

**CABINET MINISTER OF UKRAINE
NATIONAL UNIVERSITY OF LIFE AND ENVIRONMENTAL SCIENCES OF UKRAINE**

**THE CURRICULUM
for training specialists**

| | |
|---------------------------|---|
| Educational qualification | Master |
| Area of knowledge | 0305 “Economics and Entrepreneurship” |
| Specialty | 8.03050701 “Marketing” |
| Specialization | Productive “Logistics”, “International trade”, “Advertising Management”, “Commercial mediation activities” Research “Scientific and methodological bases of marketing and international trade” |
| Full-time education | |
| Period of study | 1 year |
| Qualification | Master of Marketing |

Implement MSc program

| | |
|---------------------------------------|-----------------------------------|
| Educational and research Institute of | Business |
| Faculty of | Agricultural Management |
| Department of | Marketing and International Trade |

II. THE PLAN OF EDUCATIONAL PROCESS

| № | Courses | Total | | Forms of Control (by semester) | | | Audience occupation | | | self-study | Practical Training | | Average Hours per Week on Courses and Semesters | | |
|---|--|------------|-----------|-----------------------------------|-------|-------------------------------|------------------------|------------|--------------------|------------|-----------------------|------------|---|---------------------------------|----------|
| | | Hours | Credits | Exam | Tests | Course Papers and Projects | Total | including | | | Study Practice | Internship | 1 sem. | 2 sem. | |
| | | | | | | | | Lectons | Laboratory studies | | | | Practical Studies(Seminars) | Number of Weeks per Semester | |
| | | | | | | | | | | | | | | 16 | 18 |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 1. Cycle training courses* | | | | | | | | | | | | | | | |
| 1.1. NORMATIVE ACADEMIC DISCIPLINES | | | | | | | | | | | | | | | |
| 1 | Strategic Marketing | 108 | 3 | 1 | | 1 | 32 | 16 | | 16 | 76 | | | 2 | |
| 2 | Financial Management | 108 | 3 | 2 | | | 36 | 18 | | 18 | 72 | | | | 2 |
| 3 | Personnel Management | 108 | 3 | 1 | | | 32 | 16 | | 16 | 76 | | | 2 | |
| 4 | International Management | 108 | 3 | 2 | | | 36 | 18 | | 18 | 72 | | | | 2 |
| 5 | Marketing Management | 108 | 3 | 1 | | | 32 | 16 | | 16 | 76 | | | 2 | |
| 6 | Product innovation policy | 108 | 3 | 2 | | | 36 | 18 | | 18 | 72 | | | | 2 |
| 7 | Advertising management | 108 | 3 | 2 | | | 36 | 18 | | 18 | 72 | | | | 2 |
| 8 | Labour protection | 36 | 1 | | 1 | | 16 | | 16 | | 20 | | | 1 | |
| Total | | 792 | 22 | | | | 256 | 120 | 16 | 120 | 536 | | | 7 | 8 |
| 1.2. Selective Courses | | | | | | | | | | | | | | | |
| 1.2.1. Elective Courses University | | | | | | | | | | | | | | | |
| 1 | Stock market | 108 | 3 | | 2 | | 36 | 18 | | 18 | 72 | | | | 2 |
| 2 | Forecasting methods in marketing research | 108 | 3 | | 1 | | 32 | 16 | | 16 | 76 | | | 2 | |
| 3 | Agrarian policy | 72 | 2 | | 1 | | 32 | 16 | | 16 | 40 | | | 2 | |
| 4 | Commercial activities mediation companies | 108 | 3 | | 1 | | 32 | 16 | | 16 | 76 | | | 2 | |
| 5 | Business foreign language | 108 | 3 | 1 | | | 16 | | 16 | | 92 | | | 1 | |
| 6 | Marketing Planning | 72 | 2 | | 1 | | 32 | 16 | | 16 | 40 | | | 2 | |
| 7 | Management of enterprise's competitiveness | 72 | 2 | | 1 | | 32 | 16 | | 16 | 40 | | | 2 | |
| Total | | 648 | 18 | | | | 212 | 98 | 16 | 98 | 436 | | | 11 | 2 |
| 1.2.2. Disciplines chosen by the student | | | | | | | | | | | | | | | |
| “Scientific and methodological bases of marketing and international trade” | | | | | | | | | | | | | | | |
| 1 | Methodology and organization of research | 216 | 6 | | 2 | | 72 | 36 | | 36 | 144 | | | | 4 |

