PROGRAM LEARNING OUTCOMES

- PLO 1. To know and be able to apply modern marketing principles, theories, methods and practical techniques in practical activities.
- PLO 2. To be able to adapt and apply new achievements in marketing theory and practice to gain specific goals and objectives of the market entity.
- PLO 3. To plan and implement own marketing research, analyze its results and justify the adoption of efficient marketing decisions under conditions of uncertainty.
- PLO 4. To be able to develop the strategy and tactics of marketing activities, taking into account the cross-functional nature of its implementation.
- PLO 5. To present and discuss the results of scientific and applied research, marketing projects in the state and foreign languages.
- PLO 6. To be able to improve the efficiency of marketing activities of the market entity at different levels of management, to develop and manage marketing projects.
- PLO 7. To be able to establish and improve the marketing system of the market entity.
- PLO 8. To use interpersonal communication techniques in collective problem solving, negotiations and scientific discussions in marketing.
- PLO 9. To understand the essence and particularities of the application of marketing tools in the marketing decision-making process.
- PLO 10. To justify marketing decisions at the level of the market entity using modern management principles, approaches, methods, techniques.
- PLO 11. To use methods of marketing strategic analysis and interpret its results in order to improve marketing activities of the market entity.
- PLO 12. To diagnose and strategically and promptly manage marketing to develop and implement marketing strategies, projects and programs.
- PLO 13. To manage marketing activities of the market entity as well as its divisions, groups and networks, to determine criteria and indicators for its assessment.
- PLO 14. To establish a marketing system of interaction, to establish long-term mutually beneficial relations with other market entities.
- **PLO 15. TO COLLECT NECESSARY DATA FROM VARIOUS SOURCES, PROCESS AND ANALYZE THEIR RESULTS USING MODERN METHODS AND SPECIALIZED SOFTWARE.**