



## 2. Plan of the Educational Process

Educational Program Component Code	Name of the Educational Program Component	Semester Control		Course Project	Course Work	Course volume, ECTS credits	Total hours								Number of classroom hours per week by courses and semesters			
		Exam	Test				General Volume	Classroom Hours					Individual Work	Practice	I course		II course	
								Total	Lectures	Laboratory Works	Practical Works	Seminars			1	2	3	4
												Semester duration (weeks)						
												18	17	17				
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
<b>Mandatory Part</b>																		
<b>General Training (MGT)</b>																		
MGT.01	Methodology and organization of scientific research	1				5	150	54	18		36		96		3			
MGT.02	Foreign language (for professional purposes)		1			5	150	54			54		96		3			
	<b>Total:</b>	<b>1</b>	<b>1</b>			<b>10</b>	<b>300</b>	<b>108</b>	<b>18</b>		<b>90</b>		<b>192</b>		<b>6</b>			
<b>Professional training (MPT)</b>																		
MPT.01	Innovative marketing	1				5	150	54	18		36		96		3			
MPT.02	Marketing management	1				5	150	54	18		36		96		3			
MPT.03	Online sales management	1				5	150	54	18		36		96		3			
MPT.04	HR-marketing		1			5	150	54	18		36		96		3			
MPT.05	Strategic marketing	2			2	6	180	68	34		34		112			4		
MPT.06	Pre-diploma practice		3			12	360							360*				
MPT.07	Qualification work (Diploma thesis)					18	540						540					
	<b>Total:</b>	<b>4</b>	<b>2</b>		<b>1</b>	<b>56</b>	<b>1680</b>	<b>284</b>	<b>106</b>		<b>178</b>		<b>1036</b>	<b>360</b>	<b>12</b>	<b>4</b>		
	<b>Total of the mandatory part:</b>	<b>5</b>	<b>3</b>		<b>1</b>	<b>66</b>	<b>1980</b>	<b>392</b>	<b>124</b>		<b>268</b>		<b>1228</b>	<b>360</b>	<b>18</b>	<b>4</b>		
<b>Selective Part</b>																		
	Selective Courses of the 2nd semester					24	720	306					414			18		
	<b>Total of the Selective Part:</b>					<b>24</b>	<b>720</b>	<b>306</b>					<b>414</b>			<b>18</b>		
	<b>Total of the educational program:</b>					<b>90</b>	<b>2700</b>	<b>698</b>	<b>124</b>		<b>268</b>		<b>1642</b>	<b>360</b>	<b>18</b>	<b>22</b>		

## 3. Summary Table

Semester	1	2	3
Number of classroom hours per week	18	22	
Number of ECTS credits	30	30	30
Number of Exams	4	1	
Number of Tests	2	0*	1
Number of course projects (works)		1	

\* The number of credits depends on the students' choice of selective courses

4. Practical Training			
Higher Education Level	Type of Practice	Semester	Duration (weeks)
Master's	Pre-diploma practice	3	7

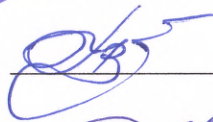
5. Final Examination			
Higher Education Level	The normative form of final assessment	Semester	Duration (weeks)
Master's	Qualification work (Diploma thesis)	3	10

Head of the Marketing Department



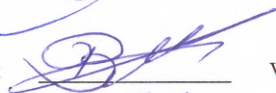
Anatolii TELNOV

Guarantor of the educational program



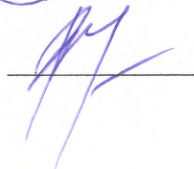
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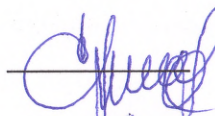
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