

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
NATIONAL UNIVERSITY
“LVIV POLYTECHNIC”**

“I APPROVE”

Rector

National University

“Lviv Polytechnic”

_____ / Yu. Ya. Bobalo

“ _____ ” _____ 2022

EDUCATION – SCIENTIFIC PROGRAM

“MARKETING”

Level of higher education	The third (educational and scientific) level
Degree of higher education	Doctor of philosophy
Branch of knowledge	07 Management and administration
Specialty	075 Marketing

Considered and approved
at the meeting of the Academic
Council

National University

“Lviv Polytechnic”

from “__” _____ 202__

Protocol No. _____

Lviv 2022

LETTER OF AGREEMENT
Educational and scientific program

Level of higher education	Third (educational and scientific)
Degree of higher education	Doctor of philosophy
Branch of knowledge	07 Management and administration
Specialty	075 Marketing

DEVELOPED AND APPROVED

Scientific and methodical commission of
specialty 075 Marketing
Protocol No. ___
from “ ___ ” _____ 2022

Head of the SMC of the specialty
_____ E.V. Krykavskyy

RECOMMENDED

Scientific and methodological council of
the university
Protocol No. ___
from “ ___ ” _____ 2022

The head of the SMC of the university
_____ A.H. Zagorodnii

AGREED

Vice-rector for scientific and
pedagogical works of the National
University “Lviv Polytechnic”

_____ O.R. Davydchak
“ ___ ” _____ 2022

Head of the Educational and
Methodological Department of the
University

_____ V.M. Sviridov
“ ___ ” _____ 2022

Director of INEM

_____ O.E. Kuzmin
“ ___ ” _____ 2022

PREFACE

Developed in accordance with the Standard of Higher Education of Ukraine in specialty 075 “Marketing” branch of knowledge 07 “Management and administration” for the third (educational and scientific) level of higher education, approved and put into effect by the order of the Ministry of Education and Science of Ukraine No. 313 of 04/07/2022.

Developed by the working group of the scientific and methodical commission of the specialty 075 “Marketing” of the National University “Lviv Polytechnic” in the composition of:

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Babych O.V.	member of the collegium and professional bureau of students of the Educational and Scientific Institute of Economics and Management
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Guarantee of ESP,
Doctor of Economics, Prof.



E.V. Krykavskyy

The project of the educational and scientific program was discussed and approved at the meeting of the Academic Council of the Educational and Scientific Institute of Economics and Management.

Protocol No. __ from “__” _____2022

Head of the Scientific Council of INEM _____

(signature)

O. Ye. Kuzmin

(surname, initials)

APPROVED AND ENACTED

by order of the National University “Lviv Polytechnic” rector

from “__” _____ 20__ year No. _____

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1. Doctor of Philosophy program profile from specialty 075 “Marketing”

