

Educational program "MARKETING"

EDUCATIONAL PROGRAM GOAL

Training of a marketer who knows how to choose effective marketing communications and technologies, define marketing metrics for understanding customers and competitors in business, develop effective marketing solutions

CAREER OPPORTUNITIES (POSITIONS)

- Leading positions in international and national companies with high remuneration
- Assistant to the head of an enterprise (institution, organization)
- Sales manager
- Sales Agent
- Agent Sales
- Trade agent
- Merchant (business and advertising services)
- Marketer
- Business owner

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

Enterprises of different types of economic activity: «Agristatis», «ECO-BEST», «Univest Marketing Company», «Klefann Group Ukraine agency» and others.

MAIN DISCIPLINES (SUBJECTS) OF THE EDUCATIONAL PROGRAM

Psychology; Management, Marketing; Marketing software, Consumer behavior; Digital Marketing, Customer Data Analytics; Predicting digital behavior; and others.

COMPETITIVE ADVANTAGES

- Participation of leading practitioners in the educational process
- Constant updating (modernization) of the educational content European level of up-to-date facilities (specialized laboratories, computer classes, intellectual library, numerous co-working rooms)
- Mastering of information technologies in professional activities
- The ability to go in parallel with the education abroad
- In-depth study of foreign languages
- Rich sports, social and cultural life
- Practical experience at leading enterprises
- A hands-on business simulation course and a virtual enterprise base that builds skills from marketing to evaluating financial results.