

REPUBLIC OF BULGARIA D.A. TSENOV ACADEMY OF ECONOMICS - SVISHTOV	
FACULTY „MANAGEMENT AND MARKETING“	DEPARTMENT „MARKETING“

Endorsed by:

RECTOR:

(Prof. Mariyana Bozhinova, PhD)

Approved by AC, Resolution № .../... 2022 г.

Approved by FC, Protocol № ... / ... 2022

Approved by DC, Protocol № ... / ... 2022

SYLLABUS

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/S-D-FT/PT/U/D-3/4-3.8-M-FMM-DMA-2022
Language: Bulgarian/English		Effective as from: 2022/2023 academic year

I. EDUCATIONAL ACTIVITY

№	Type	Code	Subject/Activity	ECTS credits	Form of assessment
1	R	FMM-DMA-D-101	Marketing	25	exam
2	E		Subject related to the topic of the doctoral degree dissertation	25	exam
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

Nº	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

Nº	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 provisional classes	Remuneration form

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)