

3. BACHELOR'S DEGREE STUDY PROGRAMME 'MARKETING' IN SPECIALITY D5 MARKETING

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3.1 Profile of the study programme

1- GENERAL INFORMATION	
Full name of IHE and structural unit	State University of Trade and Economics, Faculty of Trade and Marketing, Department of Marketing
Academic degree and qualification title in the original	First (Bachelor's degree) cycle of higher education Qualification – Master of Marketing
Field of knowledge	D Business, Administration and Law
Speciality	D5 Marketing
Study programme title	Marketing
Restrictions on modes of education	No restrictions are in place
Standards of conformity	Conforms to the Higher Education Standard of the Ministry of Education and Science of Ukraine (Order No. 1343 of 05.12.2018)
Qualification title (degree), programme credits and duration	Bachelor's degree, single. Study programme credits – 240 ECTS credits. Standard training period – 3 years 10 months
Accreditation status	Certificate of Accreditation of the Speciality UD 11015987, valid until 31.12.2027
Cycle/Level	NQF of Ukraine – level 6, FQ-EHEA – first cycle, EQF-LLL – level 6
Academic backgrounds	Complete general secondary education
Language(s) of instruction	Ukrainian, English
Study programme duration	Valid till the approval of a new study programme edition
Study programme link	https://knute.edu.ua/
2 - STUDY PROGRAMME AIM	
Development of a system of theoretical, professional knowledge and practical skills required for efficient solution of the marketing tasks of market participants in competitive markets. Mastering marketing technologies and techniques: market research, consumer research, product, pricing, sales and communication policies of enterprises to satisfy their economic and	

social interests.

3 - STUDY PROGRAMME DESCRIPTION

Subject area

Object of study and/or activities: marketing activity as a form of interaction between market participants to satisfy their economic and social interests.

Aims of training: training of bachelors of marketing possessing advanced economic thinking and relevant competences necessary for effective marketing activities.

Theoretical content of the field of study: the essence of marketing as a modern concept of business management; conceptual and categorical framework, principles, functions, marketing concepts and their historical background; specifics of market participants' activities in various fields and on different types of markets; content of marketing activities, development of marketing strategies and management decisions in the field of marketing.

Methods, methodologies and techniques: general scientific and specialised methods, professional techniques and technologies necessary to ensure effective marketing activities.

Tools and equipment: up-to-date versatile and specialised information systems and software products required for making and implementing marketing management decisions.

Study programme orientation

A study (educational and professional) and applied programme

Study programme main focus

Training bachelors of marketing possessing advanced economic thinking and relevant competencies necessary for effective marketing activities

Keywords: marketing, marketing research, marketing policies, marketing activities of an enterprise, content marketing, social media marketing, customer focus.

Programme features

The given study programme provides a cross-disciplinary approach to training bachelor's degree students in marketing based on a combination of marketing, economics and business studies, which will enable them to carry out marketing and organisational and economic activities, develop systematic, critical and creative thinking, based on the construction of an individual learning path using innovative teaching technologies with a balanced combination of interactive methods of problem-based learning and the involvement of expert practitioners in the educational process. It is also focused on training specialists able to quickly adapt to the current marketing environment, taking into account trends, and act under conditions of uncertainty.

Intensive study and knowledge of contemporary applied marketing concepts (partial theories) aimed at solving actual business problems; analysis methods; efficiency and effectiveness drivers; branding, analytics and forecasting tools; digital technologies in marketing; decision-making criteria in the marketing activities of an enterprise.

Training at the Business Simulation Research and Practice Centre; classes based on a virtual trading company using up-to-date software products.

Practical training at enterprises engaged in marketing activities during the course of

study.

4 - EMPLOYABILITY AND FURTHER LEARNING

Employability

Graduates of the given study programme are eligible for employment in enterprises, institutions, and organisations, or may engage in entrepreneurial activities.

