

BA IN MARKETING—DISTANCE LEARNING

(Taught in Bulgarian)

Brief overview of the program: Tuition in the first two years of the program covers general education, instruction in the main academic areas of the major in two-semester courses such as Statistics, Principles of Law, General Sociology, Political Science, Government and Public Management, Introduction to Social Psychology, and practical courses such as Microeconomics, Macroeconomics, International Economics, Economic History, Fundamentals of Marketing, Communications, etc. Throughout the third and fourth year, training is organized in specialized courses in the program, as well as out-of-class modes of instruction.

Major and professional qualification:

Major: Marketing

Qualification: Economist

Practicums:

Practical training comprises internships in economic and financial institutions, as well as training in practice firms.

International mobility:

The program provides opportunities for international student mobility in co-operation with universities in Italy, Germany, France, Switzerland, Russia, Slovenia, and Finland.

Competences of program graduates:

Program graduates have:

- gained the knowledge necessary to devise marketing strategies for the implementation of company activities;
- acquired the skills to utilize contemporary marketing research methods, to implement marketing programs and solve economic problems of companies and business organizations.

Graduation:

To successfully complete the bachelor's degree program, students have to accumulate the required number of credits and then sit a state examination. Apart from the professional qualification awarded by the program, students could also acquire additional qualifications by enrolling in a minor program.

The terms and procedures for graduation are as defined in the Standard for Completion of Bachelor's or Master's Degree Programs at New Bulgarian University.

Professional qualification and career prospects:

Program graduates can pursue a career as an economist, expert in the field of marketing—pricing policy, advertising, market research, public relations, sales, etc.

Department which proposed the program:

Economics

First year, First Semester

Core courses

GENB016D Fundamentals of Law, 60 hours, 6 credits

BAEB002D Applied Mathematics for Economists, 30 hours, 3 credits

BAEB401D Economic Theories, 30 hours, 3 credits

First year, Second Semester

Core courses

GENB002D Statistics 60 hours, 6 credits

BAEB003D Principles of Microeconomics, 30 hours, 3 credits

BAEB302D Comparative Economic History, 30 hours, 3 credits

Second year, Third semester

Core courses

GENB013 Introduction to Social Psychology, 60 hours, 6 credits

Practical credit courses

BAEB005D Principles of Macroeconomics, 30 hours, 3 credits

BAEB301D Fundamentals of Business Management, 30 hours, 3 credits

BAEB304D Introduction to Accounting, 30 hours, 3 credits

BAEB008D Business Calculations, 30 hours, 3 credits

Second year, Fourth semester

Core courses

GENB010 General Sociology, 60 hours, 6 credits

Practical credit courses

BAEB305D Fundamentals of Marketing, 30 hours, 3 credits

BAEB414D Introduction to Finance, 30 hours, 3 credits

BAEB406D International Economics, 30 hours, 3 credits

BAEB415D Regional Economics, 30 hours, 3 credits

Third year, Fifth semester

Core courses

BAMB523D Commercial Law, 30 hours, 3 credits

BAMB519D Market Organizations, 30 hours, 3 credits

BAMB768D Integrated Marketing Communications, 30 hours, 3 credits

BABB533D Enterprise Accounting, 30 hours, 3 credits

BAMB521D The Art of Negotiation, 30 hours, 3 credits

BAMB535D Marketing Management, 30 hours, 3 credits

BAMB534D Consumer Behavior, 30 hours, 3 credits

BAMB661D Information Systems in Marketing, 30 hours, 3 credits

Out-of-class credit courses

BAMB520D Practicum, 90 hours, 9 credits

BAMB532D Independent study: Marketing Management, 30 hours, 3 credits

BAEB516D Developing a written paper Part 1, 60 hours, 6 credits

BAEB517D Presenting the written paper to a panel Part 1, 60 hours, 6 credits

Third year, Sixth semester

Core courses

BABB642D Managerial Economics, 30 hours, 3 credits

BAMB621D Building and Positioning the Brand, 30 hours, 3 credits

BAMB640D Business Planning and Forecasting, 30 hours, 3 credits

BAMB622D Emotional Marketing, 30 hours, 3 credits

BAMB623D Marketing Analysis, 30 hours, 3 credits

BAMB647D Organization and Management of Foreign Trade, 30 hours, 3 credits

BAMB667D Product Policy, 30 hours, 3 credits

BAMB613D Economics of Commerce, 30 hours, 3 credits

Out-of-class credit courses

BAMB636D Practicum Part 2, 90 hours, 9 credits

BAMB637D Independent study: Economics of Commerce, 30 hours, 3 credits

BAEB616D Developing a written paper Part 2, 60 hours, 6 credits

BAEB617D Presenting the written paper to a panel Part 2, 60 hours, 6 credits

Fourth year, Seventh semester

Core courses

BAMB720D Business Marketing, 30 hours, 3 credits

BAMB719D Online Marketing, 30 hours, 3 credits

BAMB721D Merchandising, 30 hours, 3 credits

BAMB762D Services Marketing, 30 hours, 3 credits

BAMB763D Distribution Policy, 30 hours, 3 credits

BAMB764D Advertising Policy, 30 hours, 3 credits

BAMB766D Brand Management, 30 hours, 3 credits

BAMB740D Exchanges and Exchange Operations, 30 hours, 3 credits

Out-of-class credit courses

BAMB722D Internship Part 1, 120 hours, 12 credits

BAEB716D Developing a written paper Part 3, 60 hours, 6 credits

BAEB717D Presenting the written paper to a panel Part 3, 60 hours, 6 credits

Fourth year, Eighth semester

Core courses

BAMB812D Public Relations, 30 hours, 3 credits

BAMB846D Pricing Policy, 30 hours, 3 credits

BAMB862D International Marketing, 30 hours, 3 credits

BAMB863D Sales Management, 30 hours, 3 credits

BAMB865D Marketing Research, 30 hours, 3 credits

BAMB868D Strategic Marketing, 30 hours, 3 credits

Out-of-class credit courses

BAMB817D Internship Part 2, 180 hours, 18 credits