

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
WEST UKRAINIAN NATIONAL UNIVERSITY

EDUCATIONAL AND SCIENTIFIC PROGRAM

"Marketing"

third (educational and scientific) level of higher education

in specialty 075 «Marketing»

areas of knowledge 07 «Management and administration»

APPROVED BY THE SCIENTIFIC COUNCIL
Chairman of the Academic Council

Andriy KRYSOVATYY

(Protocol № 9 of 31.05 2023)

Educational program
shall be enforced from _____ 2023

Rector _____ Andriy KRYSOVATYY

(Order № 992 of 1.06 2023)

Ternopil 2023

**LETTER OF AGREEMENT
of educational and scientific program**

"MARKETING"

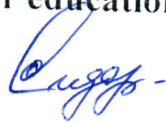
**The third (educational and scientific) level of higher education
in specialty 075 MARKETING
areas of knowledge 07 Management and administration**

Vice-rector for research



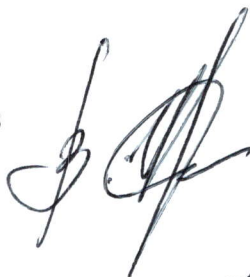
Zenoviy ZADOROZHNY

Director of the Training and Research Center for training
and certification of applicants of higher education and
research staff



Olena SYDOROVYCH

Dean of the Faculty of Economics
and management



Victor OSTROVERKHOV

Head of the Department of Marketing



Tetiana BORYSOVA

Protocol №11 dated 25.05.2023

Guarantor of the educational and scientific program



Tetiana BORYSOVA

EDUCATIONAL AND SCIENTIFIC PROGRAM
third (educational and scientific) level of higher education
in specialty 075 Marketing
areas of knowledge 07 Management and administration

1. **Profile of the educational and scientific program in the specialty**
075 Marketing

1 - General information	
Full name of the higher educational institution and structural subdivision	West Ukrainian National University, Department of Marketing
Level of higher education	The third (educational and scientific) level
Degree of higher education	Doctor of Philosophy
Field of knowledge	07 - Management and administration
Specialty	075 - Marketing
Restrictions on forms of education	Full-time (day, evening), correspondence
Educational qualification	Doctor of Philosophy in Marketing, specialty "Marketing"
Qualification in diploma	Degree of higher education - Doctor of Philosophy Field of knowledge "Management and Administration" Specialty - 075 "Marketing"
Type of diploma and scope of educational and scientific program	Doctor of Philosophy, single, 60 ECTS credits, term of study - 4 years
Prerequisites	Existence of a master's degree or educational qualification level of a specialist
Language (s) of instruction	English
Validity of the educational and scientific program	Until the next accreditation
Internet address of the permanent post of the description of the educational and scientific program	www.wunu.edu.ua
2 - The purpose of the educational and scientific program	
Training of marketing specialists capable of solving complex problems in the field of professional and / or research and innovation activities in the field of modern marketing, which involves a deep rethinking of existing and the creation of new holistic knowledge and / or professional practice; carry out scientific and pedagogical activities.	
3 - Characteristics educational and scientific program	
Subject area 075 Marketing 07 Management and administration	Objects of study and / or activity: marketing activity as a form of interaction of subjects of market relations to meet their economic and social interests. Learning objectives: training of marketing specialists capable of solving complex problems in the field of professional and / or research and innovation activities in the field of modern marketing, which involves a deep rethinking of existing and creation of new holistic knowledge and / or professional practice; carry out scientific and pedagogical activities. Theoretical content of the subject area: the essence of marketing as

