

## Curriculum of the study programme 38.03.06\_03 «Marketing in commerce»

Index	Description	Total hours	Total credits	Semester	Assessment
K.M.01	<b>General education part</b>	<b>468</b>	<b>13</b>		
K.M.01.01	Health and safety	72	2	4	Academic assessment
K.M.01.02	History	72	2	2	Academic assessment
K.M.01.03	Philosophy	108	3	1	Exam
K.M.01.04	Sociology and Psychology	144	4	1	Exam
K.M.01.05	Legal studies	72	2	1	Academic assessment
K.M.02	<b>Physical education</b>	<b>400</b>	<b>2</b>		
K.M.02.01	Physical education	72	2	2	Academic assessment
K.M.02.02	Elective physical education and sport	328		1234	Academic assessment
K.M.03	<b>Foreign language part</b>	<b>648</b>	<b>18</b>		
K.M.03.01	Foreign language: Basic course	324	9	123	Academic assessment, Graded academic assessment
K.M.03.02	Foreign language: Professionally oriented course	216	6	45	Academic assessment, Exam
K.M.03.03	International Business Communications (in English)	108	3	7	Academic assessment
K.M.04	<b>Fundamental part</b>	<b>792</b>	<b>22</b>		
K.M.04.01	<b>Mathematical part</b>	<b>504</b>	<b>14</b>		
K.M.04.01.01	Mathematics	360	10	12	Exam
K.M.04.01.02	Probability theory	144	4	3	Exam
K.M.04.02	<b>Scientific part</b>	<b>144</b>	<b>4</b>		
K.M.04.02.01	Concepts of modern natural science	72	2	1	Academic assessment
K.M.04.02.02	Environmental studies	72	2	3	Academic assessment
K.M.04.03	<b>Information technology part</b>	<b>144</b>	<b>4</b>		
K.M.04.03.01	Computer science	144	4	1	Exam
K.M.05	<b>Basic part</b>	<b>2844</b>	<b>79</b>		
K.M.05.01	Introduction to professional activities	72	2	2	Academic assessment
K.M.05.02	<b>Information and documentation support</b>	<b>180</b>	<b>5</b>		
K.M.05.02.01	Document support of management	72	2	1	Academic assessment
K.M.05.02.02	Information systems and technologies	108	3	2	Exam

K.M.05.03	<b>Economic theory</b>	<b>288</b>	<b>8</b>		
K.M.05.03.01	Microeconomics	144	4	1	Graded academic assessment
K.M.05.03.02	Macroeconomics	144	4	2	Exam
K.M.05.04	Company economics	144	4	2	Exam
K.M.05.05	Management	180	5	3	Exam
K.M.05.06	Accounting	180	5	3	Exam
K.M.05.07	Statistics	144	4	4	Exam
K.M.05.08	Organization of business activities in trade	144	4	4	Exam
K.M.05.09	Labor potential management of a commercial enterprise	144	4	7	Exam
K.M.05.10	Commercial activity in the field of commodity circulation	144	4	7	Exam
K.M.05.11	Advanced manufacturing technologies	72	2	1	Academic assessment
K.M.05.12	Digital industry technologies	72	2	2	Academic assessment
K.M.05.13	Organization, technology and design of trade enterprises	144	4	4	Exam
K.M.05.14	<b>Regional studies and world trade infrastructure</b>	<b>144</b>	<b>4</b>		
K.M.05.14.01	Regional studies	72	2	2	Academic assessment
K.M.05.14.02	World trade infrastructure	72	2	3	Academic assessment
K.M.05.15	<b>Economy of trade</b>	<b>252</b>	<b>7</b>		
K.M.05.15.01	Evaluation and forecasting of trade and procurement activities	108	3	4	Exam
K.M.05.15.02	Management of capital of a trade enterprise	144	4	5	Exam
K.M.05.16	<b>Legal and information support for professional activities</b>	<b>180</b>	<b>5</b>		
K.M.05.16.01	Legal support for professional activities	72	2	4	Academic assessment
K.M.05.16.02	Information technology in professional activities	108	3	7	Academic assessment
K.M.05.17	<b>Commodity science and expert examination of goods</b>	<b>180</b>	<b>5</b>		
K.M.05.17.01	Commodity science in the sphere of homogeneous groups of non-food goods	108	3	4	Graded academic assessment

