

ABOUT THE DEPARTMENT OF INDUSTRIAL MARKETING



The Department of Industrial Marketing is a part of the Faculty of Management and Marketing in National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute" since 1992. The Department was among the first to obtain the fourth level of accreditation.

The Head of the Department is Solntsev Sergiy Oleksiyovych, one of the most experienced marketing research experts in Ukraine, Doctor of Science in Physics and Mathematics, Professor, the author of more than 90 publications.

Training of highly-skilled, knowledgeable and adapted marketing specialists (bachelors and magisters in the Marketing) is the target of the Department activity.

The main line of work consists of the next parts:

- to ensure high quality academic training;
- to develop innovative academic and methodological complexes of academic subjects of the Department;
- to conduct different public meetings for the exchange of experiences, ideas, technologies for developing academic training;
- to hold consultations on graduation thesis works, course papers in the educational disciplines, control works, conference participations, work placements etc.
- to organize scientific, scientific and practical conferences, briefings, seminars on improving a training process;
- to hold systemic meetings of the Department for making topical solutions to improve the whole Department effectiveness.

The high-skilled level of the Department academic staff is the main integrated component of the academic training. All lecturers have a good long track performance record in practical work and training on Marketing, Marketing Research, Business Planning, Innovation Activity, Branding, Marketing communications, etc.



Consulting activity and participations of the Department academic staff in different international and domestic projects help teachers to adapt the best world-wide practices in Marketing to the Ukrainian features. The Department teachers have undertaken an internship in the leading universities and companies in Ukraine, the USA, the Great Britain, Sweden, Germany, Poland, Japan, etc. Most of them have the international certificates.

The Department of Industrial Marketing is a founder of the Ukrainian Marketing Association.