

BA IN "MARKETING" (TAUGHT IN BULGARIAN)

Brief presentation of the program:

Training program during the first two years include: general education; training in basic scientific directions in courses - Statistics, Principles of Law, General Sociology, Political Science, Government and Public Management, Introduction to social psychology; as practical courses - Microeconomics, Macroeconomics, International Economics, Economic History, Fundamentals of Marketing, Communications and others. During the third and fourth year training is organized in specialized courses in the program and extracurricular learning modes.

Specialty and qualification:

Major: Marketing

Qualification: economist

Practices:

Practical training includes internships in the economic and financial institutions practice in the training firm.

International mobility:

The program provides an opportunity for international student mobility with universities in Italy, Germany, France, Switzerland, Russia, Slovenia, Finland.

Competence of Graduates:

- Possess knowledge to develop marketing strategies for the development of the company's activities, and skills to use modern methods of marketing research for the implementation of marketing programs and solve the economic problems of the companies and business organizations;

Graduation:

Completion of training in the undergraduate program becomes the protection of bachelor thesis or the State examination after covering the requisite number of credits. In the case of training in "Minor" program is linked with the main program.

Manner and conditions of complete accordance with the "Standard for the completion of degree" Bachelor "or" master "NBU".

Occupation and possible positions:

Graduates of the program are: economist; experts in the field of marketing - price policy, advertising, market research, public relations, sales and more.

Department proposed program:

Economy

FIRST YEAR

FIRST SEMESTER

COMPULSORY COURSES

GENB016 THE BASIS OF THE LAW

Associate Prof. Vesselin Maneva Ph.D.

30 hours, 1/2, 3 cr.

GENB055 Bulgarian Society 1878 - 1939 г.

Prof. Rumen Daskalov Ph.D.

30 hours, 1/2, 3 cr.

OF ELECTIVE COURSES

GENB013 INTRODUCTION TO SOCIAL PSYCHOLOGY

Associate Prof. Elena Paspalanova Ph.D.

30 hours, 1/2, 3 cr.

GENB014 POLITICAL SCIENCE

Prof. Antony Todorov, Ph.D.

Associate Prof. Anna Kristeva Ph.D.

Assistant Prof. Ivan Nachev Ph.D.

30 hours, 1/2, 3 cr.

GENB042 HUMAN RELATIONS

Prof. T. Tomov Ph.D.

30 hours, 1/2, 3 cr.

GENB052 CIVIL RIGHTS IN THE BULGARIAN STATE AND SOCIETY XIX-XXI CENTURY

Associate Prof. Vesselin Metodiev Ph.D.

30 hours, 1/2, 3 cr.

INTRODUCTORY COURSES

BAEB001 INTRODUCTION TO ECONOMIC REASONING

Prof. Sabina Rakarova Ph.D.

30 h, 3 cr.

BAEB002 APPLIED MATHEMATICS FOR ECONOMISTS

Associate Prof. Marin Marinov Ph.D.

30 h, 3 cr.

BABB526 BUSINESS ETHICS

Assistant Prof. Victor Avramov Ph.D.

30 h, 3 cr.

BAEB022 SEMINAR: RELATIONS - INSTITUTIONAL ENVIRONMENT, BUSINESS AND SOCIAL SECTOR

Associate Prof. Ninel Nesheva-Kyoseva Ph.D.
30 h, 3 cr.

SECOND SEMESTER

COMPULSORY COURSES

GENB016 THE BASIS OF THE LAW

Associate Prof. Vesselin Maneva Ph.D.
30 hours, 2/2, 3 cr.

GENB055 Bulgarian Society 1878 - 1939 r.

Prof. Rumen Daskalov Ph.D.
30 hours, 2/2, 3 cr.

OF ELECTIVE COURSES

GENB013 INTRODUCTION TO SOCIAL PSYCHOLOGY

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Prof. Antony Todorov, Ph.D.
Associate Prof. Anna Kristeva Ph.D.
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Associate Prof. Vesselin Metodiev Ph.D.
30 hours, 2/2, 3 cr.

