

PROGRAM COMPETENCIES

Integral competence: Ability to solve complicated specialized tasks and practical problems in the marketing sector or during study, which implies application of appropriate theories and methods and is characterized by complexity and uncertainty of conditions.

General competencies (GC):

- GC 1. Ability to exercise your rights and obligations as a member of society, realize values of civil (democratic) society and need for its steady growth, supremacy of law, rights and freedoms of individuals and citizens in Ukraine.
- GC 2. Ability to keep and multiply moral, cultural, scientific values, as well as multiply achievements of society based on the understanding of history and regularities of subject area development, its place in the general system of knowledge about nature and society and in the evolution of society, engineering and technologies, as well as to use different types and forms of physical activity for outdoor activities and a healthy lifestyle.
- GC 3. Ability to abstract thinking, analysis and synthesis.
- GC 4. Ability to learn and acquire contemporary knowledge.
- GC 5. Distinctness and insistence regarding set objectives and taken responsibilities
- GC 6. Ability to know and understand the subject area and professional activities.
- GC 7. Ability to apply knowledge in practical situations.
- GC 8. Ability to conduct research at the proper level.
- GC 9. Skills in applying information and communication technologies.
- GC 10. Ability to communicate in a foreign language.
- GC 11. Ability to work in a team.
- GC 12. Ability to communicate with representatives of other professional groups of different levels (with experts from other knowledge areas/types of economic activities).
- GC 13. Ability to work in the international context.
- GC 14. Ability to act in a socially conscious manner.

Specialized (professional, subject) competencies (SC):

- SC 1. Ability to logically and consistently reproduce the acquired knowledge of the subject area of marketing.
- SC 2. Ability to critically analyze and generalize the regulations of the subject area of contemporary marketing.
- SC 3. Ability to use the theoretical regulations of marketing to interpret and predict phenomena and processes in the marketing environment.
- SC 4. Ability to carry out marketing activities based on the understanding of the essence and content of marketing theory and functional relations between its components.

- SC 5. Ability to correctly use marketing methods, techniques and tools.
- SC 6. Ability to conduct marketing research in different areas of marketing activities.
- SC 7. Ability to determine the impact of functional areas of marketing on the results of economic activities of market entities.
- SC 8. Ability to design marketing support for business development under conditions of uncertainty.
- SC 9. Ability to use marketing tools in innovative activities.
- SC 10. Ability to use marketing information systems when making marketing decisions and develop recommendations to improve their efficiency.
- SC 11. Ability to analyze the behavior of market entities and define the particularities of market functioning.
- SC 12. Ability to substantiate, present and implement the results of marketing research.
- SC 13. Ability to plan and carry out efficient marketing activities of a market entity in a cross-functional manner.
- SC 14. Ability to suggest advancements of marketing functions.