

**REPUBLIC OF BULGARIA**  
**D. A. TSENOV ACADEMY OF ECONOMICS – SVISHTOV**

**FACULTY**  
**“MANAGEMENT AND MARKETING”**

**DEPARTMENT**  
**“MARKETING”**

**I endorse:**

**RECTOR:**

(Assoc. Prof. Ivan Marchevski, Ph.D.)

Approved by Academic Council with Decisions No.3/31.01/2018

Approved by Faculty Council with Decisions No.4/19.12/2017

Approved by Department Council with Decisions No.16/12.12 /2017

## **QUALIFICATION CHARACTERISTICS**

### **DOCTORAL PROGRAMME**

#### **“MARKETING”**

Educational and scientific degree:

**DOCTOR**

Mode of Study:

**FULL-TIME/UNSUPERVISED**

Length of study: **3 years**

Mode of Study:

**PART-TIME/DISTANCE**

Length of study: **4 years**

**LANGUAGE:** English

Field of higher education:

**3. Social, Economic and Law Sciences**

Professional field:

**3.8. Economics**

Document code:

Effective from: **2017/2018** academic year.

#### 1. General description of the Doctoral programme

The Doctoral programme in Marketing is one of the accredited programmes in this field in the country. It is entirely scientifically focused and is aimed at balancing between good theoretical and empirical analysis. The educational process is orientated towards identifying and defining contemporary and meaningful marketing problems and their deep studying with appropriate methodological approach, by conducting original research in the following priority fields in the consumer behaviour, marketing modelling and marketing strategies:

- Creating marketing analytics for information secured environment.
- Understanding customer response and experience and predicting customer choice.
- Revealing the differences between customers.
- Measuring and promoting the value of marketing actions and investments.
- Achieving marketing perfection.
- Evaluating the impact of the digital, social and mobile technologies.
- Creating and promoting sustainable customer's value.

- Creating, managing and optimising customer relationships.
- Developing integrated marketing programmes.
- Data, web and text mining for optimising marketing programmes.

## 2. Educational goals

The main educational goal of the programme is to create successful and productive independent researchers whose scientific curiosity, enthusiasm and high professionalism lead them to the creation and dissemination of new knowledge, as well as solving meaningful theoretical and practical marketing problems.

## 3. Organisation and length of study

During the educational process the Doctoral students have an opportunity to get familiar with the different aspects of the research work through participation in courses and workshops, as well as formal interaction with their supervisors and other faculty members. The preparation for the Doctoral degree is guided by an individual curriculum established in accordance to the specific goals and problem orientation of the thesis. The curriculum is organised in two parts: educational and research activities. The educational activities consist of the participation of the Doctoral students in mandatory and elective courses and seminars, passing exams in the field of Marketing, and teaching or/and expert work. The research activities are related with the process of creation and dissemination of knowledge by participation in scientific forums, educational and scientific projects, and publishing the research results in scientific journals, writing and defence of Doctoral thesis.

The duration of Doctoral programme in Marketing is up to 3 years for full-time and unsupervised study mode and up for 4 years for part-time and distance study mode. The educational programme is completed by public defence of the Doctoral thesis before a 5-member Scientific Committee.

## 4. Knowledge

The education in Doctoral programme in Marketing is aimed at providing the necessary theoretical and factual knowledge for conducting significant independent scientific research in the field of marketing. Throughout the education process students acquire two fundamental blocks of knowledge:

- Conceptual and instrumental knowledge in marketing and other functional fields related with the topic of the Doctoral thesis.
- Methodological knowledge for the technology and the organisation of the research process, defining significant research hypotheses and building a plan for their testing.

## 5. Skills

Upon completion of the Doctoral programme in Marketing, Doctoral students are able to:

- Choose and apply appropriate methods for defining and testing research hypothesis in a form that leads to deep and productive scientific analysis;
- Solve complex research problems;
- Analyse, interpret and critically evaluate specific knowledge and latest achievements in the marketing theory and practice;
- Relate theories from different functional fields of knowledge;

- Synthesize ideas and develop options for solving research problems;
- Make optimal data-based decisions;
- Initiate and conduct innovative research projects with scientific sustainability and multiplicative effect;
- Successfully disseminate, present and communicate their research ideas and knowledge in written or oral manner before different audiences using different media.

## 6. Competences

Upon completion of the Doctoral programme in Marketing, Doctoral students acquire practical habits, academic competence and professionalism for conducting a complete and meaningful scientific research in accordance with the established ethical norms and scientific standards, as well as applying analytical methods and techniques for testing research hypotheses.

### 6.1. Autonomy and responsibility

Upon completion of the Doctoral programme in Marketing, Doctoral students are able to:

- Create and interpret new knowledge by conducting individual scientific research;
- Expand the scope of the existing scientific achievements in the field of marketing;
- Recognise the need of current scientific research and publications;
- Critically self-analyse and self-evaluate the merits of their own research;
- Develop, design and implement a research process.

### 6.2. Learning competences

Upon completion of the Doctoral programme in Marketing, Doctoral students are able to:

- Systematically acquire, understand and update a considerable amount of knowledge about the latest scientific achievements in the field of marketing;

### 6.3. Communication and social competences

Upon completion of the Doctoral programme in Marketing, Doctoral students are able to:

- Conceptualize, design, implement (and adapt, if needed) projects that generate new knowledge;
- Apply and understand the latest achievements in the field of marketing;
- Communicate their scientific ideas in written and oral manner in some of the common European languages.

### 6.4. Professional competencies

Upon completion of the Doctoral programme in Marketing, Doctoral students are able to:

- Thoroughly understand and apply methods and techniques for conducting complex scientific research;
- Thoroughly evaluate complex problems based on information;
- Present the generated scientific ideas and conclusions in clear and unbiased manner before various audiences;
- Continue conducting the scientific research at a higher level and contribute to the development of new ideas, methods, techniques and approaches.

## 7. Brief profile of the academic staff

The education in Doctoral programme in Marketing is delivered by highly qualified, motivated and ambitious faculty members who maintain their expertise and scientific research at high level following the academic ethics and demanding high outcomes from their Doctoral students. The Marketing department's policy is to maintain its contacts with recognized specialists and experts from marketing practice, as well as leading academic scientists and researchers from the country and abroad, whose expertise and experience help and support the scientific projects of the Doctoral students.

## 8. Professional realisation

The successful completion of the Doctoral programme in Marketing provide Doctoral students with theoretical and methodological skills necessary for a successful career as:

- Academic scientists, researchers and professors in scientific organisations and higher education institutions;
- Professionals in managing positions, high-level experts and consultants in national and international companies.

## 9. Educational and scientific degree and professional qualification

Upon successful completion of the programme, Doctoral students will be awarded with scientific and educational degree "Doctor in Marketing".

Dean:  
(Prof. Violeta Kraeva, Ph.D.)

Head of Department:  
(Assoc. Prof. Todor Krastevich, Ph.D.)