

General description of the professional educational program

Program name	041401.01.7 Marketing
Description	<p>The purpose of the project is:</p> <p>To develop students' professional abilities by providing in-depth knowledge in the field of sports marketing, to provide students with the necessary theoretical knowledge and information about the local and international sports market in order to conduct marketing research and develop strategies.</p> <p>To acquaint students with the most important disciplines and functions of business management in the field of sports.</p> <p>Familiarize oneself with the latest research methods and technologies in the field of sports marketing.</p> <p>Training is carried out with a modular program. The academic year consists of 4 modules of the educational process, and 2 academic semesters.</p>
Degree awarded	Master of Marketing
Level of National Qualifications framework	7 th level of National Qualifications framework
Credits	60
Teaching form	Full-time
Program duration	1 year
Teaching language	Armenian
Tuition fee	600.000 AMD
Learning outcome	<p>A. Professional knowledge and expertise</p> <p>At the end of this program, the student will be able to:</p> <p>A.1. Define key concepts, leading principles and methods of the field.</p> <p>A.2. List the types of marketing research, their effectiveness.</p> <p>A: 3. Interpret the legal, financial and ethical norms regulating the various links of the professional sphere.</p> <p>A.4. Discuss trends in the field, as well as the impact of globalization on sports.</p> <p>A.5. Observe the market of the sports industry from the perspective of marketing.</p> <p>B. Professional practical abilities and skills</p> <p>At the end of this program, the student will be able to:</p>

	<p>B.1. Analyze basic professional information, the market situation, propose effective marketing strategies, development programs and projects in the field of sports.</p> <p>B.2. Analyze the marketing objective and develop strategic issues based on it.</p> <p>B.3. Develop programs in line with current challenges, apply SWOT and PESTEL studies to various situations in the field of sports.</p> <p>B.4. Analyze market, consumer, sports services and product financing and management issues.</p> <p>B.5. Develop a conceptual merchandising plan for the interior and exterior environments of the sports store.</p> <p>B.6. Combine the internal and external factors of the professional sphere and perform relevant marketing analyses.</p> <p>B.7. Criticize the shortcomings in the field, participate in debates based on the facts.</p> <p>B.8. To analyze the modern trends of the field.</p> <p>G. General (transferable) abilities and skills</p> <p>At the end of this program the student will be able to</p> <p>C.1. Master the basic terminology of the field in native and foreign languages, communicate orally and in writing with the professional community.</p> <p>C.2. Searching academic literature, commenting, referencing, filtering and collecting Internet information.</p> <p>C.3. Build interactive mechanisms for organizing teamwork.</p> <p>C.4. To build his activities based on universal moral values and ethical norms of the profession.</p>
<p>Career opportunities</p>	<p>In the field of state and municipal administrations</p> <p>In the Ministry of Education, Science, Culture and Sport</p> <p>In professional sports clubs</p> <p>In marketing, advertising and PR departments of federations</p> <p>In event management</p> <p>In mass sports and health centers</p> <p>In commercial and non-commercial sports organizations</p> <p>Management system of sports facilities</p>