

Sveučilište Sjever

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Review

for the educational and professional program «Marketing» for bachelors in the
specialty 075 «Marketing»
at the National University «Yuri Kondratyuk Poltava Polytechnic»

Educational and professional program (EPP) «Marketing» was developed by a project group of teachers of Economics, Entrepreneurship and Marketing Department and stakeholders majoring in 075 «Marketing».

The composition and content of the EPP correspond to the main European approaches to the training of marketing specialists. The total time budget for the study of all components (courses) of the bachelor's program, including the final certification, is 240 credits. Assessment of students' academic achievements is carried out on a 100-point ECTS scale.

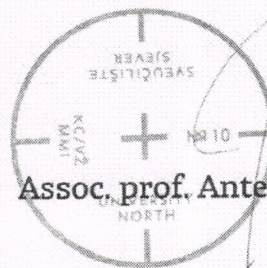
EPP provides for academic mobility of higher education applicants. In particular, it is national and international credit mobility. Cooperation with European universities, in particular with the University North and student exchange can contribute to the successful adaptation of graduates in the labor market.

The development of EPP takes into account the best foreign experience of universities in training marketers. Ongoing cooperation and consultations of

teachers on this EPP with employers, foreign partners and graduates of the specialty «Marketing» is positive.

Analysis of general and professional competencies, program learning outcomes and components (courses) of EPP «Marketing» shows that program meets the basic criteria for ensuring the quality of education. University graduates will be able to be competitive in the labor markets. It also significantly enhances the practical training of marketing specialists during the training of three types of practice and qualification work.

Thus, we can positively evaluate EPP «Marketing» for bachelors in specialty 075.



Assoc. prof. Ante Rončević, PhD

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