

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
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**Guidelines to writing a thesis
for Bachelor's (first) degree
higher education students
of speciality 075 "Marketing",
study program "Marketing"**

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G94

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Самостійне електронне текстове мережеве видання

Guidelines to writing a thesis for Bachelor's (first) degree higher
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The procedure for writing, design, evaluation and defence of the thesis is considered. A list of topics offered for research is given. Individual examples and requirement for the design of the thesis are presented.

For Bachelor's (first) degree higher education students of speciality 075 "Marketing" of the study program "Marketing".

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Introduction

Writing and defending a thesis is an important component in the system of training marketing specialists.

A student of higher education completes his educational and scientific activity at the university with a thesis. It must certify the graduate's professional maturity, reveal his general scientific, general professional and special training, the ability to apply the knowledge acquired at the university to solve specific scientific and practical tasks.

In the diploma work, the student of higher education shows how he mastered modern methods of scientific research, how he knows how to correctly use various methods for the analysis of legislative acts and phenomena, how he learned to make his own generalizations and conclusions, to work with literature.

The thesis is an independent scientific finished work, which examines certain aspects of an actual theoretical and applied problem and proposes a solution based on the use of scientific methods, the study of theoretical literature, the regulatory and legal framework and the practice of application.

The aim of the thesis is:

systematization, consolidation, expansion of theoretical knowledge and practical skills in the speciality and application of these skills when solving specific theoretical and practical tasks;

development of skills of conducting independent scientific work, mastering the main methods of scientific research, formulation of specific scientific conclusions and recommendations on the selected topic and implementation of these in practical activities.

The general requirements for completing a thesis are: clarity of construction of structural elements, logic of research teaching, consistency and specificity of material presentation, persuasive argumentation, provability of conclusions and reasonableness of recommendations, practical significance of obtained results.

The bachelor's thesis allows examiners to determine whether the student of higher education has achieved the target learning outcomes by assessing the degree of mastery of general and professional competences defined by the educational program "Marketing" and the national standard for the speciality "Marketing". Table 1 shows the competences and outcomes of training under the educational and professional program "Marketing".

Table 1

Competences and outcomes that bachelor's level higher education students of speciality of 075 "Marketing" should master

| General and special competences | Learning outcomes |
|---|---|
| SC12. The ability to substantiate, present and implement the results of research in the field of marketing | LO1. Knowledge and understanding of the theoretical foundations and principles of marketing activities |
| | LO11. The ability to apply an interdisciplinary approach and perform marketing functions of a market entity |
| GC6. Knowledge and understanding of the subject area and understanding of professional activity | LO8. The ability to apply innovative approaches to the implementation of marketing activities of a market entity, flexibly adapt to changes in the marketing environment |
| GC7. The ability to apply knowledge to practical situations | |
| GC15. The ability to make decisions and act in accordance with the principle of non-acceptance of corruption and any other manifestations of dishonesty | |
| GC7. The ability to apply knowledge in practical situations | LO9. The ability to assess the risks of conducting marketing activities, establish the level of uncertainty of the marketing environment when making management decisions |
| SC14. The ability to propose improvements to marketing functions | LO16. Meeting the requirements of a modern marketer, the ability to raise the level of personal professional training |
| GC2. The ability to preserve and multiply moral, cultural, scientific values and achievements of society based on understanding history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and development of society, equipment and technologies, to use different types and forms of motor activity for the active recreation and leading a healthy lifestyle | LO18. Responsibility in relation to moral, cultural, scientific values and achievements of society in professional marketing activities |
| SC15. The ability to develop creative marketing campaigns | LO19. Skills in developing creative marketing campaigns |

There should be no academic plagiarism, falsification, or plagiarism in the qualification work. The bachelor's qualification thesis is allowed to be defended at the examination board meeting, provided that the level of its uniqueness (originality) corresponds to the standard officially approved by Simon Kuznets Kharkiv National University of Economics.

After the defence of the thesis, the examination committee (EC) evaluates the theoretical and practical training of the graduate, his professional competences, on the basis of which it makes a decision to award the student a bachelor's degree in marketing and issue a diploma of higher education.

General requirements for the structure and content of the thesis

The thesis has a scientific-research character, the author performs it personally. The graduate must demonstrate knowledge of the chosen topic, the ability to conduct scientific research, analyze and summarize information, think and draw conclusions.

