**Curriculum of the master’s degree educational program «Marketing»**

**(scientific and pedagogical track, 2 years)**

**PROGRAM OVERVIEW**

Requirements of the program of the scientific and pedagogical Master's degree in the specialty «Marketing»

|  |  |
| --- | --- |
| **Category of disciplines** | **Credits (ECTS)** |
| Scientific and pedagogical block | 22 |
| Major disciplines | 46 |
| Internship and scientific-research work | 52 |
| **Total** | **120** |

**Scientific and pedagogical block**

|  |  |
| --- | --- |
| **Course title** | **Credits (ECTS)** |
| History and philosophy of science | 4 |
| Higher education pedagogy | 3 |
| Foreign language (professional) | 5 |
| Psychology of management | 5 |
| Research methodology | 5 |
| **Total** | **22** |

**Major disciplines**

|  |  |
| --- | --- |
| **Course title** | **Credits (ECTS)** |
| Management Marketing Theory | 6 |
| Brand leadership | 5 |
| Critical thinking and decision making | 5 |
| Advertising management | 6 |
| Behavioral Marketing Theory | 6 |
| Strategic marketing | 6 |
| Marketing management of the company's competitiveness | 6 |
| Internet trade | 6 |
| **Total** | **46** |

**Internship and scientific-research work**

|  |  |
| --- | --- |
| **Category of works** | **Credits (ECTS)** |
| Internship | 16 |
| *Pedagogical Internship* | *3* |
| *Research Internship* | *13* |
| Scientific-research work | 24 |
| Writing and defense of the master's dissertation | 12 |
| **Total** | **52** |