According to the **DK 003:2010** National Classification of Occupations, as amended by Order No. 27751 of the Ministry of Economic Development and Trade of Ukraine dated 13 December 2024:

- 341 Finance and trade specialists (Appendix A)
- 3413 Real estate agents (Appendix A) (*realtor*) (Appendix B)
- 3415 Technical and commercial representatives (Appendix A) (*commercial agent, sales agent, merchandiser, sales representative, commercial salesperson, industrial salesperson, salesperson (engineering developments), technical salesperson, travelling salesperson, sales representative*) (Appendix B)
- 3416 Procurement agents (Appendix A) (*procurers*) (Appendix B)
- 3419 Other finance and trade specialists (Appendix A) (*sales coordinator, supply coordinator*) (Appendix B)
- 3429 Commercial services agents and trade brokers (Appendix A) (*advertising agent, advertising representative, salesperson (business and advertising services)*) (Appendix B)
- 3436.1 Assistants to heads of enterprises, institutions and organisations (Appendix A)
- 3436.2 Assistants managers of production and other key departments (Appendix A)
- 3436.3 Assistants to managers of small enterprises without an administrative body (Appendix A)
- 3436.9 Other assistants (Appendix A)
- 3439 *Interviewer* (Appendix B)

Based on the Professional Standard ‘Sales Market Expansion Specialist (Marketer)’ (Decision of the National Qualifications Agency dated 26 December 2024 No. 1 (minutes No. 53 (193))) and the DK 003:2010 National Classification of Occupations, as amended by Order of the Ministry of Economic Development and Trade of Ukraine dated 13 December 2024 No. 27751 (item 2419.2 Specialist in Market Expansion (Marketer)) with the NQF level 6, the following professional qualifications and corresponding titles of typical positions may be applied:

Professional qualifications	NQF level	Corresponding titles of typical positions
Marketer	6	Marketer, Marketing Expert, Sales Market Expansion Specialist
Brand-marketer	6	Brand-marketer
Trade-marketer	6	Trade-marketer, Trade Marketing Specialist
Digital Marketer	6	Digital Marketer, Internet Marketer, Digital

		Marketing Specialist
Targeting Specialist	5	Targeting Specialist
SMM-marketer	5	SMM-marketer, SMM-manager
Marketing Assistant	4	Marketing Assistant

According to Professional Standard ‘Advertising Specialist’ (Order of the Ministry of Economy of Ukraine dated 11 January 2022 No. 81-22) and the DK 003:2010 National Classification of Occupations, as amended by Order of the Ministry of Economic Development and Trade of Ukraine dated 13 December 2024 No. 27751 (item 2419.2 Sales Market Expansion Specialist (Marketer)) with the NQF level 6, the following professional qualifications and corresponding titles of typical positions may be applied:

Professional qualifications	NQF level	Corresponding titles of typical positions
Advertising Specialist	6	Advertising specialist (higher education at the first (Bachelor's) level in the speciality 075 ‘Marketing’ with no work experience requirements)

According to the Professional Standard ‘Commodity Market Research Analyst’ (Order of the Ministry of Economy of Ukraine dated 18 October 2021 No. 751-21) and the DK 003:2010 National Classification of Occupations, as amended by Order of the Ministry of Economic Development and Trade of Ukraine No. 27751 dated 13 December 2024 (item 2419.2 Specialist in Market Expansion (Marketer)) with the NQF level 6, the following professional qualifications and corresponding titles of typical positions may be applied:

Professional qualifications	NQF level	Corresponding titles of typical positions
Commodity Market Research Analyst	6	Commodity Market Research Analyst (higher education at the first (Bachelor's) level in the speciality 075 ‘Marketing’ with no work experience requirements)

Based on the current job openings, graduates are suitable to hold the following positions: marketer, marketing analyst, e-commerce marketer, procurement marketer, commercial/sales agent, product marketer, internet marketer, advertising and communications specialist, SMM marketer, trend watcher, email marketer, event marketer, commodity market research analyst.

Further learning

Opportunity to enrol in the programme of FQ-EHEA second cycle, QQ-LLL level 7

and NQF level 7. Acquiring further qualifications in the postgraduate education system.

5 - TRAINING AND ASSESSMENT

Teaching and learning

Competence-based approach in the design and implementation of training programmes. Teaching based on a problem-oriented approach with the use of modern educational technologies and techniques aimed at the development of students' abilities and motivation of their interest.

Assessment

The assessment of students' learning outcomes is carried out in accordance with 'The Regulations on Assessment of the SUTE Undergraduate and Postgraduate Students' Learning Outcomes' and provides for the following control measures: current and final assessment, certification.

The current assessment is carried out during practical/laboratory classes and it is also based on the results of independent work assignments. It suggests assessing students' theoretical knowledge during seminars and their practical skills acquired while completing laboratory/practical assignments.