The topic of the thesis should be chosen by the higher education student together with the supervisor. At the request of the head, the department considers the proposed topics and approves them. An approximate list of thesis topics and an example of an application form for approval of the topic and thesis supervisor are provided in Appendices A and B, respectively. The assignment of the topic of the thesis to a higher education student is formalized by an order of the rector. This same order appoints supervisors of Bachelor's theses.

The thesis should be written according to the following logical scheme: substantiating the relevance of the chosen topic, determining the purpose and specific tasks of the research, choosing the object and subject of the research, methods of conducting research during the research process, discussing the results of the research, formulating conclusions and evaluating the results obtained.

Mandatory structural elements of the thesis must meet the established requirements, described in detail below.

The title page of the thesis contains the name of the ministry, higher education institution, institute (faculty) and department where the work was performed; thesis topic; surname and first name of the author; academic title,

scientific degree, surname and first name of the scientific supervisor and reviewer; the name of the city and the year of implementation (Appendix C).

A presentation to the head of the examination commission (Appendix D) contains: a certificate on the implementation of the curriculum, which is drawn up and signed by the secretary of the institute (faculty); the supervisor's conclusion about the quality of execution of the thesis; conclusion of the graduation department on admission of work to the defence.

The table of contents is given at the beginning of the thesis. It contains the title and initial page numbers of all chapters, subsections, items and subitems (if they have headings).

In the introduction a scientific justification for the relevance of the chosen topic is provided, the purpose, the task, the object and subject of the research, a list the research methods are formulated.

In the course of highlighting the relevance, it is necessary to determine the importance of the topic for the consumer of marketing activity, the practical significance for the enterprise (organization), as well as the value for society.

In the introduction, the choice of the research topic is substantiated (the connection of the topic of the work with modern research in the relevant field of knowledge is highlighted through a critical analysis with the determination of the essence of the task).

The purpose and objectives of the research are formulated in accordance with the subject and object of the study. The goal is formulated clearly, without excessive detail. The goal should not be formulated as "research...", "study...", because these words indicate a means of achieving the goal, and not the goal itself.

The tasks specify the scope of the parameters to be studied (study..., describe..., determine..., investigate..., find out the essence..., show..., generalize..., establish..., discover..., prove..., implement..., derive dependence..., establish relationship..., analyze..., develop..., give recommendations, etc.). It is advisable to present the tasks following a logical sequence.

The object of research can only be the phenomenon or process that gives rise to the problem situation chosen for study. For example: "The object of the study is the process of managing marketing activities...". One should not call a specific enterprise, organization, institution or state authority or its subdivision, on the example of which the work is being carried out, the object of the research, because this is the basis of the research.

The subject of research is contained within the selected object of research considered in the thesis. For example: "The subject of the study is the improvement of marketing activity...".

The object and subject of research are related to each other as general and specific. The object characterizes the research question broadly, while the subject narrows it down to a specific task.

Research methods deal with the disclosure of the information base. The scientific research methods used are listed and what exactly was researched by each method is meaningfully determined; justify the choice of methods that ensured the reliability of the obtained results and conclusions.

Requirements for the content of the thesis chapters

The main part of the thesis consists of several chapters: theoretical, analytical, and recommendation-project. Each chapter begins with a new page. Chapters can be divided into subchapters. Each subchapter should contain complete information. The student determines the number of chapters and subchapters together with the supervisor.

In the main part of the work, the theoretical and methodological provisions, problematic issues, debatable and unexamined aspects of the topic, scientifically based, socially-economically and professionally oriented solutions are presented. At the end of each subchapter, the author provides brief conclusions about the completed task, solved within the subchapter. A subchapter cannot end with a reference to sources, a figure, or a table. Each chapter is given after two intervals after the text of the previous subchapter of the chapter (first, second or third, respectively).

The theoretical chapter

In the first (theoretical) chapter the main part examines the theoretical and methodological aspects of the researched problem, conducts an analytical review of literary sources on the subject of research, critically analyzes different views, carries out their scientific classification, presents the main factors of influence on the state and development of the researched object, etc.

This chapter should contain a comprehensive analysis of the state of the researched problem based on generalization, systematization and processing of literary sources. To establish and justify general theoretical conclusions and trends, it is advisable to use data published in relevant scientific publications.

It is preferable to use published statistical data with reference to sources. In addition, the information base for writing the chapter must necessarily be the laws and by-laws of Ukraine, which characterize the current state in the field of research.

