

3O 9	Microeconomics		2		2	4	120	54	36	18		66
3O 10	<i>Mathematics for Economists:</i>						0	0				0
3O 10/a	Higher Mathematics 1		1	1	1	3,5	105	72	36	36		33
3O 10/б	Higher Mathematics 2	2		2	2	4,5	135	72	36	36		63
3O 11	Theory of Probability and Mathematical Statistics for Marketing	3		3	3	4,5	135	72	36	36		63
3O 12	Fundamentals of Programming		1		1	3	90	54	18	36		36
3O 13	Law		2		2	3	90	36	18	18		54
3O 14	Statistics	4		4	4	5	150	72	36	36		78
Total number of part 1.1		4	13	5	17	56	1680	1008	360	648	0	672
1.2. Vocational training cycle												
ΠO 1	Marketing in the Information Society	1		1	1	4,5	135	72	36	36		63
ΠO 2	Industrial Merchandising		2	2	2	3,5	105	54	18	36		51
ΠO 3	Goods Market Infrastructure	2		2	2	4	120	54	18	36		66
ΠO 4	<i>Marketing:</i>						0	0				0
ΠO 4/a	Marketing: Introduction to Specialty	1		1	1	4,5	135	72	36	36		63
ΠO 4/b	Marketing: Theoretical Fundamentals of Marketing	2		2	2	4,5	135	72	36	36		63
ΠO 4/c	Marketing: Fundamental Marketing	3			3	4,5	135	72	36	36		63
ΠO 5	Coursework in Marketing: Fundamental Marketing					1	30	0				30
ΠO 6	Investing	3		3	3	5	150	72	36	36		78
ΠO 7	Marketing Product Policy	4			4	4,5	135	72	36	36		63
ΠO 8	Coursework Marketing Product Policy					1	30	0				30
ΠO 9	Consumer Behaviour	4		4	4	4,5	135	72	36	36		63
ΠO 10	Marketing Software		4	4	4	3,5	105	54	18	36		51
ΠO 11	Industrial Marketing	5			5	4,5	135	72	36	36		63
ΠO 12	Coursework in Industrial Marketing					1	30	0				30
ΠO 13	Marketing of Services	5		5	5	4	120	54	18	36		66
ΠO 14	IT Systems and Technologies in Marketing		5	5	5	3	90	54	18	36		36
ΠO 15	Logistics in Marketing System of Enterprise	6		6	6	4	120	54	36	18		66
ΠO 16	Sales and Sales Management		6	6	6	3	90	54	36	18		36
ΠO 17	Marketing research	6			6	4,5	135	72	36	36		63
ΠO 18	Coursework in Marketing research					1	30	0				30
ΠO 19	Riskology in Marketing	6		6	6	4	120	54	18	36		66
ΠO 20	Business Forecasting		6		6	3	90	54	36	18		36
ΠO 21	Marketing Communications	7			7	4,5	135	72	36	36		63
ΠO 22	Coursework in Marketing Communications					1	30	0				30
ΠO 23	Statistics in Marketing Research		7	7	7	3,5	105	54	18	36		51
ΠO 24	Digital Marketing		7		7	3,5	105	72	36	36		33
ΠO 25	Marketing Pricing	7		7	7	4,5	135	72	36	36		63
ΠO 26	Marketing Distribution Policy	7		7	7	4	120	54	18	36		66
ΠO 27	International Marketing		7	7	7	3,5	105	54	18	36		51
ΠO 28	Business Planning	8		8	8	4	120	36	18	18		84
ΠO 29	Marketing Audit		8	8	8	3,5	105	54	18	36		51
ΠO 30	E-Commerce		8		8	3	90	36	18	18		54
ΠO 31	Pre-diploma Practice		8			6	180	0				180

ПО 32	Preparing of Diploma Work					6	180	0				180
Total number of part 1.2		17	11	19	27	124	3720	1638	756	882	0	2082
TOTAL IN NORMATIVE educational components		21	24	24	44	180	5400	2646	1116	1530	0	2754
2. Optional educational components												
2.1. General training cycle (Optional subjects from University catalogue)												
3B 1	Educational components 1 U- Catalog		4		4	2	60	36	18	18		24
3B 2	Educational components 2 U- Catalog		3		3	2	60	36	18	18		24
3B 3	Educational components 3 U- Catalog		4		4	2	60	36	18	18		24
3B 4	Educational components 4 U- Catalog		6		6	2	60	36	18	18		24
3B 6	Foreign Language for Specific Purposes	8	6		5,7	6	180	126		126		54
Total number of part 2.1		1	5	0	6	14	420	270	72	198	0	150
2.2. Vocational training cycle (Optional subjects from Faculty catalogue)												
ПВ 1	Educational components 1 F- Catalog		3	3	3	3,5	105	54	18	36		51
ПВ 2	Educational components 2 F- Catalog		3		3	3,5	105	72	36	36		33
ПВ 3	Educational components 3 F- Catalog		3		3	3,5	105	72	36	36		33
ПВ 4	Educational components 4 F- Catalog		4	4	4	4,5	135	72	36	36		63
ПВ 5	Educational components 5 F- Catalog		5	5	5	4	120	72	36	36		48
ПВ 6	Educational components 6 F- Catalog		5	5	5	4	120	54	18	36		66
ПВ 7	Educational components 7 F- Catalog		5		5	4	120	54	36	18		66
ПВ 8	Educational components 8 F- Catalog		5	5	5	4	120	54	36	18		66
ПВ 9	Educational components 9 F- Catalog		6	6	6	3,5	105	54	18	36		51
ПВ 10	Educational components 10 F- Catalog		6	6	6	3,5	105	54	18	36		51
ПВ 11	Educational components 11 F- Catalog		7	7	7	4	120	36	18	18		84
ПВ 12	Educational components 12 F- Catalog		8	8	8	4	120	27	9	18		93
Total number of part 2.2		0	12	9	12	46	1380	675	315	360	0	705
TOTAL IN SELECTIVE educational components		1	17	9	18	60	1800	945	387	558	0	855
TOTAL		22	41	33	62	240	7200	3591	1503	2088	0	3609

Approved by University Academic Council, Meeting protocol № __ from _____ 2020

Dean of the Faculty _____ / Oleh Gavrysh /

Head of the Department _____ / Solntsev Sergii /
