

REVIEW

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To whom so ever it may concern

for the educational PhD program Marketing, developed by the Marketing department
at Dmytro Motornyi Tavria State Agrotechnological University (TSATU)

The PhD's program in Marketing is highly relevant as it covers the increasing need for digital transformation in businesses. With digital and export marketing being key components, students are prepared to navigate the global market landscape and use advanced technologies. The emphasis on using data analysis, CRM tools, and digital innovation aligns with the growing importance of technology in marketing.

One of the program's major strengths is its international orientation and strong practical component. Including training sessions on Export Marketing, using real-life case studies, and the opportunity to participate in Erasmus+ programs provide valuable hands-on experience. Students can also access modern learning tools like the Moodle platform, ensuring a blend of traditional and digital learning methods. This prepares graduates for leadership roles in marketing, particularly in the digital and global economy.

The program emphasizes the importance of real-world application. Assistantship practice is a mandatory component where students develop practical teaching methods and deliver lectures, providing them with essential pedagogical skills. Moreover, students complete projects that simulate real business challenges, often collaborating with local enterprises and fostering academic and industry connections.

In summary, the PhD's program in Marketing provides a comprehensive and modern education that integrates practical experiences, digital marketing expertise, and strategic thinking, making graduates highly competitive in the global market.

Reviewer



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