INTRODUCTORY COURSES

BAEB003 PRINCIPLES OF MICROECONOMICS

Prof. Sabina Rakarova Ph.D.
30 h, 3 cr.

BAEB004 ECONOMIC HISTORY

Associate Prof. Ninel Nesheva-Kyoseva Ph.D.
30 h, 3 cr.

BAEB412 REGIONAL ECONOMY

Prof. Lyudmil Georgiev Ph.D.

Assistant Prof. Juliana Galabinova Ph.D.
30 h, 3 cr.

**BAEB026 SEMINAR: "THE WELFARE OF THE PEOPLE AND THE COUNTRY -
WHAT IT IS, HOW TO ACHIEVE AND WHY IT MAY BE LOST "**

Prof. Sabina Rakarova Ph.D.
30 h, 3 cr.

SECOND YEAR

THIRD SEMESTER

COMPULSORY COURSES

GENB002 STATISTICS

Prof. Krasimir Kalinov Ph.D.
Assistant Prof. Georgi Petkov Ph.D.
30 hours, 1/2, 3 cr.

OF ELECTIVE COURSES

GENB010 GENERAL SOCIOLOGY

Prof. Anthony Gulubov Ph.D.
30 hours, 1/2, 3 cr.

GENB015 GOVERNMENT AND PUBLIC MANAGEMENT

Prof. Nikolay Arabadjiyski Ph.D.
Assistant Prof. Milena Karadjova Ph.D.
30 hours, 1/2, 3 cr.

GENB019 HISTORICAL KNOWLEDGE

Prof. Hristo Todorov Ph.D.
Associate Prof. Vesselin Metodiev Ph.D.
30 hours, 1/2, 3 cr.

INTRODUCTORY COURSES

BAEB005 PRINCIPLES OF MACROECONOMICS

Prof. Sabina Rakarova Ph.D.
30 h, 3 cr.

BAEB006 BASICS OF BUSINESS MANAGEMENT

Associate Prof. Christian Hadziev Ph.D.
30 h, 3 cr.

BAEB007 INTRODUCTION TO ACCOUNTING

Associate Prof. Krasimir Yordanov Ph.D.

30 h, 3 cr.

BAEB008 BUSINESS CALCULATIONS

Prof. Radoslav Tsonchev Ph.D.

30 h, 3 cr.

BAEB312 BUSINESS COMMUNICATION

Associate Prof. Sonia Alexieva Ph.D.

30 h, 3 cr.

BAEB203 ECONOMIC DIMENSIONS OF EUROPEAN INTEGRATION

Associate Prof. Stefan Stefanov Ph.D.

Assistant Prof. Irena Nikolova Ph.D.

30 h, 3 cr.

BAEB027 WORKSHOP: "PRESENTATION SKILLS"

Assistant Prof. Stefania Temelkova Ph.D.

30 h, 3 cr.

FOURTH SEMESTER

COMPULSORY COURSES

GENB002 STATISTICS

Prof. Krasimir Kalinov Ph.D.

Assistant Prof. Georgi Petkov Ph.D.

30 hours, 2/2, 3 cr.

OF ELECTIVE COURSES

GENB010 GENERAL SOCIOLOGY

Prof. Dr. Anthony Gulubov Ph.D.

30 hours, 2/2, 3 cr.

GENB015 GOVERNMENT AND PUBLIC MANAGEMENT

Prof. Nikolay Arabadjiyski Ph.D.

Assistant Prof. Milena Karadjova Ph.D.

30 hours, 2/2, 3 cr.

GENB019 HISTORICAL KNOWLEDGE

Prof. Hristo Todorov Ph.D.

Associate Prof. Vesselin Metodiev Ph.D.

30 hours, 2/2, 3 cr.

