

CONTENT OF THE PROGRAM

Discipline code	Components of the educational program (academic disciplines, practical training)	Amount of credits	Form of final control
1	2	3	4
Obligatory components of the educational and professional program			
General training course			
OC 1.	Ukrainian (professional)	4.0	Exam
OC 2.	Health and safety, labor protection and civil defense	3.0	Test
OC 3.	History of Ukrainian statehood and culture	4.0	Exam
OC 4.	Academic integrity and basics of scientific research	4.0	Test
OC 5.	Information systems and technologies	8.0	Test, exam
OC 6.	Law	4.0	Test
OC 7.	Philosophy, ethics and aesthetics	3.0	Exam
OC 8.	Foreign language (professional)	21.0	Test, exam
OC 9.	Sociology and psychology	3.0	Exam
Total for the general training course		54.0	
Professional and practical training course			
OC 10.	Introduction to Marketing specialty	4.0	Test
OC 11.	Higher and applied mathematics	8.0	Test, exam
OC 12.	Placement of productive forces and regional economy	4.0	Exam
OC 13.	Economics of enterprises of different forms of ownership	3.0	Exam
OC 14.	Economic theory	8.0	Test, exam
OC 15.	Statistics	3.0	Exam
OC 16.	Marketing evolution	4.0	Exam
OC 17.	Finance, money and credit	4.0	Exam
OC 18.	Fundamentals of management	3.0	Exam
OC 19.	Economic analysis of enterprise economic activities	3.0	Exam
OC 20.	Accounting and taxation	4.0	Exam
OC 21.	Marketing	6.0	Exam, independent work control
OC 22.	Marketing research	4.0	Exam
OC 23.	Marketing commodity policy	4.0	Exam
OC 24.	Commodity market infrastructure	4.0	Exam
OC 25.	Consumer behavior	4.0	Exam
OC 26.	Marketing price formation	4.0	Exam
OC 27.	Management of foreign economic activity	3.0	Exam
OC 28.	Marketing of an industrial enterprise	5.0	Exam, independent work control
OC 29.	Logistics	4.0	Exam

OC 30.	Marketing of services	4.0	Exam
OC 31.	Marketing communications	4.0	Exam
OC 32.	International marketing	4.0	Exam
OC 33.	International advertising	3.0	Exam
OC 34.	Digital marketing	3.0	Exam
OC 35.	Educational practical training	4.0	Test
OC 36.	Professional practical training	6.0	Test
OC 37.	On-the-job practical training	6.0	Test
OC 38.	Qualifying paper	6.0	defense
Total for the professional training course		126	
Total amount of obligatory components		180.0	
Total amount of elective components		60	
Total capacity of the educational and professional program		240.0	