	<p>a modern concept of business management; conceptual and categorical apparatus, principles, functions, concepts of marketing and their historical preconditions; specifics of activity of market subjects in different spheres and in different types of markets; the content of marketing activities, development of marketing strategies and the formation of management decisions in the field of marketing.</p> <p>Methods, techniques and technologies: general scientific and special methods, professional methods and technologies necessary to ensure effective marketing innovation and research and teaching activities.</p> <p>Tools and equipment: modern universal and specialized information systems and software products necessary for research, adoption and implementation of innovative marketing management decisions.</p>
Orientation of the educational and scientific program	Educational and scientific program, focusing on the latest research in the field of marketing and new marketing trends
Features of the program	Training based on research with the use of general scientific and economic-mathematical methods, setting research tasks and their implementation during the work on the qualification work (dissertation) and scientific and pedagogical practice. The educational and scientific program provides for the possibility of passing scientific internships in foreign institutions of higher education, with which agreements on academic mobility and cooperation in the field of scientific research have been concluded. The program is aimed at developing methodological, research and foreign language competencies.
4 - Suitability of graduates to employment and further training	
Employment of graduates	Employment in the positions of scientific and scientific-pedagogical workers in scientific institutions and institutions of higher education, other positions requiring qualification of the 8th level of the NRC, in particular in the positions of highly qualified workers in research, design, engineering, etc. institutions and subdivisions of enterprises of a certain branch, positions of scientific consultants in government bodies, institutions and organizations.
Academic rights of graduates	The right to obtain the degree of Doctor of Philosophy and additional qualifications in the system of adult education.
5 - Teaching and assessment	
Teaching and learning	The educational and scientific process is carried out on the basis of competence, systematic, integrative approaches with the use of innovative and interactive technologies, elements of distance learning, project implementation, scientific and pedagogical practice, which determines the humanistic style of subject-subject interaction, research nature of learning.
Evaluation	Current reports, oral presentations, current control, tests, oral and written exams, defense of the report on scientific and pedagogical practice, defense of qualification work (dissertation).
6 - Program competencies	
Integral competence	Ability to produce new ideas, solve complex problems in the field of professional and / or research and innovation, apply the methodology of scientific and pedagogical activities, as well as conduct their own research, the results of which have scientific novelty, theoretical and practical significance for modern marketing.
General Competences (GC)	GC01. Ability to abstract thinking, analysis and synthesis. GC02. Ability to search process and analyze information from various

	<p>sources.</p> <p>GC03. Ability to work in an international context.</p> <p>GC04. Formation of a systematic scientific worldview, professional ethics and general cultural outlook in the field of marketing.</p>
<p>Special (professional) competencies (SC)</p>	<p>SC01. Ability to perform original research, achieve innovative scientific results that create new knowledge in the theory, methodology and practice of modern marketing and related interdisciplinary areas and can be published in leading scientific journals in marketing and related fields.</p> <p>SC02. Ability to orally and in writing present and discuss the results of research and / or innovative developments in Ukrainian and English, deep understanding of English-language scientific texts in the field of research.</p> <p>SC03. Ability to apply modern information technologies, economic and mathematical methods and models, databases, electronic resources, specialized software in scientific and educational activities.</p> <p>SC04. Ability to carry out scientific and pedagogical activities in higher education using modern approaches, methods and tools, adhere to the ethics of research, as well as the rules of academic integrity in research and scientific and pedagogical activities.</p> <p>SC05. Ability to conduct research and organizational activities and manage research projects.</p> <p>SC06. Ability to critically rethink and develop modern theory, methodology and practice of marketing in the course of conducting their own original research.</p> <p>SC07. Ability to identify and formalize the patterns of development of the subjects of market relations on the basis of basic and applied research and development of recommendations for improving the efficiency of marketing systems.</p>
<p>7 -Normative content of Doctor of Philosophy training, formulated in terms of learning outcomes (LO)</p>	
	<p>LO01. Have advanced conceptual and methodological knowledge of marketing and cross-cutting areas, as well as research skills sufficient to conduct scientific and applied research at the level of the latest world achievements in the field, gain new knowledge and / or innovate.</p> <p>LO02. Freely present and discuss with specialists and non-specialists the results of research, scientific and applied problems of modern marketing in state and foreign languages, qualified to reflect the results of research in scientific publications in leading international scientific journals.</p> <p>PL003. Develop and research economic-mathematical and computer models of processes and systems using modern software, effectively use them to gain new knowledge and / or create innovative products in marketing and related interdisciplinary areas.</p> <p>LO04. Deeply understand the general principles and methods of marketing science, as well as research methodology, apply them in their own research and teaching practice.</p> <p>LO05. Present the results of independent original research that has scientific novelty, theoretical and practical significance with due academic integrity, as well as demonstrate mastery of the methodology of teaching professionally-oriented disciplines and be responsible for teaching others.</p> <p>LO06. Demonstrate a systematic scientific worldview and the ability</p>

