

Перелік рекомендованих сертифікованих курсів* і навчальних активностей на онлайн-платформах за ключовими фаховими освітніми компонентами ОП «Маркетинг», які можуть бути рекомендовані здобувачам для поглиблення результатів навчання:

COURSERA

- Introduction to Marketing (Wharton): <https://www.coursera.org/learn/wharton-marketing>
- Introduction to Digital Marketing: <https://www.coursera.org/learn/introduction-digital-marketing>
- Introduction to Digital Marketing (Expanded Version): <https://www.coursera.org/learn/introduction-to-digital-marketing>
- Consumer Behaviour (University of London): <https://www.coursera.org/learn/consumer-behaviour>
- Marketing Introduction and Fundamentals: <https://www.coursera.org/learn/marketing-introduction>

edX

- Principles of Marketing (BabsonX): <https://www.edx.org/learn/marketing/babson-college-principles-of-marketing>
- Digital Transformation Strategy (Boston University): <https://www.edx.org/learn/digital-transformation/boston-university-digital-transformation-strategy>
- Data Literacy Essentials: <https://www.edx.org/learn/data-analysis/data-literacy-essentials>
- Introduction to Business Management: <https://www.edx.org/learn/business-management/iimbx-introduction-to-business-management>

FutureLearn

- Introduction to Marketing: <https://www.futurelearn.com/courses/introduction-to-marketing>
- Consumer Behaviour and Psychology: <https://www.futurelearn.com/courses/consumer-behaviour>
- Digital Skills for the Workplace: <https://www.futurelearn.com/courses/digital-skills-for-the-workplace>

PROMETHEUS

- Маркетинг: розробка та продаж пропозиції цінності: https://prometheus.org.ua/course/course-v1:Prometheus+MKT101+2024_T1
- Цифрові комунікації в глобальному просторі: https://prometheus.org.ua/course/course-v1:Prometheus+DC101+2024_T1
- Підприємництво. Власна справа в Україні: https://prometheus.org.ua/course/course-v1:Prometheus+ENT101+2024_T1
- Каталог курсів Prometheus (аналітика даних): <https://prometheus.org.ua>

LinkedIn Learning

- Marketing Foundations: <https://www.linkedin.com/learning/marketing-foundations>
- Understanding Consumer Behavior: <https://www.linkedin.com/learning/understanding-consumer-behavior>
- Digital Marketing Foundations: <https://www.linkedin.com/learning/digital-marketing-foundations>
- Communication Foundations: <https://www.linkedin.com/learning/communication-foundations>

Google Digital Garage / Google Skills

- Fundamentals of Digital Marketing: <https://skillshop.exceedlms.com/student/collection/1830706-fundamentals-of-digital-marketing>

- Google Courses & Tools: <https://grow.google/intl/uk/courses-and-tools/>
- Google Analytics Training: <https://grow.google/intl/uk/courses-and-tools/>
- Google Digital Marketing & E-commerce Professional Certificate: <https://www.coursera.org/professional-certificates/google-digital-marketing-ecommerce>

HubSpot Academy

Основи маркетингу

- Inbound Marketing Certification: <https://academy.hubspot.com/courses/inbound-marketing>

Цифровий маркетинг

- Digital Marketing Certification: <https://academy.hubspot.com/courses/digital-marketing>

Контент-маркетинг

- Content Marketing Certification: <https://academy.hubspot.com/courses/content-marketing>

Маркетинг у соціальних мережах

- Social Media Marketing Certification: <https://academy.hubspot.com/courses/social-media>

Email-маркетинг

- Email Marketing Certification: <https://academy.hubspot.com/courses/email-marketing>
- SEO Certification Course: <https://academy.hubspot.com/courses/seo>

Штучний інтелект у маркетингу

- AI for Marketers Course: <https://academy.hubspot.com/courses/ai-for-marketers>

CRM та управління взаємовідносинами з клієнтами

- HubSpot CRM Course: <https://academy.hubspot.com/courses/hubspot-crm>

Meta Blueprint

- Digital Marketing Associate: <https://www.facebook.com/business/learn>

- Meta Media Planning Professional Certificate: <https://www.coursera.org/professional-certificates/facebook-media-planning>

Google Skillshop

- Google Analytics Certification: <https://skillshop.withgoogle.com>
- Google Ads Search Certification: <https://skillshop.withgoogle.com>
- Google Ads Display Certification: <https://skillshop.withgoogle.com>

Semrush Academy

- Content Marketing Fundamentals: <https://www.semrush.com/academy>
- SEO Fundamentals: <https://www.semrush.com/academy>
- Digital Marketing Fundamentals: <https://www.semrush.com/academy>

Hootsuite Academy

- Social Marketing Certification: <https://education.hootsuite.com>
- Social Listening and Monitoring: <https://education.hootsuite.com>

Примітка:

**курси / сертифікаційні програми, що передбачають можливість отримання сертифіката за умовами відповідної платформи*