

Speciality code and name	<i>051 Economics</i>
Specialization	<i>Digital Marketing</i>
Qualification level	First (bachelor)
Professional competencies and skills	<p>The specialist is able to:</p> <p>manage complex economic systems, digital marketing systems, IT projects, modeling and forecasting socioeconomic processes, creating software; develop and maintain Web-sites; create databases and process them; carry out marketing researches, work in social networks, collect, systematize, accumulate the primary information for fulfillment of the official duties assigned to him.</p> <p>Employment Opportunities:</p> <p>The specialist in the field of digital marketing can hold positions of of marketers, economists-analysts on the assessment of goods and services markets; managers for the promotion of enterprises, their brands and products in on-line and off-line environments; specialists in the development and maintenance of Web-sites and mobile applications.</p>
Mode of studies	Full-time (admission requirements)
Duration of studies	3 years and 10 months
Educational background requirements	General Certificate of Senior Secondary Education, Subject Standardized Test Certificates from the Ukrainian Center for Educational Quality Assessment in contest subjects are required according to the Admission Regulations of the National University of "Ostroh Academy".
Scope and structure of the degree program	<p>240 credits, including:</p> <p>compulsory subjects: 175 credits;</p> <ul style="list-style-type: none"> - cycle of general training – 31 credits; - cycle of professional training – 126 credits; - cycle of practical training – 18 credits; <p>selective subjects: 65 credits;</p> <ul style="list-style-type: none"> - cycle of general training – 17 credits; - cycle of professional training – 48 credits
List and content of compulsory academic disciplines:	

cycle of general training: English language, History of Ukraine, Philosophy, Ukrainian language (on a professional basis), Foundations of Pedagogy and Psychology, History of Ukrainian Culture and Ostroh Academy;

cycle of professional training: English language (for professional purposes), Political Economy, Microeconomics, Macroeconomics, History of Economic Thoughts, Higher Mathematics, Marketing, Economic and Mathematical Modeling, Modern Information Technologies, Business Economics, Management, Social Networking Marketing, Money and Credit, Finance, Marketing Communications, Statistics, Digital Marketing, Operations Research, Modeling of Economics, Forecasting of Socioeconomic Processes, Decision Making Systems, Information Systems and Technologies in Management, Applied Models of Economic Processes, Information Projects Management, Mathematical Logic, Econometric Analysis, course paper.

List and content of selective academic disciplines:

Cycle of general training: National Security of Ukraine, History of Musical and Fine Arts, Basics of Business Etiquette, Computer Networks, Technologies of Design and Administration of Databases and Data Warehouses;

cycle of professional training (Bloc 1): Basics of Programming, Big Data For Business, Web-Design and Web-Programming, Design and Development of Information Systems, Object-Oriented Programming, Artificial Intelligence, Models and Data Structures, Enterprise Management on the Platform 1C, Business Finance, Advertising Management, Logistics, Fundamentals of Industry and Competitive Analysis, Risk Management, Financial Markets and Cryptocurrency market.

cycle of professional training (Bloc 2): Basics of Programming, Big Data For Business, Web-Design and Web-Programming, Content Marketing, Website Promotion, Consumer Behavior Surveys, Enterprise Development Project Management, Enterprise Management on the Platform 1C, Business Finance, Advertising Management, Logistics, Positioning strategies, Risk Management, Financial Markets and Cryptocurrency market.

Work experience internship (educational practice) on the course "Modern Information Technologies".

Work experience internship (educational practice) on the course "Marketing".

Work experience internship (production general).

Work experience internship (production for professional purposes).

Qualifying Complex Exam