1 – General information	
Full name of the higher educational establishment and structural unit	Lviv Polytechnic National University
The full title of the qualification in the original language	Doctor of Philosophy by Specialty of Marketing
The official title of the educational and scientific program	Marketing
Type of diploma and scope of educational and scientific program	Diploma of Doctor of Philosophy, single, 43 ECTS credits of the educational component of the educational and scientific program, the term of the educational component of the Educational and Scientific Program is 2 years
Availability of accreditation	Accredited
Cycle/level	NQF of Ukraine (National Qualifications Framework of Ukraine) – 8 level, FQ-EHEA – third cycle, EQF-LLL – 8 level
Prerequisites	Master Degree
Language of teaching	Ukrainian
Basic concepts and their definitions	The Educational and Scientific Program uses basic concepts and their definitions in accordance with the Law of Ukraine “On Higher Education” dated 07/01/2014 No. 1556-VII as amended, the Law of Ukraine “On Education” dated 09/05/2017 No. 2145- VIII, as amended, of the Law of Ukraine “On Scientific and Scientific-Technical Activity” dated November 26, 2015, No. 848-VIII, as amended, of the Procedure for Training Candidates for Higher Education Degrees of Doctor of Philosophy and Doctor of Science in Higher Education Institutions (Scientific Institutions), approved by Resolution of the Cabinet of Ministers of Ukraine dated 03/23/2016 No. 261 with changes and additions, the Procedure for conducting an experiment on awarding the degree of Doctor of Philosophy, approved by Resolution of the Cabinet of Ministers of Ukraine dated 03/06/2019 No. 167, Methodological recommendations for the development of higher education standards, approved by the Order of the Ministry of Education and Science of Ukraine dated 01.06.2017 No. 600 with changes and additions, Provisions on accreditation of educational programs, according to which training of higher education applicants is carried out, approved by order of the Ministry of Education and Science of Ukraine dated July 11, 2019 No. 977, Standard of higher education of Ukraine in specialty 075 “Marketing” branch of knowledge 07 “Management and administration” for the third (educational and scientific) level of higher education, approved and put into effect by order of the Ministry of Education and Science of Ukraine No. 313 of 04/07/2022.
2 – The purpose of the educational and scientific program	
	To deepen theoretical knowledge and practical abilities and skills in the field of management and administration with a specialty in marketing, to develop philosophical and linguistic competences, to form universal skills of a researcher, sufficient for conducting and successfully completing scientific research and further professional and scientific activities.
3 - Characteristics of the educational and scientific program	
Description of the subject area	Object of activity: marketing activity as a form of market relations subjects interaction to satisfy their economic and social interests.

	<p>Learning goals: acquiring the ability to solve complex problems of professional and/or research and innovation activities in the field of modern marketing, which involves a deep rethinking of the existing and creation of new holistic knowledge and/or professional practice; implementation of scientific and pedagogical activities.</p> <p>Theoretical content of the subject area: modern marketing concepts of business management; conceptual and categorical apparatus, principles, functions, concepts of marketing and their historical prerequisites; the specifics of the activities of market entities in different areas and on different types of markets; content of marketing activities, development of marketing strategies and formation of managerial decisions in the field of marketing.</p> <p>Methods, techniques and technologies: general scientific and special methods, professional methods and technologies for ensuring effective innovative marketing and implementation of scientific research and pedagogical activities; methods of data analysis using modern digital technologies.</p> <p>Tools and equipment: modern universal and specialized information and communication systems, software products necessary for scientific research, adoption and implementation of innovative marketing activities.</p>
Orientation of the educational and scientific program	The Educational and Scientific Program is based on the fundamental postulates of marketing and the results of modern scientific research in the field of innovative development of marketing theory and practice. It is aimed at the development of the theoretical-methodological and methodological-applied basis of marketing with an emphasis on the latest trends in the development of marketing, which deepens the professional scientific outlook and provides a basis for conducting scientific research and further professional and scientific activities.
The main focus of the Educational and Scientific Program and specialization	<p>The educational focus of the program is aimed at the formation of systematic knowledge in the field of marketing in the future doctor of philosophy; the ability to critically analyze and synthesize the received information with the help of scientific research methods relevant to the task, subject and object of research; the ability to generate new approaches to solving complex, non-standard tasks; understanding and ability to integrate the scientific tools of marketing in the interdisciplinary plane for a comprehensive description of the studied phenomena.</p> <p>Keywords: modern toolkit of marketing research, digital marketing, behavioral economics, communication management, marketing and logistics management, academic entrepreneurship.</p>
Features of the program	The Educational and Scientific Program covers a wide range of modern innovative vectors of the development of the marketing theory and practice, which forms an updated theoretical and applied basis for conducting scientific research. Both its scientific and educational components are aimed at encouraging interdisciplinary research, finding optimal solutions and innovative approaches to solving complex problems that lie at the intersection of various fields of knowledge.
4 – Ability of graduates to employment and further education	
Academic rights of graduates	The right to obtain a Doctor of Science degree and additional qualifications in the adult education system.
Employment of graduates	Employment in positions of scientific and scientific-pedagogical workers in scientific institutions and institutions of higher education, positions of experts, consultants, analysts, etc. in institutions and organizations.
5 – Teaching and assessment	
Teaching and learning	A combination of lectures and practical classes, a pedagogical workshop, consulting with a scientific supervisor and a scientific and pedagogical community with independent scientific and educational work.

