.5	Information Systems in Marketing	5.0	Exam
FC4.6	Diagnostics of Business Processes	4.0	Credit

Code	Components of the educational program	Number	Form of final as-
	(subjects, projects / work, practice, qualification	of ECTS	sessment
	work)	credits	
FC4.7	Forecasting of Social and Economic Processes	5.0	Exam
FC4.8	Creative Marketing	4.0	Exam
FC4.9	Retail Marketing	4.0	Exam
FC4.10	Computer Graphics and Design	4.0	Exam
FC4.11	Planning of Marketing Activities	4.0	Exam
	Practice	6.0	Credit
	Assessment	6.0	
	3.2. Subjects of Student Free Choice		
SC1	Subject 1	4.0	Credit
SC2	Subject 2	4.0	Credit
SC3	Subject 3	4.0	Credit
	Total Amount for Training Period	240.0	
	Military Training	19.0	

^{*} For foreign students, subject *Ukrainian as a foreign language* is taught.



4. DISTRIBUTION OF THE EDUCATIONAL PROGRAM CONTENT BY GROUPS OF COMPONENTS AND TRAINING CYCLES

No		Amount of Training for a Higher Education Applicant (credits /%)												
	Training Cycle	Compulsory	Elective components of	Total for										
		components of the	the educational-	Training										
		educational-professional	professional program	Period										
		program												
1	2	3	4	5										
1	Cycle of General Training	72 / 30	-/-	72 /30										
2	Cycle of Profes-													
	sional and Practical	96 / 40	72 / 30	168 / 70										
	Training													
Tota	l for Training Period	168 / 70	72 / 30	240 / 100										

5. ASSESSMENT OF THE HIGHER EDUCATION APPLICANTS

The assessment is carried out in the form of public defense of the qualification work or final exam (exams) and results in issuing document of the established sample getting the bachelor's degree with the qualification: "Bachelor of Marketing" The assessment is carried out openly and publicly.

6. MATRIX OF CONFORMITY OF PROGRAM COMPETENCIES TO THE COMPONENTS OF THE EDUCATIONAL

]	FC4.11			+			+	+	+	+			+			+		+		+	+	_	+	+	+	+		+	1	7	1	1	1	1	Ţ	F		+	П	+
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5	FC4.5						+			+			_			+	_		_		_	_	+	_	+		\dashv	_	4	_	+	+	_	+	-	+		L.	+	\dashv
	EC4.3			+			+	+	+				+			+	+	+	_	+	_	+	+	+	_	+	+	+		_	+	╁	+	╁	╂	+	-	+	+	+
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