

PROGRAM LEARNING OUTCOMES

- PLO 1. To show knowledge and understanding of the theoretical fundamentals and principles of marketing activities.
- PLO 2. To analyze and predict market phenomena and processes based on the application of fundamental principles, theoretical knowledge and applied skills of marketing activities.
- PLO 3. To apply acquired theoretical knowledge to solve practical marketing tasks.
- PLO 4. To collect and analyze necessary information, calculate economic and marketing indicators, substantiate managerial decisions based on the use of appropriate analytical and methodical tools.
- PLO 5. To identify and analyze the key characteristics of marketing systems of different levels, as well as the particularities of their entities.
- PLO 6. To identify functional areas of marketing activities of a market entity and their relations in the management system, calculate appropriate indicators characterizing the efficiency of such activities.
- PLO 7. To use digital information and communication technologies and software products required for the proper implementation of marketing activities and practical application of marketing tools.
- PLO 8. To apply innovative approaches to marketing activities of a market entity, adapt flexibly to changes in the marketing environment.
- PLO 9. To assess risks of marketing activities, define the level of uncertainty of the marketing environment when making managerial decisions.
- PLO 10. To explain information, ideas, problems and alternatives for managerial decision making to marketing specialists and non-specialists, representatives of different structural units of a market entity.
- PLO 11. To show the ability to apply an interdisciplinary approach and carry out marketing functions of a market entity.
- PLO 12. To show skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical.
- PLO 13. To be responsible for operating results, show entrepreneurial and managerial initiative skills.
- PLO 14. To perform functional responsibilities in a team, suggest sound marketing solutions.
- PLO 15. To act in a socially conscious manner based on ethical principles of marketing, respect for cultural diversity and civil society values, observing individual rights and freedoms.
- PLO 16. To meet the requirements for a modern marketing specialist, increase the level of personal professional training.
- PLO 17. To show written and oral professional communication skills in state and foreign languages, as well as the appropriate use of professional terms.
- **PLO 18. TO SHOW A RESPONSIBLE ATTITUDE TO MORAL,**

**CULTURAL, SCIENTIFIC VALUES AND SOCIAL ACHIEVEMENTS
IN PROFESSIONAL MARKETING ACTIVITIES.**