The final assessment comprises control measures that involve establishing the conformity (measuring, assessing) of the learning outcomes achieved by a student with the requirements of the study programme in terms of the relevant educational component, which is carried out at the university in the form of a credit and an exam.

The learning outcomes of SUTE students are assessed on a 100-point scale, where: 60-100 points are the learning outcomes entitling a student to obtain ECTS credits; 0-59 points are unsatisfactory learning outcomes not entitling a student to obtain ECTS credits.

6 - PROGRAMME COMPETENCES

Integral competence

Ability to solve complex specialised assignments and practical problems in marketing activities or in the learning process, which involves the application of relevant theories and methods and is characterised by comprehensiveness and ambiguity of conditions.

Transferable competences (TC)

TC1	Ability to exercise their rights and responsibilities as a member of society, to realize the values of a civil (free democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine.
TC2	Ability to preserve, promote, and increase moral, cultural, scientific values and achievements of the society by understanding the history and development patterns of the subject area, its place in the general system of knowledge about nature and society and in the development of the society, engineering and technologies, to practise various types and forms of exercise for active leisure and healthy lifestyle.
TC3	Ability to think abstractly, analyse and synthesize.
TC4	Ability to learn and acquire contemporary knowledge.
TC5	Determination and persistence in the assigned tasks and taken responsibilities.

TC6	Knowledge and understanding of the subject area and understanding of the professional activity.
TC7	Ability to apply knowledge in practical situations.
TC8	Ability to carry out research at an appropriate level.
TC9	Skills in the use of information and communication technologies.
TC10	Ability to communicate in a foreign language.
TC11	Ability to work in a team.
TC12	Ability to communicate with other professional group representatives of various levels (experts in other fields of knowledge/types of economic activity).
TC13	Ability to work in an international environment.
TC14	Ability to act in a conscious and socially responsible way.
TC15	Ability to make decisions and act based on the principle of zero tolerance for corruption and any other forms of dishonesty.
<i>Special (professional, subject) competences (SC)</i>	
SC1	Ability to integrate logically and cohesively the obtained knowledge in the subject area of marketing.
SC2	Ability to critically analyse and summarise the content of the subject area of modern marketing.
SC3	Ability to apply theoretical principles of marketing in order to interpret and forecast the phenomena and processes within a marketing environment.
SC4	Ability to perform marketing activities through understanding the essence and content of marketing theory and functional links between its components.
SC5	Ability to apply marketing methods, techniques and tools in a correct way.
SC6	Ability to conduct marketing research in various fields of marketing activity.
SC7	Ability to define the impact of marketing functional areas on the results of the economic activity of market participants.
SC8	Ability to establish marketing support for the development of business under the conditions of uncertainty.
SC9	Ability to use the set of marketing tools in innovative activities.
SC10	Ability to apply marketing information systems when approving marketing decisions and to develop recommendations on the improvement of their effectiveness.
SC11	Ability to analyse the behaviour of market participants and define market operating characteristics.
SC12	Ability to justify, present, and integrate the results of research in the field of marketing.
SC13	Ability to plan and conduct effective marketing activities of a market participant in a cross-functional perspective.
SC14	Ability to suggest improvements concerning the functions of marketing activity.

SC15 ¹	<i>Ability to develop a marketing policy (product, pricing, sales and communication) aimed at achieving strategic goals at an enterprise as well as to evaluate its effectiveness.</i>
SC16	<i>Ability to determine and evaluate the consumer properties of food and non-food products; use regulatory documents; analyse and evaluate the structure of the food and non-food product range; ensure their safety in the process of product promotion.</i>
SC17	<i>Ability to create a media product.</i>
SC18	<i>Ability to develop plans and budgets for marketing activities.</i>
7 - PROGRAMME LEARNING OUTCOMES	
LO1	To demonstrate knowledge and understanding of the theoretical foundations and principles of implementing marketing activities.
LO2	To analyse and anticipate market phenomena and processes through the use of fundamental principles, theoretical knowledge and applied skills in conducting marketing activities.
LO3	To apply the acquired theoretical knowledge in order to solve practical problems in the field of marketing.
LO4	To collect and analyse necessary information, to calculate economic and marketing indicators, to justify managerial decisions using a required set of analytical and methodological tools.
LO5	To identify and analyse the key features of marketing systems of various levels as well as behavioural peculiarities of their subjects.
LO6	To define the functional areas of marketing activities of a market participant along with their interactions within the management system, to calculate relevant indicators characterising the impact of the given activities.
LO7	To use digital and information and communication technologies as well as various software required for adequate marketing activities and a practical use of marketing tools.
LO8	To use innovative approaches in the implementation of marketing activities of a market participant, to be flexible in adapting to the changes in the marketing environment.
LO9	To estimate the risks of implementing marketing activities, to define an uncertainty level within the marketing environment when making managerial decisions.
LO10	To explain the information and ideas about and alternatives to the taken managerial decisions to both experts and laymen in marketing as well as to the structural units representatives of a market participant.
LO11	To demonstrate the skills of using a cross-disciplinary approach and to perform the marketing functions of a market participant.
LO12	To identify the skills of independent work, flexible thinking, growth mindset, ability of being both critical and self-critical.
LO13	To take responsibility for the results of their activity, to demonstrate the skills

