

Educational program "ADVERTISING BUSINESS"

EDUCATIONAL PROGRAM GOAL

Training of a marketer who is able to assess the strengths of the company with customer needs and strategies of competitors, choose innovative marketing communications, develop effective advertising campaigns.

CAREER OPPORTUNITIES (POSITIONS)

- Leading positions in international and national companies with high remuneration
- Assistant to the head of an enterprise
- Sales/marketing/advertising agent
- Sales (business and advertising service)
- Advertising project manager
- Advertising specialist of a commercial enterprise
- Assistant to the head of an advertising enterprise
- Market research industry researcher-analyst

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

Advertising business enterprises , in particular: «MASMI-Ukraine» Marketing Agency, «Cartel» Publishing House, «SP Marketing LLC» and others.

MAIN DISCIPLINES (SUBJECTS) OF THE EDUCATIONAL PROGRAM

Psychology; Marketing; Advertising creative; consumer behavior; Digital-marketing, Predicting digital consumer behavior, Internet advertising 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
- A rich sports, social, and cultural life
- Participation in marketing research in the advertising business on behalf of partners
- Participation in international and all -country advertising competitions.