



# MARKETING

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The art of effective business





INTERNATIONAL  
EUROPEAN  
UNIVERSITY

## OUR GOAL IS...

Training of highly qualified and creative specialists capable of innovative vision of modern Marketing, development and implementation of effective marketing solutions, promotion of the company's image in the harsh business conditions of our time.

### **The art of effective business**

European School of Business creates conditions that allow anyone to achieve success and significant results in their career.

**Become a highly qualified specialist of a new generation!**

# Why European School of Business?

Today many universities provide students with a wide range of specialties. You are faced with a difficult question: «What specialty to choose and where to apply?».

We'll answer this question with confidence: choose «Marketing» at European School of Business of International European University, because:

1. The field of professional activity of a marketer is to ensure the effective work of an enterprise of any type of activity and form of ownership. The «Marketing» specialty is a combination of many components: Economics, Computer Science, Psychology, Advertising, Production, Trade, Market and the mechanisms of its functioning.
2. Marketing determines the management potential and market opportunities of a company. Today, the heads of various enterprises and organizations are working on hiring professional marketers. Marketers ensure high competitiveness of the company's products and services. The main task of a marketer in various conditions and situations is an accurate calculation and economic justification of the need for designing and selling new products and services.
3. Students of 1-2 years study a block of fundamental economic subject. Senior students are trained in a professional direction by studying specialized disciplines. Marketing specialists should understand the consumer's needs; possess modern research methods of goods and services markets; thoroughly know modern computer technologies, logistics, advertising tools; give an analytical assessment and predict the development of socio-economic processes at enterprises of various forms of ownership.



# Training in the specialty "Marketing " will allow graduates to:

- determine the strategic objectives and goals of the company's marketing activities;
- develop business plans, marketing plans for innovation activities, marketing plans for a product, price, communication activities, distribution and sale of finished products and services;
- conduct economic studies of factors of external and internal efficiency of production and entrepreneurial activity;
- select and train personnel to carry out marketing and business activities in domestic and foreign markets;
- advise company's employees on business planning and marketing planning, trade and sales activities, advertising and public relations, business management;
- teach Marketing in higher and secondary educational institutions.





# INTERNATIONAL CREDIT MOBILITY

## European School of Business allows:

- participants of the educational process can study, undergo internships, conduct scientific activities in domestic and foreign higher education institutions and partner scientific institutions;
- to implement joint master's programs and receive individual scholarships;
- to transfer obtained credits based on the European Credit Transfer System (ECTS), or using the system for assessing students' academic achievements adopted in the country of the partner higher education institution, if it does not apply ECTS;
- to maintain social, economic, cultural, political relations with domestic and foreign higher education institutions.

## Program coverage

### Bachelor's degree



240 ECTS credits



3 years 10 months

### Master's degree



90 ECTS credits



1 year 5 months





# The target audience of the program

## Bachelor's degree

This program is for you if you want to become:

- Head of a commercial enterprise and service sector enterprise;
- Head of the foreign economic activity division;
- Image-maker, advertising agent;
- Brand manager;
- Marketing manager;
- Marketer-logistician;
- Marketing-analyst;
- Advertising manager, as well as promoter, copywriter, and art director;
- Merchandising manager;
- Sales and Purchasing manager;
- HR-manager;
- Communication specialist.

This program is for you if you want to find out:

- how the latest artificial intelligence marketing technologies are working;
- how to successfully promote your business and achieve career growth within the framework of the personal branding concept;
- how to apply marketing business intelligence tools and sales planning techniques.

This app is for you if you want to be able to:

- create and promote a brand;
- conduct market research;
- development and configuration of contextual and targeted advertising;
- understand the concepts of SEO promotion and SMM promotion;
- use various programs and services;
- attract new customers and retain old ones.



## Master's degree



This program is for you if you want to become:

- Marketing Director, Commercial Director;
- Head of the advertising and public relations department;
- Director of the company/enterprise;
- Agency Director;
- Leading Manager for market research;
- Chief Manager for commercial activities and enterprise management;
- Top Manager for marketing, logistics, supply, sales, and public relations.

This program is for you if you want to be aware of:

- sales psychology in high-tech markets;
- marketing communication technologies of media planning;
- conduct online marketing research;
- qualitative research in marketing communications;
- communication capabilities of applying brand management.