¹ The transferable, special (professional, subject) competencies and programme learning outcomes indicated in italics reflect the focus of the study programme.

	of an entrepreneurial and managerial initiative.
LO14	To perform functional duties in a team and suggest justified marketing solutions.
LO15	To take social responsibility and stay civic-minded in their actions following basic ethic marketing principles, showing respect to cultural diversity and civil-society values and observing human rights and liberties.
LO16	To conform to the requirements for a modern-day marketer, to strengthen and upgrade their own professional competence.
LO17	To demonstrate the skills of written and verbal professional communication in the national and foreign languages along with a proper use of professional terms.
LO18	To treat in a responsible way moral, cultural, and scientific values and advances of the society in their professional marketing activities.
LO19	<i>To understand and be able to identify and describe the categories and classification of food and non-food products, their assortment, factors of properties and quality formation; to evaluate the consumer properties of food and non-food products.</i>
LO20	<i>Ability to develop and implement a marketing plan for an enterprise taking into account new phenomena, processes and trends.</i>
LO21	<i>To create a high-quality media product on a given topic and of a specific genre taking into account distribution channels or publication platforms.</i>
LO22	<i>To possess methods and tools for substantiating managerial decisions on the establishment and operation of business and trade structures in physical and electronic distribution channels.</i>
LO23	<i>Demonstrate skills in organisational design.</i>
	<i>Developing an advertising product based on the marketing strategy of a company (institution, organisation) (taking into account the job functions according to the professional qualifications of the professional standard 'Advertising Specialist')</i>
8 - RESOURCE SUPPORT FOR PROGRAMME IMPLEMENTATION	
<i>Academic staff</i>	
The academic staff are fully compliant with Licensing requirements for carrying out educational activities. To implement the study programme 'Marketing', there are engaged academic staff who possess scientific degrees and/or academic titles, meet the requirements of the current legislation of Ukraine and have a sufficient level of scientific and professional qualifications. Practitioners, representatives of professional associations and foreign partners are also involved in the educational process. All the academic staff members undergo advanced training and professional development courses every five years.	
<i>Facilities</i>	
The facilities are fully compliant with Licensing requirements for carrying out educational activities. For the students' convenience, there is a corporate distance learning system and the 'MIA: Osvita' automated educational process management	

system. The university boasts modern computer classrooms equipped with specialised software, a Business Simulation Training and Research Centre, and a Smart Library. There have been created all conditions for training students with disabilities. Social and domestic facilities are also available at SUTE.

Information, teaching and learning materials

An ECTS Information Package is developed for each study programme at the university. Using their personal 'MIA: Osvita' account, each student can review and create their own individual plan, view the curriculum, the points obtained for each course, and their class schedule. They can also communicate with other participants of the educational process.

Course summaries, course outlines and syllabi, along with assessment criteria for educational components, are available on the corporate distance learning platform.

The university's electronic repository provides full-text access to SUTE scientific and educational literature, qualification paper manuscripts and doctoral and postdoctoral theses.

For the students' convenience, the university has developed a Catalogue of Academic Courses, according to which students are entitled to choose elective educational components.

9 - ACADEMIC MOBILITY

National credit mobility

National credit mobility is implemented within the framework of memoranda of cooperation between SUTE and other higher education institutions (research institutions) of Ukraine in accordance with the law.

International credit mobility

The university has signed cooperation agreements between SUTE and foreign higher education institutions which provide for partnership exchanges and student training under international programmes and projects within the Erasmus+ programme.

Training of foreign students

Training of foreign students is carried out in accordance with the current legislation requirements.