	<p>to interpret modern theories and concepts of marketing, including at the boundaries of subject areas, in order to obtain new theoretical and applied results.</p> <p>LO07. Carry out independent research of scientific and applied nature in the field of marketing or on the border of subject branches of economics, management and administration in order to establish the trajectory of real market processes and behavior of market participants.</p> <p>LO08. Acquisition of universal skills of a researcher, including oral and written presentation of the results of own research in Ukrainian, application of modern information technologies in scientific activity, search and critical analysis of information, conceptualization and implementation of scientific projects, management of research projects, research proposals and / or projects , registration of intellectual property rights.</p> <p>LO09. Mastering a foreign language at a level sufficient to present and discuss the results of their research in a foreign language orally and in writing, as well as for a full understanding of foreign language professional, scientific and educational publications on marketing topics.</p>
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8 - Resource support for program implementation

Staffing	All scientific and pedagogical workers involved in the implementation of the educational component of the educational and scientific program have a scientific degree and / or academic title and a confirmed level of scientific and professional activity that meets the requirements of the license conditions. All research and teaching staff have indicators of academic and professional qualifications in accordance with the discipline in which they provide teaching.
Logistics	Provision of training facilities, computer workstations. Availability of technical means (multimedia equipment, computers), equipment, devices and tools (thematic stands, tables, teaching materials). All the necessary social and household infrastructure is available, the number of places in dormitories meets regulatory requirements. Computer laboratories equipped with the following equipment: multimedia screen Sopur - 1 pc.; projector Leater LX402U- LCD 1024 x 768 XGA (1 pc.); Canon i-SENSYS LBP6020 laser printer; PC DEPO Race X140S (1pc); PC DEPO Neos 260 W7_P64 (11 pcs.); monitor 19 Samsung E1920NR (12); PC Athlon x2 220 2.8 GHz (8 pcs.); Samsung 21 monitor (8 pcs.).
Information and educational and methodological support	<p>The official website http://www.wunu.edu.ua contains information about educational programs, educational, scientific and educational activities, structural units, rules of admission, contacts. Materials of educational and methodological support of the educational and scientific program are presented in the institutional repository of the library of WUNU named after L. Kanishchenko: http://library.wunu.edu.ua.</p> <p>The reading room is equipped with wireless Internet access. All library resources are available through the university website: http://www.wunu.edu.ua. Free access through the WUNU website to the databases of periodical professional scientific publications (including in English) is provided by the participation of the University Library in the ElibUkr consortium.</p>
9 - Academic mobility	

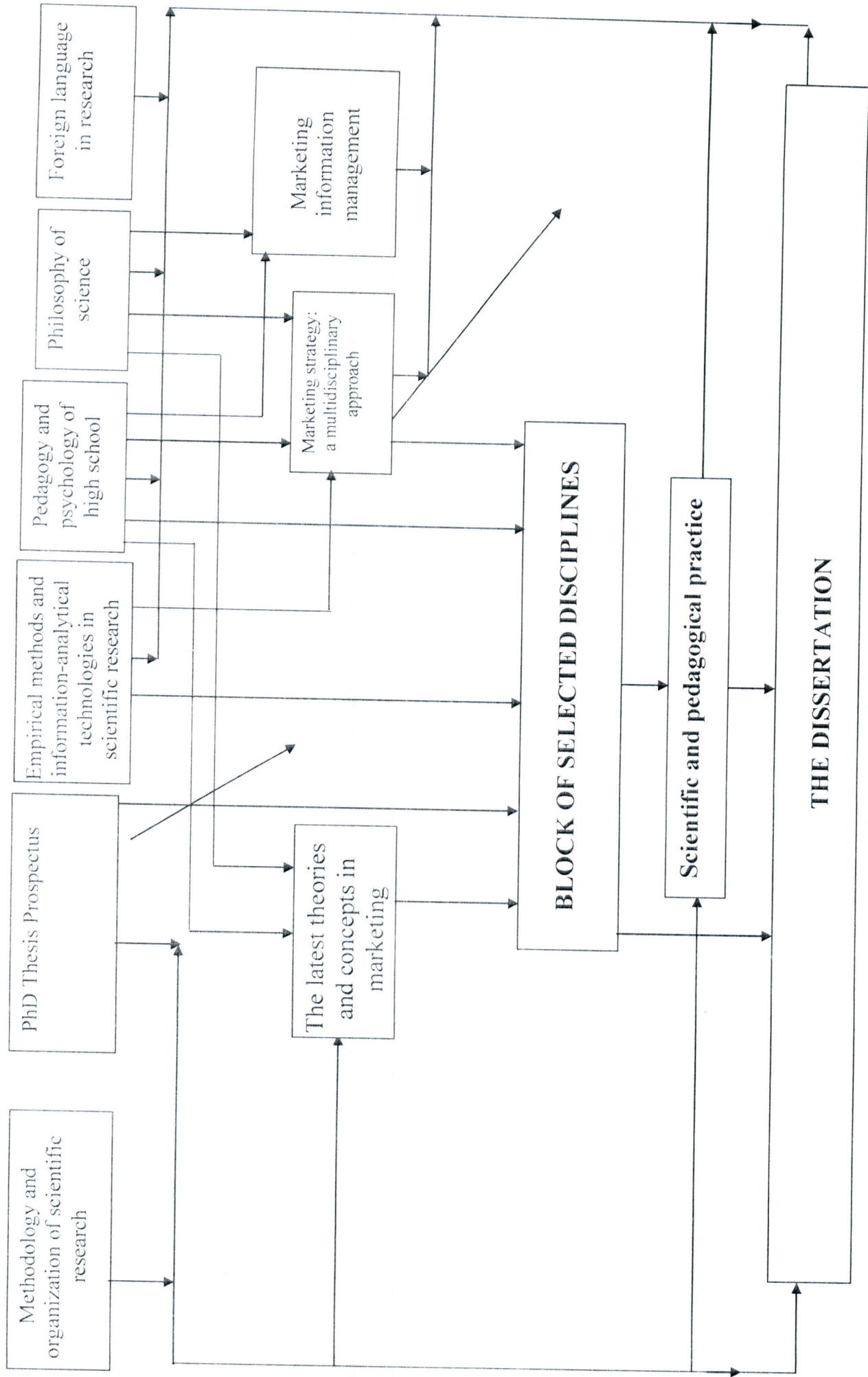
National credit mobility	According to WUNU agreements.
International credit mobility	In accordance with the WUNU agreements and the agreements on international academic mobility (Erasmus+ K1).
Training of foreign applicants for higher education	According to legal documents.