This program is for you if you want to be able to:

- conduct independent research and interpret results in the field of marketing;
- apply a creative approach in work;
- diagnose the marketing activity of a market entity, perform marketing analysis and forecasting;
- choose and apply effective tools for managing the marketing activities of a market entity at the level of an organization, division, group, or network;
- develop and analyze the marketing strategy of a market entity and ways to implement it, taking into account cross-functional relationships;
- form the marketing system of a market entity and evaluate the effectiveness and efficiency of its functioning;
- conduct research in the field of Marketing.



# What can you study?

## Bachelor's degree

### General training course

- Regional Economics
- Introduction to the Specialty "Marketing"
- Ukrainian Language
- Life Safety, Occupational Safety, and Civil Protection
- Jurisprudence
- Foreign Language (professional direction)
- Information Systems and Technologies in Marketing Activities
- Higher Maths
- Philosophy, Ethics, and Aesthetics
- Academic Integrity and Fundamentals of Scientific Research
- Economic Theory
- Statistics
- Sociology and Psychology

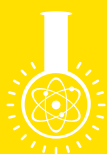
### Professional training course

- Marketing Evolution
- Enterprise Economics
- Management
- Economic Analysis
- Accounting and Taxation
- Finance and Credit
- Marketing
- Marketing Research
- Marketing Product Policy
- Commodity Market Infrastructure
- Consumer Behavior
- Marketing Pricing
- Management of Foreign Economic Activity
- Marketing of an Industrial Enterprise
- Organization of Business Activities in the Field of Industry
- International Relations
- Logistics
- Service Marketing
- International Marketing
- International Advertising

### Selective Courses

### Practical Training

### Military Department



# What can you study?

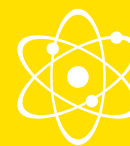
## Master's degree

### General training course

- Foreign Language in a Professional Direction
- Ethics and Psychology of Business Relations
- Methodology and Organization of Scientific Research
- Information Technologies in the Marketing Activities of the Enterprise

### Professional training course

- Advertising Management
- Strategic Marketing
- Innovative Marketing
- Marketing Management
- Logistics Management



# Developers of the educational programs



**Marchenko Svitlana Mykolayivna**

Candidate of Economic Sciences, Associate Professor of the Department of Marketing and Advertising Business, Member of the Ukrainian Marketing Association



**Vasyutkina Nataliya Volodymyrivna**

Doctor of Economics, Professor, Member of the Ukrainian Marketing Association



**Kuzmenko Olha Andriyivna**

Candidate of Economic Sciences, Associate Professor



**Vyshnivska Bohdana Viktorivna**

Candidate of Economic Sciences, Associate Professor, Member of the Ukrainian Marketing Association



**Halenin Roman Volodymyrovych**

Candidate of Economic Sciences, Member of the Ukrainian Marketing Association



**Kalina Iryna Ivanivna**

Doctor of Economics, Professor

# Diploma description

## Bachelor

Completing the Marketing program you will receive:

**Higher Education Degree** - Bachelor

**Qualification** - Bachelor of Marketing

**Bachelor's Degree**

**Swiss Bachelor's Degree** - BBA (Bachelor of Business Administration) by Swiss Montreux Business School (SMBS).

## Master

Completing the Marketing program you will receive:

**Higher Education Degree** - Master

**Qualification** - Master of Marketing

**Master's Degree**

**Swiss Master's Degree** - MBA (Master of Business Administration) by Swiss Montreux Business School (SMBS).

**MARKETING EXPANDS THE POSSIBILITIES OF YOUR FUTURE!**



# How will you study at International European University?

- Provision of premises for holding classes and control activities – 100%
- Provision of multimedia equipment for the simultaneous use in classrooms –100%
- Social and domestic infrastructure: library, reading room, food areas, assembly hall, gym, sports ground, medical station – 100%
- Provision of computer workplaces required to fulfill curricula - 100%



# INTERNATIONAL EUROPEAN UNIVERSITY...



Is a unique educational institution, which combines progressive education according to European standards.

