

# PROGRAM COMPETENCIES

**Integral competence (IC):** Ability to solve complicated tasks and problems in the marketing sector in professional activities or during study, which implies research and/or innovation adoption and is characterized by uncertainty of conditions and requirements.

## **General competencies (GC):**

- GC 1. Ability to make reasonable decisions.
- GC 2. Ability to generate new ideas (creativity).
- GC 3. Ability to assess and ensure the quality of performed works.
- GC 4. Ability to adapt and act in a new situation.
- 1. GC 5. Interpersonal interaction skills.
- 2. GC 6. Ability to find, process and analyze information from different sources.
- GC 7. Ability to show initiative and entrepreneurial spirit.
- GC 8. Ability to develop and manage projects.
- GC 9. Ability to communicate in a foreign language, work in the international context, use information and communication technologies in marketing and advertising business.
- GC 10. Ability to show leadership skills, planning and time management, stress resistance.
- GC 11. Acquisition of skills in holistic, innovative and flexible thinking.

## **Specialized (professional, subject) competencies (SC):**

- SC 1. Ability to logically and consistently reproduce and apply the knowledge of the latest theories, methods and practical techniques of marketing;
- SC 2. Ability to correctly interpret the results of recent theoretical research in marketing and best practices of their application.
- SC 3. Ability to conduct independent marketing research and interpret its results.
- SC 4. Ability to apply a creative approach to work in the specialty.
- SC 5. Ability to diagnose marketing activities of the market subject, to carry out the marketing analysis and forecasting.
- SC 6. Ability to select and apply efficient means of managing marketing activities of the market entity at the level of the organization, division, group, network.
- SC 7. Ability to develop and analyze the marketing strategy of the market entity and ways of its implementation, taking into account cross-functional relations.
- SC 8. Ability to establish the marketing system of the market entity and to assess the performance and efficiency of its functioning.
- SC 9. Ability to carry out theoretical and applied research in marketing at the proper level.

- SC 10. Ability to apply economic and theoretical knowledge to justify a set of marketing solutions for the implementation of innovative imperatives to ensure the efficient functioning and development of the enterprise as an integral system.
- SC 11. Ability to determine the need for creating and using the marketing potential of the organization as a whole and by its components, to build a strategy for its management.
- **SC 12. Ability to apply marketing tools using international experience in order to improve the marketing sales and advertising policy in the context of digital transformation of the business environment.**