The first (theoretical) chapter must contain at least 10 references to domestic literary sources and at least ten references to foreign literary sources. When referring to the authors, you need to make a footnote in the following form: [No. of the literary source in the list of the used sources]. For example: [17].

In this chapter, justification should be given and the economic nature of the indicators for the analysis of the marketing activity of the enterprise (institution, organization) should be disclosed.

In the course of writing the first chapter, the student of higher education should demonstrate the ability to single out the main, supporting questions in the researched problem, analyze and summarize them using the tools of analytical research. It is desirable to illustrate the text with graphic material: schemes, graphs, algorithms, diagrams.

The volume of the first chapter should not exceed 10 – 12 pages. It ends with a conclusion of 0.5 – 1 page.

The analytical chapter

The second (analytical) chapter (12 – 15 pages) contains a general description of a specific enterprise (institution, organization), its external and internal environment, an analysis of marketing activity or its components in the aspect of the selected thesis topic. The student of higher education must perform a detailed analysis of the actual state of the investigated problem on the materials of a specific enterprise (institution, organization). The section may contain two or three subsections in order to reveal the state of the issues being studied, to identify the positive and negative aspects of the activity of a particular enterprise (institution, organization).

The first subchapter of Chapter 2 is recommended to be called "General characteristics of the enterprise (institution, organization)". The description should contain:

- general information about the analyzed company (institution, organization): full name, form of ownership, brief history of the company's development, date of organization and time of existence on the market;

- main directions and types of activity, economic indicators of the object of research for the reporting period;

organizational management structure (in the form of a scheme) and evaluation of the principles of its construction and functioning.

In the second subchapter of Chapter 2, it is necessary to conduct an analysis of the external environment of the institution (organization, enterprise) using PEST (PESTLE), SWOT analysis and other methods. The main components of this subchapter can be:

characteristics of the market in which the institution operates (international, national, regional, city, district, etc.); market volume; the type of market in which the organization operates (monopolistic, oligopolistic, etc.);

analysis of the state of competition, a list and characteristics of enterprises that operate on the same market as the organization – the basis of the study, and which are its direct competitors;

general characteristics of the institution's functioning environment (organizations, enterprises); analysis of its place in the production and economic complex of the country or region, the scheme of relationships with other enterprises, organizations and institutions (external environment): consumers, banks, state bodies, financial intermediaries and other market participants, etc.

It is recommended to complete this subchapter with the construction of a SWOT analysis matrix with the determination of directions for improving the marketing activities of the enterprise. It is possible to use the method of expert assessments in the process of SWOT analysis.

The second chapter of the thesis ends with a conclusion on the chapter of 0.5 – 1 page.

The project (recommendation) chapter

The third chapter of the thesis (15 – 20 pages) the project (recommendation) chapter contains proposals for improving the marketing activities of the enterprise in accordance with the research direction. Proposals are provided on the basis of a comparison of what is in the practice of the enterprise (organization) with the standard (model) of solving the problem formulated in the first (theoretical) chapter, as well as with the conclusions made in the second (analytical) chapter regarding the comprehensive analysis of the enterprise, its micro- and macro-marketing environment, state and results of marketing activity with clarification according to the research topic. This is the basis for a substantiated presentation of specific proposals for solving the investigated problem in the organization or enterprise.

The purpose of the first subchapter of the third chapter is to develop issues related to the implementation of marketing research aimed at obtaining objective data, which is the basis for improving and managing the marketing activities of the research subject (enterprise), developing or adjusting its marketing policy, etc.

In this subchapter, the obtained research results are presented and analyzed in detail and substantiated, with reference to relevant scientific sources.

In the process of writing the first subchapter of the third chapter of the thesis, research is carried out and the data obtained on the basis of selected tools (questionnaire, guide, survey, etc.) are implemented, which are detailed and substantiated in the second chapter of the thesis.

In the process of marketing research, you can evaluate the data and results of applying one or a combination of different research methods in accordance with the problem and topic of the thesis. The research methods and tools used must be approved by the supervisor.

If the need for expert assessment of a phenomenon or situation is determined to achieve the goal of the research, a description of the selection procedure of experts, justification of the number and confirmation of their competence is provided. It is mandatory to indicate the concordance coefficient – the agreement of experts' opinions.

If necessary, the survey of consumers (staff, intermediaries) is indicated:

- a) a description of one (or several) general populations being studied;
- b) a research item;
- c) communication methods during the research and the process of selecting respondents;
- d) planning coverage of population units studying: solid research; sample study; monographic study; research of the main dataset;
- e) for a sample study, the following is planned: selection of the approach to forming the sample; the required volume (number) of the sample.