Assessment	Exams, assessments, current control
6 – Competence program	
Integral competence (INT)	The ability to produce new ideas, to solve complex problems of professional and/or research and innovation activities in the field of marketing, to apply the methodology of scientific and pedagogical activities, as well as to conduct own scientific research, the results of which have scientific novelty, theoretical and practical significance.
General competences (GC)	GC 01. Ability to abstract thinking, analysis and synthesis. GC 02. Ability to find, process and analyze information from various sources. GC 03. Ability to work in an international context. GC 04. The ability to solve complex problems in the field of marketing on the basis of a systematic scientific worldview and a general cultural outlook in compliance with the principles of professional ethics and academic integrity.
Special professional competences (SC)	SC 01. The ability to plan and carry out original research, to achieve scientific results that create new knowledge in the theory, methodology and practice of modern marketing and related interdisciplinary areas. SC 02. The ability to orally and in writing present and discuss the results of scientific research and innovative developments in Ukrainian and foreign languages, a deep understanding of foreign scientific texts in the field of research. SC 03. Ability to apply modern marketing methods and tools, digital technologies, resources and economic-mathematical methods and models in scientific and pedagogical activities. SC 04. Ability to carry out scientific and pedagogical activities in higher education. SC 05. Ability to carry out scientific and organizational activities and manage scientific and research projects. SC 06. The ability to critically rethink and develop modern marketing theory, methodology and practice in the course of conducting one's own original scientific research. SC 07. The ability to identify and formalize patterns of development of market relations objects on the basis of fundamental and applied research, development of recommendations for increasing the efficiency of marketing systems. SC 08. The ability to identify, pose and solve problems of a research nature in the field of marketing, to evaluate and ensure the quality of performed research and the publication of the results in specialized professional domestic and foreign editions that are included in international scientometric databases. SK 09. The ability to develop reasonable sequences, models, mechanisms, systems, etc. for clearly defined economic objects in the field of marketing.
7 – Program learning results	
Learning results (LR)	LR 01. Have advanced conceptual and methodological knowledge of marketing and related subject areas, as well as research skills sufficient to conduct scientific and applied research at the level of the latest world achievements in the relevant field, obtain new knowledge and/or implement innovations. LR 02. To develop and implement scientific and/or innovative projects that provide an opportunity to rethink existing and create new holistic knowledge and/or professional practice and to solve significant scientific and technological marketing problems taking into account social, economic and legal aspects.

	<p>LR 03. Formulate and test hypotheses; use appropriate evidence to substantiate conclusions, in particular, the results of theoretical analysis, experimental studies and mathematical and/or computer modeling, available literature data.</p> <p>LR 04. Deeply understand and implement the general principles and methods of marketing science, as well as the methodology of scientific research, apply them in own research and in teaching activities.</p> <p>LR 05. To present and publish the results of independent, original scientific research that has scientific novelty, theoretical and practical significance with due academic integrity, as well as demonstrate mastery of the methodology of teaching professionally oriented disciplines and to take the responsibility for teaching others.</p> <p>LR 06. Plan and carry out empirical and/or theoretical research on marketing and related interdisciplinary areas using modern tools and observing the norms of professional and academic ethics, critically analyze the results of one's own research and the results of other researchers in the context of the entire complex of modern knowledge regarding the problem under study.</p> <p>LR 07. Freely present and discuss with specialists and non-specialists research results, scientific and applied marketing problems in national and foreign languages, publish research results in scientific publications in leading international scientific publications.</p> <p>LR 08. Apply modern tools and technologies for searching, processing and analyzing information, in particular, methods of analyzing data of a large volume and/or complex structure, specialized databases and information systems.</p> <p>LR 09. To organize and carry out the educational process in the field of marketing, its scientific, educational-methodical and regulatory support.</p> <p>LR 10. Develop models of interaction of individual economic agents and mechanisms of influence on them</p> <p>LR 11. Adapt and apply in marketing the apparatus of scientific research of related specialties and fields of knowledge.</p>
8 – Resource support for program implementation	
Specific characteristics of the staff	100% of scientific and pedagogical workers, involved in teaching a cycle of disciplines that provide special (professional) competencies of a graduate student, have scientific degrees and academic titles, are recognized professionals with experience in research, management or innovative work in their specialty.
Specific characteristics of material and technical support	Use of modern application programs and software products: MS Office, MS Project, MS Visio, "Diamond" FMS, SPSS, Survey Monkey, Grammarly.
Specific characteristics of informational and methodological support	The use of the virtual learning environment of the Lviv Polytechnic National University and author's works of scientific and pedagogical staff.
9 – Academic mobility	
National credit mobility	Based on bilateral agreements between Lviv Polytechnic National University and universities of Ukraine
International credit mobility	On the basis of bilateral agreements between Lviv Polytechnic National University and educational institutions of partner countries
Education of foreign students of higher education	Possible