3.2. LIST OF THE STUDY PROGRAMME COMPONENTS AND THEIR LOGICAL ORDER

3.2.1 List of the SP components

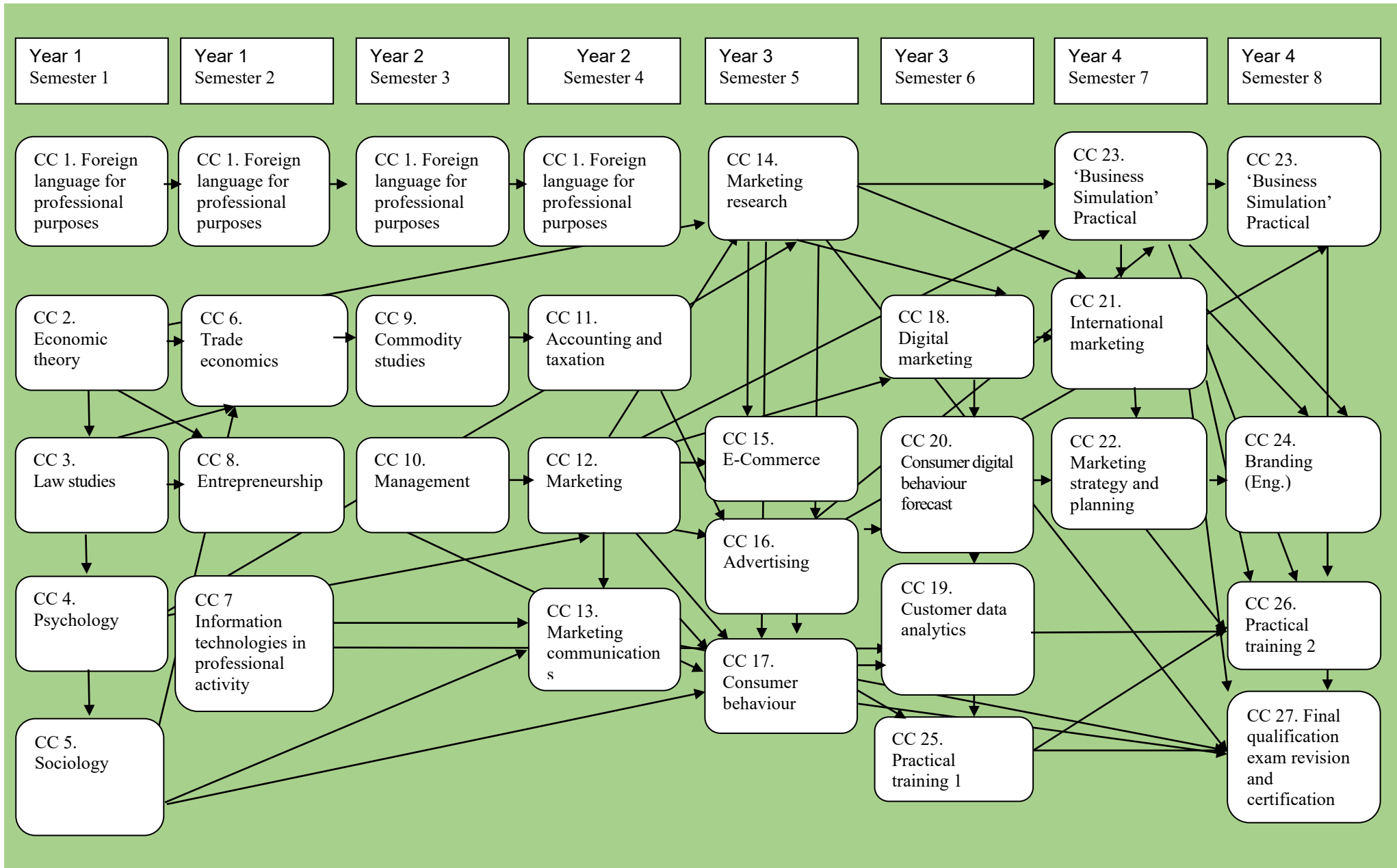
Code	Programme educational components	ECTS credits	Form of control
<i>Compulsory components</i>			
CC 1	Foreign language for professional purposes	24	Credit, exam
CC 2	Economic theory	6	Exam
CC 3	Law studies	6	Exam
CC 4	Psychology	6	Exam
CC 5	Sociology	6	Exam
CC 6	Trade economics	6	Exam
CC 7	Information technologies in professional activity	6	Exam
CC 8	Entrepreneurship	6	Exam
CC 9	Commodity studies	6	Exam
CC 10	Management	6	Exam
CC 11	Accounting and taxation	6	Exam
CC 12	Marketing	6	Exam
CC 13	Marketing communications	6	Exam
CC 14	Marketing research	6	Exam
CC 15	E-Commerce	6	Exam
CC 16	Advertising	6	Exam
CC 17	Consumer behaviour	6	Exam
CC 18	Digital marketing	9	Exam
CC 19	Customer data analytics	6	Exam
CC 20	Consumer digital behaviour forecast	6	Exam
CC 21	International marketing	6	Exam
CC 22	Marketing strategy and planning	6	Exam
CC 23	‘Business Simulation’ Practical course	9	Exam
CC 24	Branding <i>(taught in English)</i>	6	Exam
CC 25	Practical training 1	3	Credit
CC 26	Practical training 2	6	Credit
CC 27	Final qualification exam revision and certification	3	Certification
Total credits for compulsory components		180	