These processes can be reflected during research planning, as part of information and analytical support for making marketing decisions. In this case, you do not need to specify them again.

Consider a proposed procedure for controlling the data collection process to reduce the number of errors. Describe the data handling process (cleaning data, dealing with missing data).

If available, explain the characteristics of the data coding process (detailed data coding is provided in the appendix) and justify the feasibility of using the software chosen to build the database and conduct the analysis

process. The corresponding table with the data compiled on the PC is included in the appendix. The corresponding table, with the data summarised on the PC, will be placed in the appendix.

Data analysis is performed according to the list of research questions within each research task.

If the data was obtained from expert interviews, the main questions put to the experts and the generalized and aggregated answers to them are given. The most interesting and weighty answers regarding the value of the received information can be given in the form of quotes. Next, an analysis of the received information and conclusions are presented.

If the data is obtained from a questionnaire, the data analysis is carried out according to the following scheme:

- questionnaire questions with aggregated data obtained after the survey;
- reduction of data to the form in which they are subject to processing;
- calculation of necessary descriptive statistics;
- construction of tables of combination of features (if it is necessary to solve the question);
- graphical representation of the received information (graphs, histograms, diagrams, etc.);
- verification of hypotheses that were formulated during research planning;
- if necessary, formulation and verification of new hypotheses;
- construction of developed models;
- application of applied statistical analysis to obtain the planned result;
- other methods and techniques of data analysis.

The statistical analysis of data for each search question should end with a conclusion, where the answer to the search question should be presented in statistical terms.

After analysing the data and conclusions separately for each research question, you will make a list of the main findings of the research and, taking into account the research tasks, give general conclusions necessary for making a management decision – developing recommendations.

The second subchapter of the third chapter should contain specific measures (recommendations) to achieve the research goal. They provide recommendations based on the results of research in accordance with directions for improving the marketing activities of the enterprise according to the topic of the research. Each proposal must have a rationale based on the analysis conducted in the previous chapters (subchapters): detected deviations, problems and shortcomings – with the development of specific recommendations, proposals,

models for managing the parameters of the development of the marketing activity of the enterprise. The recommendations made should take into account the results of the SWOT analysis, improve the strengths and opportunities, and neutralise the weaknesses and threats of the enterprise. They are based on the theoretical foundations, methodological approaches, and methodological tools presented in the previous chapters and subchapters of the thesis.

Recommendations should be specific, clear and necessarily supported by specific information obtained during the study. They can be submitted in the form of a plan of necessary measures for the development or adjustment of the appropriate product and market strategy. Recommendations should be accompanied by illustrative and graphic support and a detailed description of the proposed measures.

In the third subchapter of the third chapter carry out an evaluation of the effectiveness and confirmation of the feasibility of the proposed measures, which are presented at the end of the chapter. Marketing activities should have a real applied nature, which requires appropriate justification for each measure and determination of its effect and efficiency.

For this purpose, indicators of economic and communicative effect and efficiency can be determined depending on the proposed measures and the data available to the higher education student (in particular, additional income, profitability, advertising costs per 1,000 consumers, advertising efficiency ratio, comparative trade performance, total views, reach, cost per 1000 contacts, number of contacts, cost per additional contact, adoption rate and many others).

Performance indicators are calculated on the basis of the data of the planning period, justified by the higher education student in the project part.

The subchapter begins with calculation of all costs associated with implementing and carrying out the proposed recommendations.

One of the simplest and most effective methods of cost feasibility analysis is operational analysis. This is known as cost-volume-profit (CVP) analysis.

CVP analysis is a break-even analysis or a cost-volume-profit ratio analysis. It is one of the powerful tools in determining the break-even point.

This type of analysis is one of the most effective means of planning and forecasting the company's activities: it helps to identify the optimal proportions between variable and fixed costs, price and sales volume; minimize business risk.

Within the framework of the CVP analysis, the format of the report on financial results is used, which is based on the marginal profit, for the

determination of which it is necessary to divide the costs associated with the production and sale of products into fixed and variable.

However, the use of CVP analysis is not the only way to justify the feasibility and effectiveness of the proposed measures.

In particular, the effectiveness can be confirmed based on the construction of trend models. The trend model belongs to the economic-mathematical dynamic models, in which the development of the modeled economic system is reflected through the trend (tendency) of its main indicators.

