REPUBLIC OF BULGARIA D.A. TSENOV ACADEMY OF ECONOMICS – SVISHTOV	
FACULTY „MANAGEMEN[illegible]“	**DEPARTMENT „MARKETING“**

Approved by:
RECTOR:
(Prof. Mariyana Bozhinova, PhD)

Approved by the AC, Resolution № 5/02.03.2022
Approved by the FC, Protocol № 4/16.02.2022
Approved by the DC, Protocol № 9/10.02.2022

QUALIFICATION DESCRIPTION

DOCTORAL PROGRAMME
„MARKETING“

Educational and scientific degree: **Doctor**		Area of study: **3. Social, economic sciences and law**
Mode of study:	Length of study:	Field of study: **3.8. Economics**
Full-time/Unsupervised	**3 years**	
Part-time/Distance	**4 years**	Code of the document: **ED/QD-D-FT/PT/U/D-3/4-3.8-M-FMM-DMA-2022**
Language: **Bulgarian/English**		

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. Learning objectives

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. Independence 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. Communicative 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 competences

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 description 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. Margarita Bogdanova, PhD)

Head of Department: (Assoc. prof I. Marchevski, PhD)

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CURRICULUM

Doctoral programme

„Marketing“

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I. EDUCATIONAL ACTIVITY

№	Type	Code	Subject/Activity	ECTS credits	Form of assessment
1	R	*Fundamental Courses (doctoral minimum I)*		25	exam
		FMM-DMA-D-101	Marketing		
2	E	*Specialized Courses (doctoral minimum II)*		25	exam
			Subject related to the topic of the doctoral degree dissertation		
3	R	FIC-DSSL-D-901	Methodology of science and research	10	c.g.
4	R	FIC-DSSL-D-902	Academic writing and presentation methods	10	c.g.
5	R	FEA- DSAM-D-901	Methodology and methods of empirical research	10	c.g.
6	R		Attendance and participation in courses (seminars, doctoral degree tutorials), conferences and other training activities	5	IS report
			Total:	**85**	
1	F	FMM-DBI-D-901	Information technology	10	c.g.
2	F	FF-DFLT-D-901	English for doctoral degree students (B2)	10	c.g.

3	F	FF-DFLT-D-902	English for doctoral degree students (C1)	10	c.g.
4	F	A master or bachelor degree subject		According to the curriculum of the subject	exam
5	F	Participation in trainings related to the doctoral degree studies		5 for each training	certificate
6	F	Participation in mobility for training or practice purposes		30 for each mobility	Mobility protocol

II. SCIENTIFIC AND EDUCATIONAL ACTIVITY

№	Type	Subject/Activity	ECTS credits	Form of assessment
1	R	Publications regulated in group D, indicators 4 – 10 from RIDASRBA	30	IS report
		Total:	**30**	
2	F	Participation in science and research projects	10 per project	contract
3	F	Participation in mobility for research purposes	10 per mobility	Mobility protocol
4	F	Participation with science reports in scientific forums (national or international)	1 for each report	Participation certificate publication
5	F	Publications exceeding the standard of minimum required points regulated in RIDASRBA outside ch. II.1 and II.4	1 for each subchapter	publication

III. PREPARATION OF A DISSEERTATION PAPER AND AN ABSTRACT

№	Type	Activity	ECTS credits	Form of assessment
1	R	Dissertation paper, including:	50	Science advisor and a DC protocol
1.1.		Theoretic and research work	10	science advisor
1.2.		Empirical and research work	10	science advisor
1.3.		Preparation of a chapter from the dissertation paper	20	science advisor
1.4.		Submission of a final version to the approval of the DC	10	a DC protocol
2	R	Preparation of an abstract and an original contribution declaration	10	a DC protocol
		Total:	**60**	

IV. TEACHING AND EXPERT ACTIVITY

№	Type	Subject/activity	ECTS credits	Form of assessment
1	E	Delivering a series of lectures and/or seminars according to the syllabus	5	Report from the SA visit
		Participation in expert and consultancy activity		Report by the SA; contract/reference
		Total:	**5**	
1	F	Delivering a series of lectures and/or seminars according to the syllabus	5 ECTS credits for 28	Remuneration form

			provisional classes	
2	F	Participation in expert and consultancy activity	2 ECTS credits per participation	report by the SA; contract/reference
3	F	Participation in mobility for teaching purposes	10 ECTS credits per mobility	certificate

BASIC COMPONENTS OF THE SYLLABUS

Activity	ECRS credits
COMPULSORY ACTIVITIES	
Educational activity	85
Scientific and educational activity	30
Preparation of a dissertation paper and an abstract	60
Teaching and expert activity	5
Total:	180
FACULTATIVE ACTIVITIES	
Educational activity	According to the IS of the doctoral student
Scientific and education activity	
Teaching and expert activity	

DEAN: (Prof. Margarita Bogdanova, PhD)

HEAD OF DEPARTMENT: (Assoc. prof. I. Marchevski, PhD)