INTRODUCTORY COURSES

BAEB030 ECONOMIC CHOICE AND URBAN CULTURE

Prof. Lyudmil Georgiev Ph.D.
Assistant Prof. Albena Pavlova Ph.D.
30 h, 3 cr.

BAEB010 FUNDAMENTALS OF MARKETING

Associate Prof. Nadezhda Dimova Ph.D.
30 h, 3 cr.

BAEB011 INTRODUCTION TO FINANCE

Associate Prof. Renetta Dimitrova Ph.D.
30 h, 3 cr.

BAEB012 INTERNATIONAL ECONOMICS

Associate Prof. Stefan Stefanov Ph.D.
30 h, 3 cr.

BAEB406 ECONOMIC AND MONETARY UNION

Associate Prof. Stefan Stefanov Ph.D.
Assistant Prof. Irena Nikolova Ph.D.
30 h, 3 cr.

BABB519 QUANTITATIVE METHODS IN ECONOMICS

Prof. Radoslav Tsonchev Ph.D.
Associate Prof. Peter Petrov Ph.D.
30 h, 3 cr.

BAEB028 SEMINAR: "THE ECONOMIC CRISIS - NATIONAL OR GLOBAL?"

Associate Prof. Stefan Stefanov Ph.D.
30 h, 3 cr.

THIRD YEAR

FIFTH SEMESTER

CLASSROOM LECTURES (CREDIT)

BAMB523 COMMERCIAL LAW

Associate Prof. Vesselina Maneva Ph.D.
Rositza Tsankova
30 h, 3 cr.

BAMB519 MARKET ORGANIZATIONS

Prof. Sabina Rakarova Ph.D.

30 h, 3 cr.

BAMB522 INTEGRATED MARKETING COMMUNICATIONS

Associate Prof. Sonia Alexieva Ph.D.

Assistant Prof. Stefania Temelkova Ph.D.

30 h, 3 cr.

BABB536 ENTERPRISE ACCOUNTING

Associate Prof. Stanislava Georgieva Ph.D.

30 h, 3 cr.

BAMB521 ART OF NEGOTIATION

Associate Prof. Sonia Alexieva Ph.D.

Kalin Buradzhiev

30 h, 3 cr.

BAMB503 MARKETING MANAGEMENT

Associate Prof. Galina Mladenova Ph.D.

30 h, 3 cr.

BAMB506 CONSUMER BEHAVIOR

Prof. Svetla Buchvarova Ph.D.

30 h, 3 cr.

BAMB507 INFORMATION SYSTEMS IN MARKETING

Assistant Prof. Dimitrina Polimirova Ph.D.

30 h, 3 cr.

EXTRACURRICULAR LEARNING MODES (CREDIT)

BAMB 520 PRACTICE

Prof. Sabina Rakarova Ph.D.

Associate Prof. Nadezhda Dimova Ph.D.

Assistant Prof. Stefania Temelkova Ph.D.

90 h. 9 cr.

BAMB532 INDIVIDUAL WORK: MARKETING MANAGEMENT

Associate Prof. Nadezhda Dimova Ph.D.

30 h, 3 cr.

SIXTH SEMESTER

CLASSROOM LECTURES (CREDIT)

BABB601 ECONOMICS FOR MANAGERS

Prof. Sabina Rakarova Ph.D.

30 h, 3 cr.

BAMB621 BUILDING AND POSITIONING THE BRAND

Associate Prof. Sonia Alexieva Ph.D.
Assistant Prof. Dimitar Trendafilov Ph.D.
30 h, 3 cr.

BAMB624 BUSINESS PLANNING AND FORECASTING

Assistant Prof. Vanya Slancheva Ph.D.
30 h, 3 cr.

BAMB 622 EMOTIONAL MARKETING

Associate Prof. Nadezhda Dimova Ph.D.
30 h, 3 cr.

BAMB623 MARKETING ANALYSIS

Associate Prof. Galina Mladenova Ph.D.
Assistant Prof. Vanya Slancheva Ph.D.
30 h, 3 cr.