A trend, usually known as a time trend, reflects the tendency of a phenomenon (process, object) to change over time. It describes the actual time evolution of the process under consideration, averaged over the "pre-history" and its external manifestations. The result is exclusively associated with the passage of time. It is assumed that the time factor (t) can be used to express the influence of all the main factors.

In addition, the justification for the feasibility of implementing the proposed measures can be the calculation of indicators and metrics in accordance with the determination of the effect and effectiveness within the limits of the use of certain marketing tools within the limits of certain marketing policies.

The third chapter, as well as the previous chapter of the thesis, should end with the conclusions of the chapter of 0.5 – 1 pages.

Conclusions

The conclusions are the logical conclusion of the thesis. They should briefly summarise the main points of the work and draw conclusions on the material presented in the problem-analytical part of the thesis.

In the conclusions, the information presented in the thesis is concisely given, the results obtained regarding the fulfillment of the tasks set by the author are presented. This part of the work is a summary of the performed scientific research, and it contains conclusions and generalizations, as well as recommendations for the practical use of the obtained results.

Conclusions should not repeat conclusions and generalizations given in the chapters. This part of the thesis draws conclusions for the whole work, i. e. reflects the essentials that distinguish the work from previously performed research on the topic under consideration.

Conclusions are usually formed in accordance with the structure of the material in the thesis. They should not duplicate the conclusions contained in the introduction, but should present the difference from previously performed work in a specific form.

The list of references

The list of references is given on a new page after the conclusions.

When compiling a list of references on the subject of the work, the student should indicate the author's name and initials, the title of the work, the publisher, the place and year of publication. If the list includes periodicals, the student should include the author's name and initials, the title of the article, magazine, newspaper, etc., the year of publication, and the number and pages of the article.

If the student has used internet resources, the name and initials of the author of the material, the title, the website and the date of access to the resource should be given.

The list of references should be in alphabetical order, namely: resolutions of the Verkhovna Rada of Ukraine; Decrees of the President of Ukraine; resolutions of the Cabinet of Ministers of Ukraine; regulations of Ministries and Departments; statements of the Presidium of the Supreme Economic Court of Ukraine; resolutions of the Plenum of the Supreme Court of Ukraine; monographs, textbooks, manuals, scientific publications, articles in scientific journals, dissertation abstracts, etc. Samples of references according to the type are given in the Appendix E.

Then a list of foreign language sources and Internet resources is provided. Moreover, electronic resources should also be placed in alphabetical order. It is not recommended to include publications in Russian in the list of references.

It is recommended to include at least 35 titles in the list of the used sources. It is worth making sure that these are modern publications and sources of recent years.

Appendices

After the list of references, appendices are placed on a new page, containing material that is necessary for the completeness of the thesis, but its inclusion in the main body of the work may change the orderly and logical presentation of the work or, due to its large volume, cannot be consistently placed in the main body of the work.

The following auxiliary material can be placed in the appendices: primary documents of the enterprise (institution, organization); tables of auxiliary digital data; calculations of economic and other indicators of the enterprise, organization; instructions and methods, descriptions of algorithms and programmes for performing tasks, if they were developed in the course of the thesis; illustrations of an auxiliary nature and colour images, the use of which is prohibited in the main text of the thesis.

In addition, a scientific publication (articles, conference abstracts) on the topic of the thesis, in a scientific article (articles) on the topic of the thesis, if published by a student, must be included in the appendices. Copies of the articles or their electronic versions (if published) are placed in the last appendix in chronological order.

Requirements for the thesis formatting

The thesis of 35 – 40 pages of typewritten text is written in Ukrainian or, at the request of the student, in a foreign language (English, French).

In the process of writing the work, the following distribution of the text volume should be observed: introduction: 1 – 1.5 pages; chapters: the first (theoretical): 10 – 12 pages; the second (analytical): 12 – 15 pages; the third (recommendation and project): 15 – 20 pages; conclusions: 1 – 1.5 pages.

The thesis is submitted bound in hardcover or in a hard folder specially designed for thesis design.

The text of the thesis is printed on a computer on one side of a sheet of white A4 paper (210 × 297 mm) with line spacing of 1.5. The font typeface is Times New Roman, size 14 point (Fig. 1).