2. Distribution of the content of the educational and scientific program by component groups and training cycles

#	Training cycle	The scope of the educational load of the student of higher education (credits / %)		
		Mandatory components of the Educational and Scientific Program	Elective components of the Educational and Scientific Program	Total for the entire period of study
1	2	3	4	5
1.	Cycle of disciplines that form general scientific competences and universal skills of the researcher	21/49	3/7	24/56
2.	Cycle of disciplines forming professional competences	10/23	6/14	16/37
3.	Cycle of free choice disciplines of a graduate student	-	3/7	3/7
Total for the entire period of study		31/72	12/28	43/100

List of components of the educational component of the educational and scientific program

Code n/a	Components of the educational component	Number of credits	Form final control
1	2	3	4
1. Mandatory components educational component			
<i>1.1. Cycle of disciplines that form general scientific competences and universal skills of the researcher</i>			
MD1.1.	Philosophy and methodology of science	3	exam
MD1.2.	A foreign language for academic purposes, part 1	4	test
MD1.3.	A foreign language for academic purposes, part 2	4	exam
MD1.4.	Professional pedagogy	3	test
MD1.5.	Academic entrepreneurship	4	test
MD1.6.	Pedagogical practice*	3	test
Total per cycle:		21	
<i>1.2. Cycle of disciplines forming professional competences</i>			
MD2.1.	Operations research methods in marketing	4	exam
MD2.2.	Research seminar in marketing	3	test
MD2.3.	Modern tools of marketing research	3	test
Total per cycle:		10	
2. Selective components educational component **			
<i>2.1. Cycle of disciplines that form general scientific competences and universal skills of the researcher</i>			
SD1.1	Business Foreign Language	3	test
SD1.2	Psychology of creativity and invention	3	test
SD1.3	Management of scientific projects	3	test
SD1.4	Technology of registration of grant applications and patent rights	3	test
SD1.5	Rhetoric	3	test
SD1.6	Modern inventions in research activities	3	test
SD1.7	Open scientific practices	3	test
SD1.8	Academic integrity and quality of education	3	test
SD1.9	Methodology of preparation of scientific publications	3	test
SD1.10	Quality of higher education (formation of internal quality assurance systems)	3	test
Total per cycle:		3	
<i>2.2. Cycle of disciplines forming professional competences</i>			
SD2.1	Value marketing	3	exam
SD2.2	Behavioral marketing	3	exam
SD2.3	Marketing in a digital environment	3	exam
SD2.4	Economy of ideas and intellectual property	3	exam
SD2.5	System analysis in marketing	3	exam
SD2.6	Innovative logistics	3	exam
SD2.7	Marketing and logistics management	3	exam
SD2.8	Evolution of marketing: theory and applied problems	3	exam
SD2.9	Polysituative communication management	3	exam
SD2.10	Analytical and numerical research methods	3	exam
Total per cycle:		6	
3. Disciplines of the graduate student's free choice **			
SD3.1	Discipline of the graduate student's free choice	3	test
TOGETHER		43	

Note: * - pedagogical practice can take place in the II or III year of study;

** - a graduate student can choose disciplines from point 2, point 3 (selective and free choice), while the share of these subjects should be at least 25% of the total number of ECTS credits.

