

## Review

for the educational and professional program "Marketing"

second (master's) level of higher education

specialty 075 "Marketing"

Field of knowledge 07 Management and administration

Qualification: Master of Marketing

The training of marketers around the world has general principles, but may differ depending on the country and educational system. A variety of marketing training programs are available in most countries, including bachelor's, master's, and doctoral degrees. Programs can be academic or more practically oriented, such as an MBA in marketing.

One of the main features of training marketers is the development of their strategic thinking. Marketers learn to analyze the market, predict trends and develop long-term strategies. The theoretical content of the subject area of the reviewed EP includes consideration of marketing activities, development of marketing strategies and the study of strategic management.

An important part of training marketers is an understanding of economics and finance. They must be able to analyze the impact of marketing decisions on the company's financial results. The increasing availability of data and analytical tools has led to the increased importance of analytics in marketing. Professionals must learn to collect, analyze and use data to make decisions. Acquaintance with the syllabuses of the educational components of the Marketing EP allowed us to conclude that the EP has several disciplines that will help applicants achieve the learning outcome PH11. Use methods of marketing strategic analysis and interpret its results in order to improve the marketing activities of a market entity.

The world is increasingly focusing on cross-cultural and international training for marketers as globalization makes markets more international. Marketers must understand the differences in cultural and consumer requirements across countries. The disciplines of Brand Management and Relationship Marketing are devoted to the study of such features; the study of a foreign language and various types of communications becomes a tool for intercultural communication.

Modern marketing places a lot of emphasis on innovation and the use of technology such as digital marketing, social media and artificial intelligence. Marketers must be focused on new technologies and tools. Therefore, it will contribute to the study of digital marketing and innovative marketing on this program. And opportunities are provided to form an individual educational trajectory according to the preferences and interests of applicants through selective disciplines.

Many marketing programs include an internship or practicum opportunity that helps students gain hands-on experience and connect theory to real-world situations. Applicants for the OP Marketing, offered by the Department of Public Administration, Management and Marketing, are given the opportunity to undergo an internship, this is

reflected in individual educational credits. There is also the opportunity to master theory and accumulate practical experience in a dual form of education.

In general, the training of marketers around the world is based on current trends in the field of marketing, includes many aspects, from strategic thinking to analytics and cultural understanding, and is focused on preparing specialists ready for the challenges of the modern business environment. These trends, in my opinion, are met by OP Marketing, OP Master, Department of Public Administration, Management and Marketing of the East Ukrainian National University. V. Dahl and can be implemented in the educational process.

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2023.06.20

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