K.M.05.17.02	Commodity science in the sphere of homogeneous groups of food products	108	2	3	Academic assessment
K.M.05.DV.01	<b>Elective part 1 (DV.1)</b>	<b>180</b>	<b>5</b>	<b>3</b>	
K.M.05.DV.01.01	Marketing	180	5	3	Exam
K.M.05.DV.01.02	Marketing (in English)	180	5	3	Exam
K.M.06	<b>Profession-oriented part</b>	<b>1512</b>	<b>42</b>		
K.M.06.01	E-commerce	180	5	6	Exam
K.M.06.02	Marketing research in trade	144	4	5	Exam
K.M.06.03	Advertising activities	144	4	5	Exam
K.M.06.04	Management of marketing activities in trade	180	5	6	Exam
K.M.06.05	Technologies for forming the image of a trade organization	180	5	7	Exam
K.M.06.DV.01	<b>Elective part 1 (DV.1)</b>	<b>180</b>	<b>5</b>	<b>5</b>	
K.M.06.DV.01.01	Logistics in trade	180	5	5	Exam
K.M.06.DV.01.02	Sales channels management	180	5	5	Exam
K.M.06.DV.02	<b>Elective part 2 (DV.2)</b>	<b>180</b>	<b>5</b>	<b>6</b>	
K.M.06.DV.02.01	Customer loyalty management	180	5	6	Exam
K.M.06.DV.02.02	Consumer behavior	180	5	6	Exam
K.M.06.DV.03	<b>Elective part 3 (DV.2)</b>	<b>180</b>	<b>5</b>	<b>6</b>	
K.M.06.DV.03.01	Digital technologies in marketing	180	5	6	Exam
K.M.06.DV.03.02	International marketing	180	5	6	Exam
K.M.06.DV.04	<b>Elective part 4 (DV.2)</b>	<b>144</b>	<b>4</b>	<b>8</b>	
K.M.06.DV.04.01	Brand management	144	4	8	Exam
K.M.06.DV.04.02	Basics of branding in trade	144	4	8	Exam
K.M.07	<b>Additional part</b>	<b>360</b>	<b>10</b>		
K.M.07.DV.01	<b>Additional courses</b>	<b>360</b>	<b>10</b>		
K.M.07.DV.01.01	Educational foresight	360	10	57	Academic assessment
K.M.07.DV.01.02	Career adaptability	360	10	57	Academic assessment
K.M.08	<b>Project part</b>	<b>1728</b>	<b>48</b>		
K.M.08.01(P)	Practical training for obtaining primary professional skills and abilities, including primary academic experience	144	4	4	Academic assessment

K.M.08.02(I)	Internship for obtaining professional skills and experience	216	6	6	Academic assessment
K.M.08.03(I)	Technological practical training	216	6	8	Academic assessment
K.M.08.04(PG I)	Pre-graduation internship	216	6	8	Graded academic assessment
K.M.08.05	Basics of project activities	108	3	4	Academic assessment
K.M.08.06	Analysis of financial and economic activities of trade enterprises	180	5	7	Graded academic assessment
K.M.08.07	Project work on the organization and management of commercial activities in the field of commodity circulation	144	4	8	Graded academic assessment, course paper
K.M.08.08	Project work on marketing research in trade	180	5	6	Graded academic assessment, course paper
K.M.08.09	Project work on marketing planning	180	5	8	Graded academic assessment, course paper
K.M.08.DV.01	<b>Elective part 1 (DV.1)</b>	<b>144</b>	<b>4</b>	<b>5</b>	
K.M.08.DV.01.01	Project work on the organization, technology and design of retail enterprises	144	4	5	Graded academic assessment, course paper
K.M.08.DV.01.02	Project work on the organization, technology and design of wholesale enterprises	144	4	5	Graded academic assessment, course paper
K.M.09	<b>Final state attestation</b>	<b>216</b>	<b>6</b>		
K.M.09.01(T)	Bachelor`s Thesis preparation and defense	216	6		
Elective courses	<b>Elective courses</b>	<b>576</b>	<b>16</b>		
FTD.V.05	Artistic semesters	36	1	2	Academic assessment
FTD.V.05	Information resources and information retrieval technologies	72	2	2	Academic assessment
FTD.V.05	Second foreign language (German): basic course	360	10	23	Graded academic assessment, Exam
FTD.V.05	Basic operation in online educational information environment	36	1	1	Academic assessment
FTD.V.05	Professionally oriented course of the second foreign language	72	2	6	Academic assessment