4. The matrix of program competences accordance to the educational components of the Educational and Scientific Program

	<i>MD 1.1</i>	<i>MD 1.2</i>	<i>MD 1.3</i>	<i>MD 1.4</i>	<i>MD 1.5</i>	<i>MD 1.6</i>	<i>MD 2.1</i>	<i>MD 2.2</i>	<i>MD 2.3</i>	<i>SD 1.1</i>	<i>SD 1.2</i>	<i>SD 1.3</i>	<i>SD 1.4</i>	<i>SD 1.5</i>	<i>SD 1.6</i>	<i>SD 1.7</i>	<i>SD 1.8</i>	<i>SD 1.9</i>	<i>SD 1.10</i>	<i>SD 2.1</i>	<i>SD 2.2</i>	<i>SD 2.3</i>	<i>SD 2.4</i>	<i>SD 2.5</i>	<i>SD 2.6</i>	<i>SD 2.7</i>	<i>SD 2.8</i>	<i>SD 2.9</i>	<i>SD 2.10</i>
INT	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
INT	•			•	•		•					•		•										•			•		•
GC01					•			•	•									•				•						•	
GC02		•	•			•			•	•			•									•							
GC03	•	•	•	•		•					•				•	•	•		•	•	•		•			•			
GC04	•						•		•				•		•					•	•		•		•	•			
SC01		•	•					•		•			•	•		•			•				•				•		
SC02				•	•	•	•		•			•								•		•		•		•	•	•	•
SC03				•		•								•			•		•										
SC04					•		•	•				•	•						•		•		•		•				
SC05	•	•	•						•	•	•				•			•									•		
SC06								•								•		•		•	•	•	•	•					•
SC07	•						•	•	•		•				•		•	•										•	
SC08							•	•										•				•		•	•	•		•	•

Conventional designations: MDi – mandatory discipline, SDi –selective discipline, i – number of the discipline in the list of components of the educational component, INT – Integral competence, GCn – general competences, SCn – Special (professional) competences, n – the number of the program competency in the list of competencies of the educational component.

5. The matrix of providing program learning results with the relevant components of the Educational and Scientific Program

	<i>MD 1.1</i>	<i>MD 1.2</i>	<i>MD 1.3</i>	<i>MD 1.4</i>	<i>MD 1.5</i>	<i>MD 1.6</i>	<i>MD 2.1</i>	<i>MD 2.2</i>	<i>MD 2.3</i>	<i>SD 1.1</i>	<i>SD 1.2</i>	<i>SD 1.3</i>	<i>SD 1.4</i>	<i>SD 1.5</i>	<i>SD 1.6</i>	<i>SD 1.7</i>	<i>SD 1.8</i>	<i>SD 1.9</i>	<i>SD 1.10</i>	<i>SD 2.1</i>	<i>SD 2.2</i>	<i>SD 2.3</i>	<i>SD 2.4</i>	<i>SD 2.5</i>	<i>SD 2.6</i>	<i>SD 2.7</i>	<i>SD 2.8</i>	<i>SD 2.9</i>	<i>SD 2.10</i>
LR01					•			•	•			•			•			•		•		•			•	•	•		
LR02		•	•		•		•	•	•	•	•	•	•		•	•				•		•	•			•			•
LR03	•						•	•	•		•	•	•					•			•								•
LR04	•			•	•	•	•	•																			•		
LR05		•	•	•		•		•		•			•	•		•	•	•	•				•						
LR06	•				•				•								•	•	•					•					
LR07		•	•	•		•		•		•				•										•			•	•	
LR08		•	•		•			•	•			•									•	•							•
LR09	•			•		•	•		•					•			•		•										
LR10								•			•									•	•			•	•		•	•	
LR11							•			•	•				•							•	•	•	•	•			

Notations: MDi – mandatory discipline, SDi –selective discipline, i – number of the discipline in the list of components of the educational component, LRm – Learning results, m – program result number in the list of program results of the educational component.