**List of components of the educational and scientific program (ESP)
"Marketing" and their logical sequence**

2.1. List of components of ESP

Code n / a	Components of the educational-scientific program (academic disciplines, course projects (works), practices, qualification work)	Number of credits	Form of final control
1	2	3	4
Obligatory components of ESP			
OC 1	Philosophy of science	4	exam
OC 2	Methodology and organization of scientific research	4	test
OC 3	Pedagogy and psychology of high school	4	test
OC 4	Foreign language in research	6	exam
OC 5	PhD Thesis Prospectus	5	test
OC 6	Empirical methods and information-analytical technologies in scientific research	5	test
OC 7	The latest theories and concepts in marketing	4	exam
OC 8	Marketing strategy: a multidisciplinary approach	4	exam
OC 9	Marketing information management	4	exam
OC 10	Scientific and pedagogical practice	5	test
Total amount of obligatory components:		45	
The total amount of sample components:		15	
TOTAL SCOPE OF THE EDUCATIONAL AND SCIENTIFIC PROGRAM		60	

Z.2. Structural and logical scheme of the educational and scientific program "Marketing"



3. Form of certification of applicants for higher education

Forms of certification of applicants for higher education	Attestation of candidates for the educational level of Doctor of Philosophy is carried out in the form of public defense of the dissertation.
Requirements for qualification work	The dissertation for the degree of Doctor of Philosophy is an independent detailed research that offers a specific scientific problem of a particular specialty or on its border with other specialties, the results of which are an original contribution to the development of the specialty and published in peer-reviewed scientific journals. The dissertation should not contain academic plagiarism, falsification, fabrication. The dissertation must be posted on the website of the institution of higher education (scientific institution).
Requirements for public protection	According to the current legislation of Ukraine

4. Matrix of correspondence of program competencies and components of the educational and scientific program "Marketing"

	OC1	CC2	OC3	OC4	OC5	OC6	OC7	OC8	OC9	OC10
GC 1	•									•
GC 2		•	•							•
GC 3		•	•							•
GC 4							•			
SC 1					•					•
SC 2				•						•
SC 3						•				•
SC 4					•					•
SC 5										•
SC 6							•		•	•
SC 7								•		•

5. Matrix for ensuring software learning outcomes (SLO) and relevant components of the educational and scientific program "Marketing"

	OC1	CC2	OC3	OC4	OC5	OC6	OC7	OC8	OC9	OC10
LO01	•									•
LO02				•						•
LO03					•					•
LO04						•				•
LO05									•	•
LO06							•			•
LO07								•		•
LO08		•	•							•
LO09					•					•