- Student-centrism;
- Equality between students;
- Equality between teachers and students;
- Practical experience in the best national and international companies;
- Space of creativity;
- Support for initiatives and freedom.

## ACTIVE STUDENT LIFE

- Student Parliament activities: organizational work, cooperation, communication, teamwork, open training;
- Sports: IEU football team «Luxor», volleyball team, fitness;
- Events: movie nights, games, movie club, art master classes, picnics, parties;
- Experience: meetings with leading experts in various fields, lectures, workshops, career guidance;
- Science: scientific society, laboratory research, scientific groups;
- Art: vocal and dance classes, drawing classes, sound recording studio, etc.

## ACCOMMODATION & HOSTEL

The Student Hostel of International European University welcomes students for the period of study. The hostel is located near the International European University in a beautiful park area. The infrastructure of the district is developed, and just next to the hostel of IEU there is a grocery store with everything that can meet the daily needs of IEU students.

The condition of the hostel corresponds to the current Sanitary Rules and Norms:

- there are sanitary, utility, and domestic premises for the proper functioning of the hostel;
- the dormitory planning type: each block has a toilet and a washroom.



# Partners

1. Swiss Montreux Business School Rue du Cygne 2,  
Montreux CH-1820, Switzerland  
admission@smbs-montreux.ch

2. NGO "Ukrainian Institute of Politics Analysis and  
Management" 42a Revutskoho St., r. 65, Kyiv.

3. ATB-Market LLC. 5 Boychenko St., Kyiv.

4. Foxtrot group of companies, 1 Dorohozhytska St. Kyiv.

5. Professional Development Center of Kyiv Region  
1 Lesya Ukrayinka Square, Kyiv.

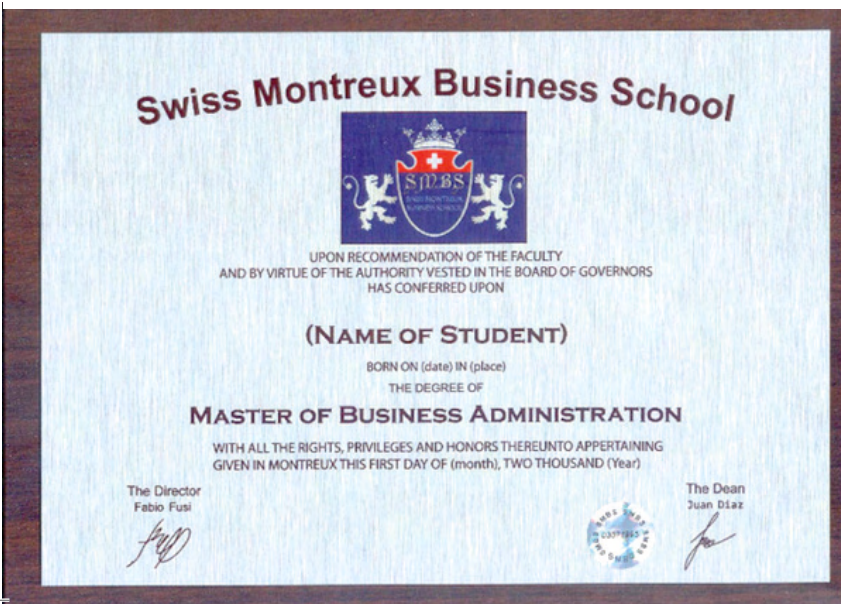
6. City Beach Club LLC, O.DESERTY  
176 Antonovycha St., Kyiv.

7. LAVRYNOVYCH AND PARTNERS Law Firm LLC  
14/24 Klovskyi uzviz/Mechnikova St., Kyiv.

8. Ukrainian Fashion Group LLC  
11 Rybalska St., r. 2, Kyiv.

9. Ukrainian Academy of Fashion Industry LLC  
81 Kanatna St., r. 47, Odesa.

10. Ukrainian Marketing Association.











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**International European University –  
Europe is closer than you think.**

Contact details:

<http://ieu.com.ua>

42V, Akademika Hlushkova Ave,

Kyiv, Ukraine

+38 044 338 0073

+38 095 742 5777

+38 098 042 5777

[admissions@ieu.com.ua](mailto:admissions@ieu.com.ua)

**Welcome  
to study**