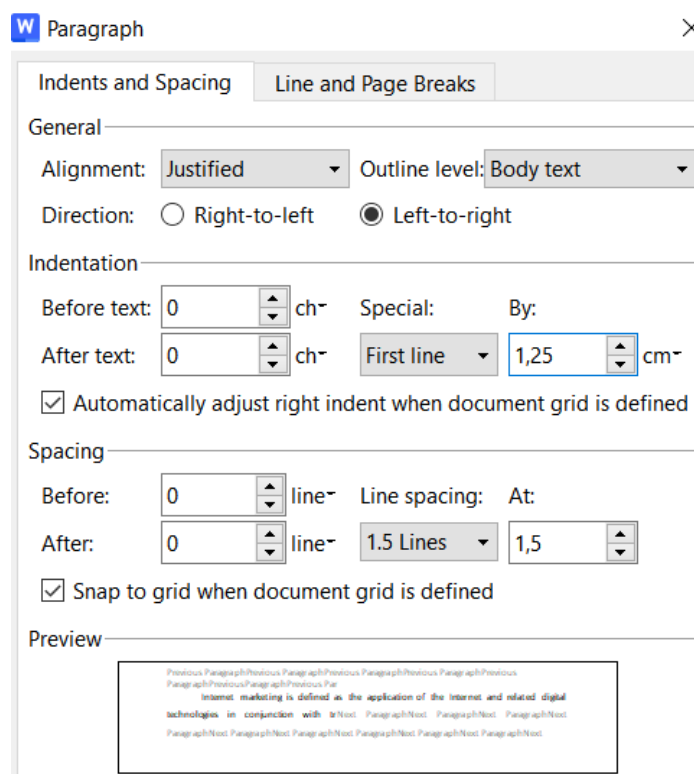


Fig. 1. Indents and intervals

The text of the thesis is printed, observing the following margins: 25 mm left, 10 mm right, 20 mm top and bottom (Fig. 2).

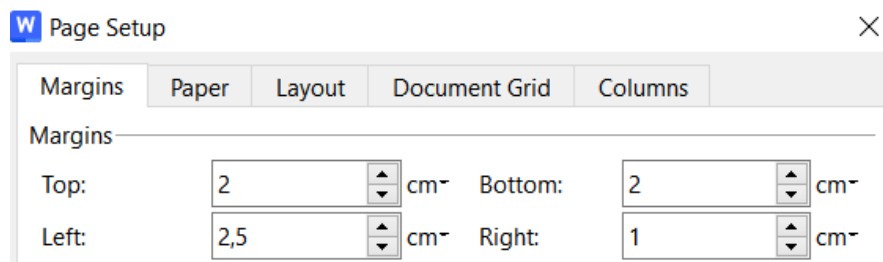


Fig. 2. **Settings of margins**

Paragraph indentation must be the same throughout the text of the work and equal to 1.25 cm (or 5 characters).

It is necessary to adhere to the uniform style of design of the diploma thesis. The print font should be clear, the ribbon is black and medium bold. The density of the thesis text should be the same.

In the process of completing the thesis, you must maintain uniform density, contrast and clarity of the image. All lines, letters, numbers and signs must be clear and uniformly black throughout the paper. When designing a thesis, do not use underlining, bold and italic font, the bulleted list mode.

Errors, typos, and graphic inaccuracies discovered in the process of writing the thesis can be corrected by cleaning or painting over with corrective white paint and applying the corrected text (fragment of the drawing) in the same place, but no more than one correction per page.

The text of the thesis should be written in a scientific style. It is characterized by the following elements: logic of content, integrity, objectivity, brevity, clarity, comprehensibility, completeness, evidential judgments. Scientific style also includes the use of scientific terminology in the text. The text is presented in the first person plural or in the third person, for example: we think ...; in the opinion of the author

The main means of logical communication are special functional and syntactic constructions that indicate the sequence of thought development. For example, the following expressions are used to indicate cause-and-effect relationships: therefore; according to which; due to the fact that; that; because of; besides etc. To change to another opinion, the following expressions are used: before pointing out; should be considered, etc.

Conclusions usually begin like this: therefore; thus; the research carried out allowed us to reach the following conclusions; the above allows us to state that; the study showed that; the study showed that; to summarize, it is necessary to define, etc.

Sentences with clear syntactic connections are characteristic of the scientific style, for example: according to; as a result of; in spite of; compared to etc.

The source to which the student refers is essential for the objectivity of the presentation of the material. In this case, words and phrases such as: according to; according to such data, etc. are used.

