

REVIEW
OF THE EDUCATIONAL AND PROFESSIONAL PROGRAMME "MARKETING"
AT THE FIRST (BACHELOR'S) LEVEL OF HIGHER EDUCATION
IN SPECIALTY D5 "MARKETING"
FIELD OF KNOWLEDGE D "BUSINESS, ADMINISTRATION AND LAW"
OF YURIY FEDKOVYCH CHERNIVTSI NATIONAL UNIVERSITY

The Educational and Professional Programme "Marketing" at the Bachelor's level of higher education offered by Yuriy Fedkovych Chernivtsi National University demonstrates a clear conceptual framework and a comprehensive approach to the preparation of future marketing professionals. Its curriculum has been developed in accordance with contemporary higher education standards and reflects the ongoing transformations in the global economy, digital business, e-commerce, and marketing communications.

A significant strength of the programme lies in its well-balanced curriculum structure. During the initial years of study, students acquire a solid foundation in economics, management, finance, statistics, and other fundamental disciplines that provide the basis for subsequent professional training. The curriculum then progressively advances to specialised courses in marketing research, brand management, consumer behaviour, digital marketing, marketing communications, analytical tools, and contemporary technologies for promoting products and services.

Another notable advantage of the programme is the successful integration of academic education with practical learning. The extensive use of case studies, project-based assignments, internships, collaboration with business representatives, and the focus on solving real marketing challenges enable students to develop professional thinking and practical competencies throughout their studies. This approach is particularly important at the bachelor's level, where graduates are expected to be well prepared to perform professional duties from the beginning of their careers.

It is also commendable that the programme extends beyond the development of specialised professional competencies. Considerable attention is devoted to fostering critical thinking, communication skills, entrepreneurial mindset, digital literacy, teamwork, and ethical responsibility in professional practice. These learning outcomes are highly valued by European employers and fully correspond to the requirements of the knowledge-based economy.

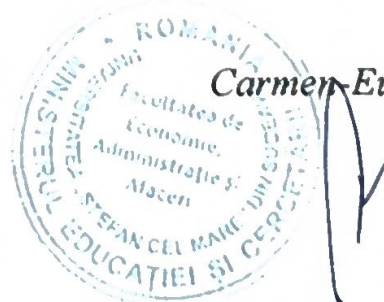
Particular recognition should be given to the programme's orientation towards current digital trends in marketing. The inclusion of educational components related to digital marketing communications, marketing analytics, online promotion tools, and modern information technologies demonstrates the University's commitment to ensuring that graduates possess up-to-date knowledge and competencies aligned with the demands of today's labour market.

At the same time, one promising direction for the further enhancement of the programme would be the strengthening of its international dimension. This could be achieved through broader student participation in joint educational initiatives with foreign universities, international competitions, academic mobility programmes, and practical projects implemented in cooperation with European companies. Such measures would further enhance students' intercultural competencies and expand their professional opportunities in the international labour market.

Overall, the Educational and Professional Programme "Marketing" at the first (Bachelor's) level of higher education offered by Yuriy Fedkovych Chernivtsi National University is modern, comprehensive, and well structured. It fully reflects contemporary European approaches to marketing education, ensures the development of both professional and transferable competencies, and creates favourable conditions for graduates' successful professional careers or for continuing their studies at the second (Master's) level of higher education.

The programme deserves a highly positive evaluation and can be confidently recommended for further implementation.

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