End of the table 3.2.1

<i>Elective components</i>			
EC 1.	Educational component 1	6	Exam
EC 2.	Educational component 2	6	Exam
EC 3.	Educational component 3	6	Exam
EC 4.	Educational component 4	6	Exam
EC 5.	Educational component 5	6	Exam
EC 6.	Educational component 6	6	Exam
EC 7.	Educational component 7	6	Exam
EC 8.	Educational component 8	6	Exam
EC 9.	Educational component 9	6	Exam
EC 10.	Educational component 10	6	Exam
Total credits for elective components		60	
TOTAL CREDITS FOR THE STUDY PROGRAMME		240,0	

Students choose elective courses through their personal accounts on the ‘MIA: Osvita’ portal. The description and prerequisites of the academic courses are provided in the SUTE Catalogue of Academic Courses.

3.2.2. The SP structural and logic network



3.3. CERTIFICATION OF GRADUATES

Certification is carried out in the form of a final qualification exam *in accordance with the Regulations on the Certification of Undergraduate Students and the Examination Board for Certification at the State University of Trade and Economics*

The final qualification exam suggests the assessment of the learning outcomes defined by the Higher Education Standard and the given study programme.

3.4. THE PROGRAMME COMPETENCES AND THE SP COMPULSORY COMPONENTS MATRIX

Components Competences	Competences																										
	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8	CC 9	CC 10	CC 11	CC 12	CC 13	CC 14	CC 15	CC 16	CC 17	CC 18	CC 19	CC 20	CC 21	CC 22	CC 23	CC 24	CC 25	CC 26	CC 27
TC1	●		●		●											●	●								●	●	●
TC2	●		●		●											●	●								●	●	●
TC3		●			●	●		●	●	●		●	●	●		●	●	●		●	●	●	●	●	●	●	●
TC4						●	●			●			●	●		●	●	●	●			●	●	●	●	●	●
TC5			●	●		●		●	●	●			●	●			●	●	●				●	●		●	●
TC6		●			●	●	●	●	●	●		●	●	●		●	●	●	●	●	●	●	●	●	●	●	●
TC7		●		●	●	●	●	●	●	●	●	●	●	●		●	●	●	●	●	●	●	●	●	●	●	●
TC8		●						●		●		●	●	●	●		●	●		●	●	●	●	●	●	●	●
TC9		●					●	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
TC10	●									●	●	●	●		●	●			●			●	●	●	●	●	●
TC11						●	●			●			●	●	●	●		●				●	●		●	●	●
TC12		●								●													●	●		●	●
TC13				●	●	●			●	●	●	●					●					●	●		●	●	●
TC14	●		●	●	●		●	●	●	●		●		●			●	●				●	●		●	●	●
TC15			●		●			●		●	●										●		●				●
SC1	●											●	●			●	●	●	●		●	●	●	●	●	●	●
SC2												●				●			●				●		●	●	●
SC3		●					●	●		●	●	●	●	●	●		●	●	●	●	●	●	●	●	●	●	●
SC4				●		●	●		●	●	●	●	●	●		●	●	●				●	●		●	●	●
SC5		●			●		●			●			●	●		●	●	●				●	●	●	●	●	●
S6		●			●	●		●	●	●	●	●	●	●		●	●			●	●	●	●	●	●	●	●
SC7		●			●	●		●	●		●	●	●	●		●	●			●	●	●	●	●	●	●	●
SC8		●		●	●			●	●	●		●		●		●					●	●	●		●	●	●
SC9				●		●			●	●	●	●		●		●	●	●					●	●	●	●	●
SC10				●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		●	●	●	●	●
SC11		●					●	●					●	●	●	●	●	●	●	●	●	●	●		●	●	●
SC12	●	●		●		●	●	●		●		●	●	●	●	●		●	●	●	●	●	●	●	●	●	●
SC13		●	●			●		●		●	●	●		●	●	●	●	●	●		●	●	●	●	●	●	●
SC14		●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
SC15												●	●								●	●	●	●	●	●	
SC16																							●				
SC17													●				●						●			●	
SC18												●											●	●		●	●