BAMB604 ORGANIZATION AND MANAGEMENT OF FOREIGN TRADE

Assistant Prof. Irena Nikolova Ph.D.
30 h, 3 cr.

BAMB606 PRODUCT POLICY

Assistant Prof. Vanya Slancheva Ph.D.
30 h, 3 cr.

BAMB636 ECONOMICS OF TRADE

Associate Prof. Nadezhda Dimova Ph.D.
30 h, 3 cr.

EXTRACURRICULAR LEARNING MODES (CREDIT)

BAMB736 PRACTICE: SIMULATION COMPANIES

Associate Prof. Nadezhda Dimova Ph.D.
Assistant Prof. Stefania Temelkova Ph.D.
Nadia Nenkova
90 h. 9 cr.

BAMB637 INDIVIDUAL WORK: ECONOMICS OF TRADE

Associate Prof. Nadezhda Dimova Ph.D.
30 h, 3 cr.

FOURTH YEAR

SEVENTH SEMESTER

CLASSROOM LECTURES (CREDIT)

BAMB720 BUSINESS MARKETING

Assistant Prof. Vanya Slancheva Ph.D.
30 h, 3 cr.

BAMB719 ONLINE MARKETING

Associate Prof. Sonia Alexieva Ph.D.
Justine Toms
30 h, 3 cr.

BAMB721 MERCHANDISING

Associate Prof. Hristo Katrandjiev Ph.D.
Assistant Prof. Dimitar Trendafilov Ph.D.
30 h, 3 cr.

BAMB701 MARKETING SERVICES

Assistant Prof. Vanya Slancheva Ph.D.
30 h, 3 cr.

BAMB702 DISTRIBUTION POLICY

Associate Prof. Nadezhda Dimova Ph.D.
30 h, 3 cr.

BAMB703 ADVERTISING POLICY

Associate Prof. Sonia Alexieva Ph.D.
Assistant Prof. Stefania Temelkova Ph.D.
30 h, 3 cr.

BAMB705 BRAND-MANAGEMENT

Associate Prof. Hristo Katrandjiev Ph.D.
Assistant Prof. Dimitar Trendafilov Ph.D.
30 h, 3 cr.

BAMB708 EXCHANGES AND EXCHANGE OPERATIONS

Assistant Prof. Vanya Hadzhieva Ph.D.
30 h, 3 cr.

EXTRACURRICULAR LEARNING MODES (CREDIT)

BAMB722 INTERNSHIP

Prof. Sabina Rakarova Ph.D.
Associate Prof. Nadezhda Dimova Ph.D.
Assistant Prof. Stefania Temelkova Ph.D.
120 h.12 cr.

EIGHTH SEMESTER

CLASSROOM LECTURES (CREDIT)

BAMB801 INTERNATIONAL MARKETING

Prof. Svetla Buchvarova Ph.D.

30 h, 3 cr.

BAMB802 SALES MANAGEMENT

Associate Prof. Nadezhda Dimova Ph.D.

30 h, 3 cr.

BAMB804 MARKETING RESEARCH

Associate Prof. Hristo Katrandjiev Ph.D.

Assistant Prof. Dimitar Trendafilov Ph.D.

30 h, 3 cr.

BAMB805 PRICING

Assistant Prof. Vanya Hadzhieva Ph.D.

30 h, 3 cr.

BAMB807 STRATEGIC MARKETING

Prof. Svetla Buchvarova Ph.D.

30 h, 3 cr.

BAMB836 PUBLIC RELATIONS (PR)

Associate Prof. Sonia Alexieva Ph.D.

Assistant Prof. Stefania Temelkova Ph.D.

30 h, 3 cr.

EXTRACURRICULAR LEARNING MODES (CREDIT)

BAMB 817 INTERNSHIP

Associate Prof. Nadezhda Dimova Ph.D.

Assistant Prof. Stefaniya Temelkova Ph.D.

180 h. 18 cr.