

EDUCATIONAL PROGRAM (SPECIALIZATION)

MARKETING

Bachelor's Degrees

INFORMATION ABOUT THE QUALIFICATION	
Qualification: Degree, Program Subject Area, Professional qualification	Bachelor, Marketing, Bachelor of Marketing
Field of Study	Management and administration
Name and status of the institution which administered studies and awarded qualification	Higher Education Institution "East European University of Economics and Management" (in the form of limited liability company). Private institution of higher education of III (third) level of accreditation. Certificate of Accreditation RI-III № 2470508 issued by the Ministry of Education and Science of Ukraine 28.07.2014.
Language(s) of instruction	Ukrainian, Russian
INFORMATION ON THE LEVEL OF THE QUALIFICATION ACCORDING TO THE NATIONAL FRAMEWORK OF QUALIFICATIONS	
Level of qualification	First level of Higher Education (Bachelor's cycle) – 7 level of National Framework of qualifications of Ukraine
Official duration of programme	4 years (240 ECTS credits)
Admission requirement(s)	Complete Secondary Education. By the results of entrance examinations
INFORMATION ON THE CONTENTS AND RESULTS GAINED	
Mode of study	Full-time, extramural
Programme requirements	<p>The student must satisfy the programme requirements as prescribed in the Programme Specification, which includes:</p> <ul style="list-style-type: none">– classroom-based training (lectures, seminars, laboratory and practical classes) and students' independent work (207 ECTS credits);– course papers (9 ECTS credits);– work placement: familiarization practice (4 ECTS credits); technological practice (4 ECTS credits); internship (4 ECTS credits); pre-diploma practice (4 ECTS credits);– comprehensive examination in the major (2 ECTS credits) and Bachelor's Thesis (6 ECTS credits) as final assessment.
During the course of study at our University our students are taught with the focus on basic marketing principles and concepts. At the classes students pay attention to the development of marketing strategy and the major components of the marketing mix, they can examine the critical environmental factors of markets and customer behavior characteristics that affect marketing operations.	