Basic part - 107 credits\*  
Elective part, compulsory courses - 69 credits\*;  
Elective part, elective courses - 36 credits\*;  
Traineeship section - 22\*;  
Final state attestation - 6 credits\*;  
\*1 credit - 36 hours.

# Academic calendar

Month	September					October				November				December				January				February				March					April				May					June				July				August							
Dates	1 - 7	8 - 14	15 - 21	22 - 28	29 - 5	6 - 12	13 - 19	20 - 26	27 - 2	3 - 9	10 - 16	17 - 23	24 - 30	1 - 7	8 - 14	15 - 21	22 - 28	29 - 4	5 - 11	12 - 18	19 - 25	26 - 1	2 - 8	9 - 15	16 - 22	23 - 1	2 - 8	9 - 15	16 - 22	23 - 29	30 - 5	6 - 12	13 - 19	20 - 26	27 - 3	4 - 10	11 - 17	18 - 24	25 - 31	1 - 7	8 - 14	15 - 21	22 - 28	29 - 5	6 - 12	13 - 19	20 - 26	27 - 2	3 - 9	10 - 16	17 - 23	24 - 31			
Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52			
I									*							E	E	E	E	E	E					*												E	E	E	E	E	E	H	H	H	H	H	H	H	H				
II									*							E	E	E	E	E	E					*												E	E	E	E	E	E	P	P	P	P	H	H	H	H				
III									*							E	E	E	E	E	E					*												E	E	E	E	E	E	I	I	I	I	H	H	H	H				
IV									*							E	E	E	E	E	E					*												E	E	E	E	E	E	H	H	T	T	T	T	T	T	H	H	H	H

### Consolidated data

		Course 1			Course 2			Course 3			Course 4			Total
		sem. 1	sem. 2	Total	sem. 3	sem. 4	Total	sem. 5	sem. 6	Total	sem. 7	sem. 8	Total	
		Theoretical courses, practical training and internships		15 1/6	15 1/6	30 2/6	15 1/6	15 1/6	30 2/6	15 1/6	15 1/6	30 2/6	15 1/6	
E	Exam sessions	4 2/6	5 5/6	10 1/6	4 2/6	3 3/6	7 5/6	4 2/6	2 3/6	6 5/6	4 2/6	2 2/6	6 4/6	31 3/6
P	Practical training					3	3							3
I	Internship in industry								4	4		4	4	8
T	Bachelor`s Thesis preparation and defense											4	4	4
H	Holidays		9	9		8 2/6	8 2/6		8 2/6	8 2/6		8 5/6	8 5/6	34 3/6
*	Public holidays (excl. Sunday)	1 3/6 (9 days)	1 (6 days)	2 3/6 (15 days)	1 3/6 (9 days)	1 (6 days)	2 3/6 (15 days)	1 3/6 (9 days)	1 (6 days)	2 3/6 (15 days)	1 3/6 (9 days)	1 (6 days)	2 3/6 (15 days)	10 (60 days)
Duration of training (excluding public holidays and vacations)		Over 39 weeks			Over 39 weeks			Over 39 weeks			Over 39 weeks			
Total		21	31	<b>52</b>	21	31	<b>52</b>	21	31	<b>52</b>	21	31	<b>52</b>	208