

Intended Learning Outcomes
Programme Marketing (Master's degree)

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas:	
A Knowledge and understanding	
On successful completion of the programme a student should be able to demonstrate knowledge and understanding of:	<i>Acquisition of ILOs through the following courses:</i>
1) the theories, methods, principles and practical techniques of marketing.	<i>Strategic Marketing, Marketing Management, Advertising Management, Brand Management, Logistics Management, Risks in Marketing, Master's thesis.</i>
2) the nature and features of marketing tools in the marketing decision-making process.	
3) trends of development of modern science, research methods and techniques;	<i>Methodology and Organization of Scientific Research.</i>
4) major theoretical issues of innovation as source and mean of implementing strategic changes within an organization;	<i>Innovative Development of Enterprise, Product Innovation Policy.</i>
5) theoretical foundations, basic concepts and fundamental tools of financial management, control of movement of an organization's financial resources ;	<i>Financial Management.</i>
6) methods and models for analysis of status and trends of the environment of an enterprise, the main methodological assumptions and methodological approaches to the choice and development of a marketing strategy for a company;	<i>Strategic Marketing, Marketing Management, Strategic and Competitive Analysis in Marketing.</i>
7) the theoretical and methodological principles of strategic marketing and marketing management, methods for the effective application of research results to create marketing strategies and management organization based on the concept of marketing, brand management, efficient logistics solutions.	<i>Strategic Marketing, Marketing Management, Brand Management, Logistics Management.</i>
8) methods and techniques of developing advertising campaigns and evaluating their effectiveness;	<i>Advertising Management.</i>

<p>9) the theoretical and practical foundations of marketing of innovation products, implementation the principles of marketing into the strategic planning of the innovation process to create commercially successful products and brands.</p>	<p><i>Product Innovation Policy, Innovative Development of Enterprise, Brand Management.</i></p>
<p>Teaching and Learning</p>	<p>Assessment methods</p>
<p>Lectures, workshops, seminars, group work, tutorials, textbooks, monographs, journals, internet sources, e-learning, self-directed and guided study, research projects, contest papers, conducting research on the topic of the Master's thesis (individual and guided by the tutor).</p>	<p>Examinations, tests, individual coursework (essays, reports, reviews etc.), seminar and practical-based assessment, presentations and projects, mid-term control works, course papers, Master's thesis.</p>
<p>B. Application of knowledge and understanding</p>	
<p>On completion of the programme students will be able to:</p> <ol style="list-style-type: none"> 1) adapt and apply new advances in the theory and practice of marketing to achieve specific goals and solve the problems of the market entity. 2) develop a strategy and tactics of marketing activity, taking into account the cross-functional nature of its implementation. 3) increase the effectiveness of marketing activities of the market entity at different managerial levels, to develop marketing projects and manage them. 4) form and improve the marketing system of the market entity. 5) manage the marketing activity of the market entity and its divisions, groups and networks, determine the 	<p><i>Strategic Marketing, Marketing Management, Advertising Management, Brand Management, Logistic Management, Risks in Marketing, Master's thesis.</i></p> <p><i>Strategic Marketing, Marketing Management, Strategic and Competitive Analysis in Marketing, Financial Management, Innovative Development of Enterprise, Financial Management, Building a Personal Brand.</i></p> <p><i>Strategic Marketing, Marketing Management, Advertising Management, Brand Management, Logistic Management, Financial Management, International Management, Management of International Business Competitiveness, Project Management.</i></p> <p><i>Marketing Management, Advertising Management, Product Innovation Policy, Master's thesis.</i></p> <p><i>Strategic Marketing, Marketing Management, Advertising Management,</i></p>