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 |
|---|--|-------------|-----------|----------|-----------|---|------------|------------|-----------|------------|-------------|------------|----|-----------|-----------|
| 2 | Mathematical Models in Management and Marketing | 108 | 3 | | 2 | | 36 | 18 | | 18 | 72 | | | | 2 |
| 3 | Innovative marketing | 108 | 3 | | 2 | | 36 | 18 | | 18 | 72 | | | | 2 |
| “Logistics” | | | | | | | | | | | | | | | |
| 1 | Project Management | 108 | 3 | | 2 | | 36 | 18 | | 18 | 72 | | | | 2 |
| 2 | Mathematical Models in Logistics | 108 | 3 | | 2 | | 36 | 18 | | 18 | 72 | | | | 2 |
| 3 | Logistics in foreign trade activities | 108 | 3 | | 2 | | 36 | 18 | | 18 | 72 | | | | 2 |
| 4 | Transport logistics | 108 | 3 | | 2 | | 36 | 18 | | 18 | 72 | | | | 2 |
| “International trade” | | | | | | | | | | | | | | | |
| 1 | Market research of foreign markets | 108 | 3 | | 2 | | 36 | 18 | | 18 | 72 | | | | 2 |
| 2 | International trade and conjuncture of the world markets | 108 | 3 | | 2 | | 36 | 18 | | 18 | 72 | | | | 2 |
| 3 | Logistics in foreign trade activities | 108 | 3 | | 2 | | 36 | 18 | | 18 | 72 | | | | 2 |
| 4 | International Business Transactions | 108 | 3 | | 2 | | 36 | 18 | | 18 | 72 | | | | 2 |
| “Advertising Management” | | | | | | | | | | | | | | | |
| 1 | E-commerce | 108 | 3 | | 2 | | 36 | 18 | | 18 | 72 | | | | 2 |
| 2 | Merchandising | 108 | 3 | | 2 | | 36 | 18 | | 18 | 72 | | | | 2 |
| 3 | The technology of direct sales | 108 | 3 | | 2 | | 36 | 18 | | 18 | 72 | | | | 2 |
| 4 | Technology retailers | 108 | 3 | | 2 | | 36 | 18 | | 18 | 72 | | | | 2 |
| “Commercial mediation activities” | | | | | | | | | | | | | | | |
| 1 | Management of advertising projects | 108 | 3 | | 2 | | 36 | 18 | | 18 | 72 | | | | 2 |
| 2 | Brand Management | 108 | 3 | | 2 | | 36 | 18 | | 18 | 72 | | | | 2 |
| 3 | Creativity in Advertising | 108 | 3 | | 2 | | 36 | 18 | | 18 | 72 | | | | 2 |
| 4 | Psychology of Advertising | 108 | 3 | | 2 | | 36 | 18 | | 18 | 72 | | | | 2 |
| Total | | 432 | 12 | | | | 144 | 72 | | 72 | 288 | | | | 8 |
| Practical training | | 144 | 4 | | | | | | | | | 144 | | | |
| Preparation and defense of master's thesis | | 144 | 4 | | | | | | | | | | | | |
| Number of coursework (projects) | | | | | | | 1 | | | | | | | | |
| Number of tests | | | | | 11 | | | | | | | | | | |
| Number of exams | | | | 8 | | | | | | | | | | | |
| Total by MSc program | | 2160 | 60 | | | | 612 | 290 | 32 | 290 | 1260 | 144 | | 18 | 18 |

*Cycles of disciplines according to the requirements of standards for higher education, approved later than 27.08.2010, EQC and OPP.

III. STRUCTURE OF THE CURRICULUM

| Courses | Hours | Credits | % |
|--|-------------|-----------|------------|
| 1. Cycle training courses* | 792 | 22 | 36,7 |
| 1.1. Normative academic disciplines | 792 | 22 | 36,7 |
| 1.2. Selective Courses | 1080 | 30 | 50,0 |
| 1.2.1. Elective Courses University | 648 | 18 | 30,0 |
| 1.2.2. Disciplines chosen by the student | 432 | 12 | 20,0 |
| 3. Other load | 288 | 8 | 13,3 |
| Total by MSc program | 2160 | 60 | 100 |

*Cycles of disciplines according to the requirements of standards for higher education, approved later than 27.08.2010, EQC and OPP.

IV. SUMMARY TIME BUDGET (WEEKS)

| Year of studies | Theoretical study | Examination Period | Practical training | Preparation and defence of master 's thesis | State certification | Holidays | Total |
|-----------------------------|-------------------|--------------------|--------------------|---|---------------------|----------|-----------|
| 1 | 34 | 3 | 4 | 3 | 1 | 2 | 47 |
| Total by MSc program | 34 | 3 | 4 | 3 | 1 | 2 | 47 |

V. PRACTICAL TRAINING

| № | Type of practical training | Semester | Hours | Credits | Number of weeks |
|---|----------------------------|----------|-------|---------|-----------------|
| 1 | Internship | 2 | 144 | 4 | 4 |

VI. COURSE PAPERS AND PROJECTS

| № | Courses | Hours | Credits | Course Paper | Course Project |
|---|---------------------|-------|---------|--------------|----------------|
| 1 | Strategic Marketing | 36 | 1 | | CP |

VII. STATE SERTEFICATION

| № | Component of Certification | Hours | Credits | Number of weeks |
|---|--|-------|---------|-----------------|
| 1 | Preparation and defence of Master's thesis | 144 | 4 | 4 |