

Educational program "ADVERTISING BUSINESS"

PURPOSE OF THE EDUCATIONAL PROGRAM

Training of a marketing leader who knows how to use digital tools and social media for the successful implementation of the client's advertising campaign and marketing strategy of the enterprise of advertising business

CAREER OPPORTUNITIES (POSITIONS)

- Leading positions in international and national companies with high remuneration
- Marketing/Commercial Director
- Head of marketing
- Marketing consultant
- Advertising agency marketer
- Marketing analyst
- Internet marketer
- Specialist in digital advertising
- Specialist with targeted advertising

EMPLOYERS – COLLABORATES OF EDUCATIONAL PROGRAM, PARTICIPANTS IN THE FORMATION OR THE CONTENT OF TRAINING AND PRACTICAL TRAINING

Enterprises of different types of economic activity in particular: «MASMI-Ukraine» Marketing Agency, «Cartel» Publishing House, «SP Marketing LLC» and others.

MAIN DISCIPLINES (SUBJECTS) OF THE EDUCATIONAL PROGRAM

Business Security; Brand Management; Strategic Marketing; Internet Marketing; Marketing Management; Media design; Digital Technology in Advertising; Change Management and others.

COMPETITIVE ADVANTAGES

- Participation of leading practitioners in the educational process
- Continuous updating (modernization) of the educational content European level of modern facilities (specialized laboratories, computer labs, intellectual library, numerous co-working rooms)
- Mastering of information technologies in professional activities
- Ability to go in parallel with the education abroad
- In-depth study of foreign languages
- Rich sports, social and cultural life
- Regular meetings with famous specialists in advertising and advertising business
- Participation in international and all-Ukrainian advertising contests

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