

Structure of the Study Programme
“Marketing” (Master’s degree)

No	Courses	Sem ester	Form of Examination, Course Paper	Workload (hours)		ECTS credits*	Lecturer in charge
				Contact Time	Self-Study Time		
1. Mandatory courses							
1.1. Courses of Professional Training							
1	Strategic Marketing	1	Tests, tasks, Course paper	56	154	7	Iryna Taranenko, Doctor of Science, Full Professor
2	Advertising Management	1	Tests, tasks	56	124	6	Tetiana Mishustina, PhD (Candidate of Science), Associate Professor
3	Product Innovation Policy	1	Tests, tasks	56	124	6	Svitlana Yaremenko, PhD (Candidate of Science), Associate Professor
4	Financial Management	1	Tasks	56	94	5	Tetiana Bolgar, Doctor of Science, Full Professor
5	Logistics Management	1	Tests, tasks	56	94	5	Valentyna Shevchenko, PhD (Candidate of Science), Associate Professor
6	Marketing Management	3	Tests, essay, oral presentation	56	94	5	Iryna Taranenko, Doctor of Science, Full Professor
7	Methodology and Organization of Scientific Research	3	Essay, presentation	30	60	3	Valentyna Shevchenko, PhD (Candidate of Science), Associate Professor
	Total mandatory courses					35	
2. Elective courses**							
2.1. Courses of General training							
8	Building a Personal Brand	2	Essay, presentation	44	91	4,5	Tetiana Mishustina, PhD (Candidate of Science), Associate Professor
9	Foreign Language (for Specific Purposes)	2	Essay, presentation	44	91	4,5	Galyna Myasoid, PhD (Candidate of Science), Associate Professor
10	Methods of Teaching in Higher Education	2	Essay, presentation	44	91	4,5	Nataliia Volkova, Doctor of Science, Full Professor
	Total 2.1 to be chosen by the student					4,5	
2.2. Professional courses and practical training							
11	Strategic and Competitive Analysis in Marketing	2	Tests, cases	44	106	5	Iryna Taranenko, Doctor of Science, Full Professor
12	Brand Management	2	Essay, presentation	44	106	5	Tetiana Mishustina, PhD (Candidate of Science), Associate Professor
13	Innovative Development of Enterprise	2	Essay, tests	44	106	5	Oksana Koshulko, Ph.D. (Candidate of Science), Associate Professor
14	Marketing of Relationship	2	Essay, cases	44	106	5	Anastasiia Mostova, Doctor of Science, Associate Professor
15	Risks in Marketing	2	Tests, essay	44	106	5	Anastasiia Mostova, Doctor of Science, Associate Professor
16	International Management	2	Essay, cases	44	106	5	Olha Yevtushenko, Ph.D. (Candidate of Science), Associate Professor

18	Management of International Business Competitiveness	2	Essay, presentation	44	106	5	Oksana Koshulko, Ph.D. (Candidate of Science), Associate Professor
19	Project Management	2	Essay, presentation	44	106	5	Olha Yevtushenko, Ph.D. (Candidate of Science), Associate Professor
	Total 2.2 to be chosen by the student					20,5	
	Total electives to be chosen by the student					25	
	Total mandatory and electives					60	
	Internship	2, 3			420	12	
	Master's Thesis	3			540	18	
	Total					90	

*One ECTS credit = 30 academic hours

**There are no restrictions of choice for students within each elective block. The only requirement for the student is to obtain the determined number of credits for each elective block.