4. Educational Program

Project team manager (program guarantor) Doctor of Sciences (Economics) prof.Laburtseva O.I.

	Kyiv National	University of Trade and E	Conomics	
		Faculty of Trade and Mai		
		CATIONAL – PROFESSION	AL PROGRAM	1
_	cialization	Marketing		
_	eciality	075 Marketing:		
	ld of knowledge	07 "Management and Adminis	stration"	
	vel of higher	Second		
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,	gree of higher	Master		
	cation	00		
To		90		
cred		1		
	aining period	1 year and 5 months		4
1	Requirement	s for the level of education of p		gin training in
	advantional lava	educational and profession -bachelor in marketing .	iai program	
		nission to the program are gover	rned by the Rule	es of admission to
	KNUTE	mission to the program are gover	ined by the Run	es of admission to
2	KIVOTE	List of academic disc	inlines	
_	Aca	demic disciplines	ECTS	Position in a
	1100		credits (for	logical sequence
			every	of studying (
			subjects)	year of training)
				Jem sy managy
	1 Strategic Marke	ting -	4,5	1
	2Marketing in Pul	olic Management	3	1
	3 Brand-managen	nent	4,5	1
	4.1 Intellectual Pr		3	1
	4.2 Corporate Go		3	1
	5.1 Management	of Consumer Loyalty	4,5	1
	5.2 Project Manag		7,5	1
		and Organization of Scientific		
	Research		4,5	1
		aching in Higher Schools	1,5	1
	6.3Semiotics in A	<u> </u>		
	7.1 Marketing Ris		3	1
	7.2Municipal Law			•
	8.1 Corporate Pub		3	1
	8.2 Psychology of			
	9 Marketing Anal	ysis	3	1
	10 Marketing Info		3	1
	11 Public Bulk Pu		3	1
	12 Speech-writing		3	1

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