



**The University, committed towards  
the future: traditions, innovation, success!**

## **SPECIALTY 5B051100 «Marketing»**



**Choosing a specialty means  
choosing your future!**

## Advantages of studying in this specialty:



Building your own course of studying



Possibilities of studying at the universities of the European Union.



Participation of students in the program of external academic mobility



Guaranteed employment in the specialty



Applying the knowledge gained in the real economy of the country.



Practice in the leading enterprises of the region and the country

## Sphere of professional activity:

- ⇒ Sales and promotion departments
- ⇒ PR-managers
- ⇒ Brand managers
- ⇒ Copywriters
- ⇒ Speechwriters
- ⇒ Merchandisers
- ⇒ Market research and analysis
- ⇒ Advertising and communication
- ⇒ Services sector (hotel business, tourism, entertainment and recreation)
- ⇒ Education, health, industry and construction

*Upon completion of the bachelor's degree program, graduates are awarded with a diploma of higher education with assignation the qualification of a bachelor of economics and business in the specialty "Marketing".*

*The bachelor's degree gives the right to enter the Master's programs*



## CONTACT DETAILS:

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