

## **Educational Program “TRADE MARKETING”**

### **EDUCATIONAL PROGRAM GOAL**

Training of a marketing leader who is able to take into account the nature of wholesale and retail trade, diagnose critical problems, develop alternative marketing solutions to implement the development strategy of the trade enterprise

### **CAREER OPPORTUNITIES (POSITIONS)**

- Leading positions in international and national companies with high remuneration
- General Manager
- Head of the cooperative
- Chairman of the Board of Directors
- Chief Administrator
- Chief Consultant
- Director (head) of small business
- Director (head) of trading firm
- Trade marketer

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

Wholesale and retail enterprises, in particular: «Zammler Ukraine», Obolon PJSC, Decathlon Ukraine LLC and others.

### **MAIN DISCIPLINES (SUBJECTS) OF THE EDUCATIONAL PROGRAM**

Brand Management; Marketing Analysis; Trade Networks; Wholesale and Distribution; Strategic Marketing; Supply Chain Management; Customer Loyalty Management and more.

### **COMPETITIVE ADVANTAGES**

- Participation of leading practitioners in the educational process
- Continuous 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
- Ability to go in parallel with the education abroad
- In-depth study of foreign languages
- Rich sports, social and cultural life
- Mastering approaches to developing and implementing trend-marketing strategies
- Brand-tracking capabilities to increase brand loyalty and brand awareness.