<p>criteria and indicators of its evaluation.</p> <p>6) apply scientific approaches and methods for the formation of creative innovative solutions in the marketing area.</p>	<p><i>Product Innovation Policy, Brand Management, Logistic Management. Methodology and Organization of Scientific Research, Product Innovation Policy, Innovative Development of Enterprise, Risks in Marketing.</i></p>
Teaching and Learning	Assessment methods
<p>Practical classes, group work, self-directed and guided study, business games, case studies, workshops, internships, research projects, contest papers, conducting research on the topic of the Master's thesis (individual and guided by the tutor).</p>	<p>Examinations, practical tasks, course work, presentations, projects, internship reports, defence of research projects, contest papers, defence of Master's thesis.</p>
C. Making judgments	
<p>On successful completion of the programme a student should be able to:</p> <p>1) substantiate marketing decisions for the market entity using modern management principles, approaches, methods, techniques.</p> <p>2) use the methods of marketing strategic analysis and interpret its results in order to improve the marketing activity of the market entity.</p> <p>3) carry out diagnostics and strategic and operational marketing management for the development and implementation of marketing strategies, projects and programs.</p> <p>4) solve complex marketing problems and to solve problems in uncertain conditions with the use of modern management approaches, methods, techniques.</p> <p>5) formulate an own approach to solving problems, to take responsibility for making and implementing marketing decisions.</p>	<p><i>Students acquire skills 1–5 during study of all courses. This determines the choice of corresponding methods of teaching and learning as well as assessment methods.</i></p>
Teaching and Learning	Assessment methods
<p>Problem-based learning, projects, workshops, seminars, business games, case studies, internships, research projects, contest papers, writing and publishing research articles, conference reports, conducting research on the</p>	<p>Exams, seminar and practical-based assessment, course work, self-directed and guided study, presentations, cases, research projects, defence of research</p>

topic of the Master's thesis (individual and guided by the tutor).	projects, contest papers, defence of Master's thesis.
D. Communication skills	
<p>On successful completion of the programme students should be able to:</p> <ol style="list-style-type: none"> 1) present and discuss the results of scientific and applied research, marketing projects, in native and foreign languages. 2) use methods of interpersonal communication in the course of solving collective problems, negotiations, scientific discussions in the marketing area. 3) use communication and management skills to improve efficiency and achieve the objectives of their organizational unit (department) and the enterprise (organization). 4) form a marketing system of interaction, to create long-term mutually beneficial relations with other market participants. 	<p><i>Students acquire skills 1–4 during study of all courses. This determines the choice of corresponding methods of teaching and learning as well as assessment methods.</i></p>
Teaching and Learning	Assessment methods
Seminars, discussions, group work, defence of projects and course work, business games, case studies, internships, defence of contest papers, writing and publishing research articles and conference reports, conference presentations, roundtables, discussion of papers and articles in groups and with a tutor, defence of the Master's thesis.	Seminar-based assessment, presentations, course work and project defence, reviewing articles, provide feedback on contest papers, evaluating Master's thesis performance.
E. Learning skills	
<p>On completion of the programme students will be able to:</p> <ol style="list-style-type: none"> 1) plan and conduct own research in the marketing area, analyze its results and justify the adoption of effective marketing decisions in uncertain conditions 2) collect the necessary data from various sources, process and analyze their results using modern methods and specialized software. 3) submit results of their research in the form of 	<p><i>Skills 1-5 are developed in all courses and related to relevant teaching and learning methods and assessment methods as appropriate. Self-directed learning forms and requirements for independent search and use of a wide range of sources are the elements of all courses.</i></p>

<p>scientific articles and conference reports;</p> <p>4) develop obtained learning skills for continuing their study in a manner that may be largely self-directed and autonomous;</p> <p>5) determine the direction and stages of lifelong learning, improve their own professional skills.</p>	
<p>Teaching and Learning</p>	<p>Assessment methods</p>
<p>Self-directed learning forms, University library, ICT packages, conducting research (individual and guided by the tutor), writing research papers and Master's theses.</p>	<p>Assessment of learning skills is accomplished through a range of methods, which include self-directed learning forms assessment, coursework, essays, projects, presentations, tests, exams, reviewing articles, provide feedback on contest papers, evaluating Master's thesis defense.</p>