The scientific style also involves the extensive use of passive constructions, for example: the necessary conditions have been clarified, considered, analyzed, substantiated, etc. The following constructions are also typical elements of the linguistic and stylistic design of a thesis:

The relevance of research is determined by;
analysis of the work on the issues... [1; 3; 7] testify that;
the purpose of the research;
the tasks of research are determined by its purpose and include;
to characterize;
to determine;
single out;
to investigate;
to find out;
the set goal involves solving such tasks;
the following methods are used in the work;
the practical significance of the research is;
the obtained results of the study are that;
the study... showed (demonstrated, testified) that;
the results of the study proved that;
based on the analysis of achievements;
the results of the comparative analysis proved that.

Cite references to an authoritative source to support the author's arguments, or for critical analysis of this or that printed work. Observe the following general requirements for citation and referencing:

1) each quotation should be accompanied by a reference to the source. The text of the quotation must be enclosed in quotation marks and the source of the quotation must be given in a grammatical form that preserves the characteristics of the author's writing, and the reference to the source of

the quotation in the text of the work must be arranged as follows: [3, p. 125], where 3 is the number of the reference source, 125 is the page number of the given quotation. The numbers of the pages referred to in the thesis are also given if material from sources with a large number of pages is used;

2) the quotation should be complete, without distortion of the author's thought. Omission of words, sentences, paragraphs in the citation is allowed and is marked with three dots;

3) references to sources that are not cited in the text of the thesis are written according to their list in square brackets without indicating the pages, for example, if there are references to many sources – "...covered in the works of outstanding domestic scientists ... [1 – 7]", or [2; 12], or [4] for a single source;

4) references to figures, tables or formulae used in the study are given by their serial number. For example: "Fig. 1.1", "see Table 1.1", etc.

If the student has his or her own publications, these will be referenced in the main text.

The headings of the structural parts of the thesis: "CONTENTS", "INTRODUCTION", "CHAPTER NAME", "CONCLUSIONS", "THE LIST OF REFERENCES", "APPENDICES" are printed in capital letters, centered to the text, in bold.

Headings of subchapters are printed in small letters (except for the first capital letter) with paragraph indentation. Do not put a period at the end of the headings of the structural elements of the thesis. If the title consists of two or more sentences, separate them with a period. The transfer of words in the title is not allowed. Each chapter begins with a new page.

The distance between the title and the text, as well as between the title of the chapter and the subchapter, should be equal to two spaces and be the same throughout the work.

Within a chapter, a new subchapter begins on the page where the previous subchapter ended. At the same time, the title of the subsection cannot be placed at the end of one page, and the text of the subchapter can begin on the next.

It should be noted that there should be at least two lines of text on the page after the name of the subchapter (Fig. 3).

1 THEORETICAL AND METHODOLOGICAL FUNDAMENTALS OF STUDYING INTERNET MARKETING OF AN ENTERPRISE

1.1. The essence of internet marketing and its role for an enterprise

Internet marketing is a powerful delivery of products to target audiences. Internet is the place including a very cheap delivery of goods and services to a creative and specific target audience and receiving from client's fast feedback. The same as the real

Fig. 3. An example of designing the name and numbering of chapters and subchapters of the thesis

The pages of the work must be completely filled with text. An exception is the last pages of the introduction, chapters, conclusions, a list of references, the filling of which cannot be less than 2/3 of the page area. If the size of the figure or table given in the text does not allow placing them in the free space directly at the end of the page, then they are linked, and the text continues on this page. The figure or table itself is given at the beginning of the next page, while the table or figure should be placed after the end of the paragraph.

A chapter or subchapter cannot end with a figure or table. After them, there must be an explanatory text or other general information.

The pages of the thesis should be numbered in Arabic numerals, following the through numbering throughout the text. The page number is placed in the upper right corner of the page without a period at the end. The font type is Times New Roman, size 12.

The first page of the thesis is the title page, which is included in the general page numbering of the thesis. The title page and the table of contents do not have a page number. On the following pages, starting from the second page of the introduction, the number is placed in the upper right corner of the page without a period at the end, taking into account the previous pages.

Illustrations and tables placed on separate pages are included in the general page numbering of the thesis. The number on these pages is put.

Numbering of chapters and subchapters of the thesis. Chapters, subchapters of the thesis should be numbered with Arabic numerals. The chapter of the thesis must have sequential numbering within the framework of the

presentation of the essence of the main part of the work. They are designated by Arabic numerals without a period, for example, 1, 2, 3, etc. (see Fig. 3). Chapters of the thesis must have sequential numbering within each chapter.