II. THE SCIENTIFIC COMPONENT OF THE EDUCATIONAL AND SCIENTIFIC PROGRAM

The scientific component of the educational-scientific program involves the post-graduate student conducting his own scientific research under the guidance of one or two academic supervisors and the preparation of his results in the form of a dissertation.

The dissertation for obtaining the degree Doctor of Philosophy is an independent detailed study that offers a solution to an actual scientific task in the specialty 075 “Marketing”, the results of which constitute an original contribution to the sum of knowledge in the specialty 075 “Marketing” and are published in relevant publications.

The scientific component of the educational-scientific program is drawn up in the form of an individual plan of scientific work of a postgraduate student and is an integral part of the postgraduate curriculum.

Preparation and publication of scientific articles, presentations at scientific conferences, scientific seminars, round tables, symposia, taking into account the norms of the “Regulations on academic integrity at the National University “Lviv Polytechnic” are an integral part of the scientific component of the postgraduate educational and scientific program.

Topics of scientific research in specialty 075 “Marketing”:

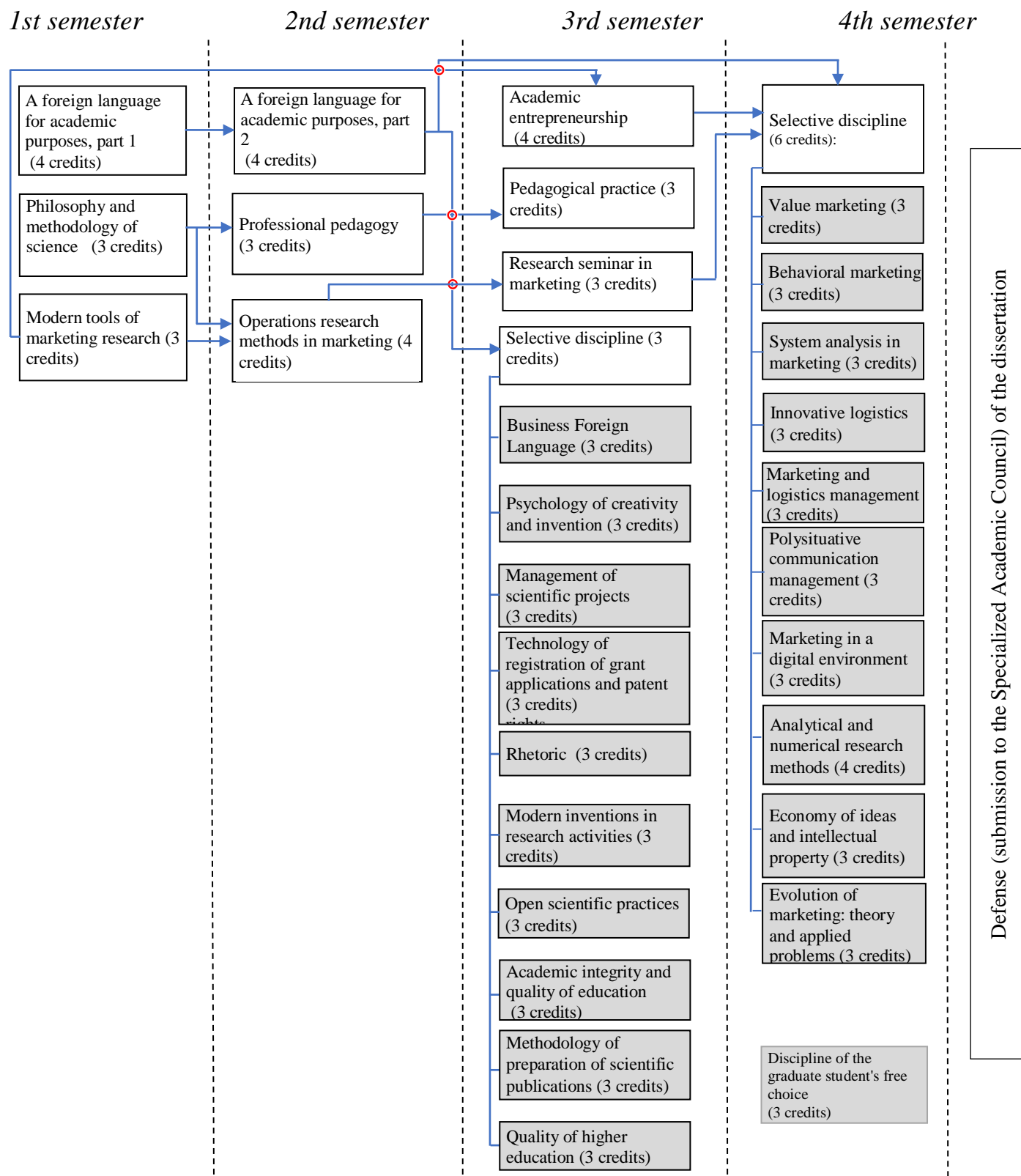
1. Formation of the internal marketing system at the enterprise.
2. Integration of marketing means of the enterprise.
3. Social networks as a channel of marketing communication of the enterprise.
4. Theoretical and applied principles of the concept of value marketing.
5. Formation of the international marketing system of the enterprise.
6. Formation of the enterprise’s marketing information system.
7. The marketing potential of the enterprise in the knowledge economy era.
8. Development of integration processes at enterprises.
9. Economic evaluation of the practical implementation of the partner marketing principles.
10. Optimization the set of digital marketing tools.
11. Economic evaluation and management of brand value.
12. Marketing activity of the enterprise in the globalization conditions.
13. Corporate social responsibility of enterprises.
14. Diffusion the concept of competition in the elimination conditions of product market boundaries.
15. Marketing management of the enterprise in environmental turbulence conditions.
16. Collaborating in distribution channels with a focus on values.
17. Economic evaluation and formation of franchise associations.
18. Methodology and modern tools of marketing and market research.
19. Integration of marketing and logistics solutions at the enterprise.
20. Formation of creation of added value chains..

