



ŠIAULIŲ
UNIVERSITETAS

TESTINIŲ IR
NUOTOLINIŲ
STUDIJŲ
INSTITUTAS

PAŽYMĖJIMAS

CERTIFICATE

Id number 20-0711

This is to certify that

NESTERENKO SVITLANA

Has participated in the training program

MARKETING

The training program embraced 4 modules 125 hours
period from 20, May to 20, June

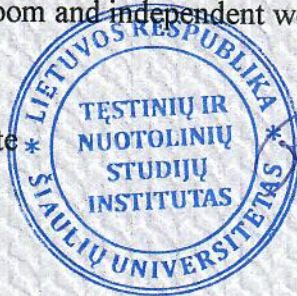
Modul 1. Strategic marketing and business modeling – 40 hours of classroom and independent work.

Modul 2. Internet marketing of the European Union Features of the use of Internet space in the economy, the specifics of marketing research on the Internet, features of the formation of product policy in the EU, including virtual goods, pricing strategies and methods, marketing communication activities – 30 hours of classroom and independent work.

Modul 3. Marketing Innovation theoretical and methodological principles and experience of implementation in eu countries – 30 hours of classroom and independent work.

Modul 4. Social responsibility: realities and prospects of implementation in the EU – 25 hours of classroom and independent work.

Head of Institute



Assoc. Prof. Dr. Rima Bakutytė

Program registration No. 20-479