

**EDUCATIONAL DISCIPLINES OF THE EDUCATIONAL PROGRAM  
"MARKETING" OF YURI FEDKOVICH CHERNIIVTSI NATIONAL  
UNIVERSITY, DEPARTMENT OF MARKETING, INNOVATIONS AND  
REGIONAL DEVELOPMENT (240 ETCS)**

<b>Main subjects</b>	<b>ETCS</b>
<b>THE TOTAL AMOUNT OF MANDATORY COMPONENTS</b>	<b>180 ETCS</b>
Current issues of the history and culture	4
Higher mathematics	4
Ukrainian language (by professional direction)	3
Computer Science	4
Technologies and innovations	5
Philosophy	4
Foreign language (by professional direction)	6
Macroeconomics	4
Microeconomics	4
Regional economy and regional markets	5
Statistics in marketing	4
Entrepreneurship and own business	5
Management	4
Marketing	10
Consumer behavior	5
Enterprise finance	5
International Economics	5
Methods and models in marketing	4
Marketing researches	5
Accounting and Auditing	4
HR technologies	4
Marketing product policy	4
Marketing communications	4
Marketing services	4
International marketing	4
Digital marketing	4
Public releases	4
Marketing pricing	4
Logistics	5
Management of marketing at the enterprise	4
Marketing of innovations and innovations in marketing	4
Advertising and promotional activities	4
Risk management in marketing	3
science of law	4
Marketing in industries and spheres of activity	4
Admission to the specialty	4
Interdisciplinary coursework in marketing disciplines	3
Interdisciplinary coursework in professionally oriented disciplines	3
Educational practice in marketing	3
Production practice from the course "Marketing research"	3
Industrial practice in professionally oriented disciplines	4
Educational training "Marketing project development"	6
Certification exam	

<b>SELECTIVE COMPONENTS (disciplines for students to choose) - 60 ETCS</b>	
<p>Design technologies in marketing  Identity and corporate style  Storytelling  History of marketing and marketing culture  History of culture, architecture and art  Style and fashion  History of advertising  Product examination  Facebook, Instagram and Tik-Tok  Identity and storytelling  Information technologies in marketing  Product marketing  Presentation and negotiations  Own business and startup  Marketing in the IT sphere  Marketing in tourism  Romanian spoken language  Polish spoken language  Spoken Spanish  Digital marketing  Loyalty programs  Event marketing  Exhibition activity  SMM marketing  Ecological marketing  Event marketing  Marketing in sports  Style and fashion  Trade marketing  Information wars and media planning  Neuro-marketing  Marketing of territories  Marketing of the hospitality industry  Non-commercial marketing  Written and oral communication in a foreign language  Sales management  Marketing planning</p>	
<b>GENERAL SCOPE OF THE EDUCATIONAL PROGRAM 240</b>	