21. Economic evaluation of logistics systems.
22. A systematic approach in the marketing activities of the enterprise.
23. Management of intangible assets of the enterprise.
24. Marketing concept of management at the meso- and macro-level.
25. The influence of individualized marketing on the activity of the enterprise.
26. The impact of European integration processes on the market activity of enterprises.
27. Market approach in the management of non-profit organizations.
28. Interaction development between enterprises and stakeholders.
29. Formation and management of intellectual capital enterprise, organization, institution.
30. Building a communication management system.
31. The marketing potential management of the enterprise.
32. Commercialization of food products and process innovations.
33. Marketing activity in the education field.
34. Marketing approach in scientific activity.
35. System-reflexive marketing of the organization.
36. The use of mass service models in market research.
37. Multicriteria tasks and their use in marketing.
38. Marketing approach in the political sphere.
39. A comprehensive approach in evaluating the marketing activities of the enterprise.
40. Marketing in the platform economy era.

III. Attestation of higher education applicants

Forms of attestation of higher education applicants	The candidates attestation for the educational level of Doctor of Philosophy is carried out in the form of a public defense of the dissertation
Dissertation requirements for obtaining the Doctor of Philosophy degree	<p>The dissertation for obtaining the Doctor of Philosophy degree is an independent comprehensive study that proposes a solution to a specific scientific problem in the modern marketing field or on the border with other specialties, the results of which have scientific novelty, theoretical and practical significance, constitute an original contribution to the development of the relevant specialty and are made public in scientific publications in peer-reviewed scientific publications.</p> <p>The dissertation should not contain academic plagiarism, falsification, fabrication.</p> <p>The dissertation must be posted on the website of the institution of higher education (scientific institution).</p>

The structural and logical scheme of the educational and scientific program of training for the third educational and scientific level Doctors of philosophy in specialty 075 “Marketing”



○ - Lack of interconnection between intersecting lines