3.5. THE PROGRAMME LEARNING OUTCOMES AND THE SP COMPULSORY COMPONENTS MATRIX

Components Programme learning outcomes	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8	CC 9	CC 10	CC 11	CC 12	CC 13	CC 14	CC 15	CC 16	CC 17	CC 18	CC 19	CC 20	CC 21	CC 22	CC 23	CC 24	CC 25	CC 26	CC 27
LO1																			•				•		•	•	•
LO2		•						•				•		•			•			•	•	•	•		•	•	•
LO3				•		•			•	•	•											•	•		•	•	•
LO4		•									•	•	•	•		•	•				•	•	•	•		•	•
LO5					•	•		•	•					•						•	•				•	•	•
LO6												•	•	•							•				•	•	•
LO7							•					•	•	•	•	•		•	•	•			•		•	•	•
LO8																•	•	•				•	•	•	•	•	•
LO9		•						•						•		•						•	•	•		•	•
LO10										•	•				•				•			•	•	•	•	•	•
LO11		•			•					•													•		•	•	•
LO12							•			•		•		•				•	•			•	•		•	•	•
LO13				•				•	•	•		•		•								•	•		•	•	•
LO14						•				•		•	•			•							•		•	•	•
LO15			•		•							•				•	•						•		•	•	•
LO16							•					•		•				•					•		•	•	•
LO17	•											•	•			•					•		•		•	•	•
LO18	•		•									•					•								•	•	•
LO19									•														•				
LO20																					•	•	•				
LO21												•				•							•				
LO22								•				•			•								•				
LO23										•													•				

LIST OF RECOMMENDED ELECTIVE COMPONENTS

Code	Educational components	ECTS credits
EC 1.	Blogging	6
EC 2.	Business negotiating	6
EC 3.	Event marketing	6
EC 4.	Information wars	6
EC 5.	Statistics	6
EC 6.	Logistics	6
EC 7.	Service marketing	6
EC 8.	Marketing product and price policy	6
EC 9.	Media Planning	6
EC 10.	Organization of trade	6
EC 11.	Direct marketing	6
EC 12.	Internet advertising	6
EC 13.	Statistics	6
EC 14.	Soft skills technologies	6
EC 15.	Startup building technologies	6
EC 16.	Trade marketing	6
EC 17.	Communication English tailored course	6

CONTENTS

Introduction

1. General information about the university

- 1.1. Name and address
- 1.2. Description of the institution (type and status)
- 1.3. University authorities
- 1.4. Academic calendar
- 1.5. List of study programmes
- 1.6. Admission requirements, language policy and registration procedures
- 1.7. Credit mobility and prior learning (non-formal and informal)
- 1.8. ECTS credit allocation policy (institutional credit framework)
- 1.9. Academic governance mechanisms

2. General information for students

- 2.1. Student Records Office
- 2.2. Accommodation conditions
- 2.3. Catering
- 2.4. Accommodation cost
- 2.5. Student financial support
 - 2.5.1. Student scholarship support
 - 2.5.2. Concessionary dormitory residence fees
 - 2.5.3. Financial support for orphans and children deprived of parental care
- 2.6. Healthcare service
- 2.7. Facilities for students with disabilities and special needs
- 2.8. Educational equipment
- 2.9. Library
- 2.10. Student mobility across study programmes
- 2.11. Higher education institutions partnering with the university
- 2.12. Programmes taught in English
- 2.13. Language courses
- 2.14. Practical training opportunities
- 2.15. Dual education model
- 2.16. Facilities for creative development, sports, and recreation
- 2.17. Student associations

3. Study programme

4. Information about educational components (courses)