The subchapter number consists of the chapter number and the serial number of the subchapter separated by a dot. A dot is placed after the subchapter number, for example: 1.1., 1.2. etc. Paragraphs should be numbered sequentially within each chapter or subchapter.

The titles of illustrations (diagrams, figures, graphs, charts, drawings) are printed below the illustration in bold, centred to the figure. If necessary, explanatory data (sub-figure text) should also be placed below the illustration (Fig. 4).

... becomes a necessary condition for a firm to achieve sustainable and long-term business success. Corporate culture is a system of material and spiritual values, manifestations that are accepted by members of the organization. Corporate culture consists of ideas, as well as attitudes, fundamental values that are shared by members of the organization. It is generally accepted that values are the core of the corporate culture (Fig. 1.3).

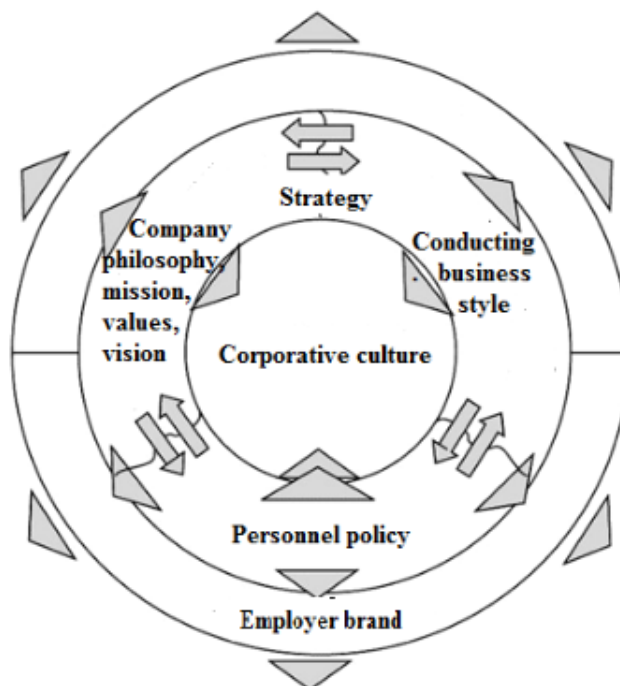


Fig. 1.3. Corporate culture [50]

Values determine both behaviors and styles of communication with colleagues and clients, the level of motivation, activity, and more. Therefore, it is impossible to ...

Fig. 4. An example of a figure in a diploma thesis

Illustrations (figures, drawings, graphs, charts, diagrams and photographs) should be placed immediately after the text where they are first mentioned or on the next page.

All illustrations in the thesis should be referenced. If the illustrations were not created by the author of the work, a reference to the source from which the illustration was borrowed should be given.

The illustrations are numbered in Arabic numerals in sequential order within the chapter, except for the illustrations in the appendices. The number of an illustration consists of the chapter number and the ordinal number of the illustration, separated by a dot. The illustration is indicated by the word "Fig. ____", which, together with the name of the illustration, is placed after the explanatory data, for example: "Fig. 3.1. Dynamics of the company's expenses for marketing research".

It should be noted that inside the illustrations and tables, the font typeface Times New Roman size 12 is used with line spacing of 1.0.

If the illustration does not fit on one page, it can be transferred to other pages, providing the name of the illustration on the first page, explanatory data on each page, and under them it is indicated: "Fig. ____".

The quality of illustrations should ensure their clear reproduction. Illustrations should be made using office software or graphic editors in black and white with hatching.

Different types of diagrams and charts may be used in the work, depending on the nature of the illustrated material and the tasks to be solved. If the figure shows a diagram, each of its axes should have a name or denote a dimension (for example, UAH million, ton, %, etc.).

Layout of tables. The tables in a thesis should be placed directly after the text in which they are first mentioned, or on the next page if they are too large to be embedded in the text structure. All tables should be referenced in the text of the thesis.

Before the word "Table" and after the table itself, skip a free line (line spacing 1.5). The table itself is placed under the title of the table, without skipping a line.

Tables are numbered with Arabic numerals in sequential order within the chapter, except for tables in appendices. The table number consists of the chapter number and the table number separated by a dot (Fig. 5).

The table should have a title, which is printed in lowercase letters (except for the first capital letter) and placed above the table. The title should be short,

informative and reflect the general content of the table. One interval is left between the table and the text, as well as after the end of the table.

The word "Table ____" is placed to the right of the table title. The table title is printed in bold, centred to the table. If the rows or columns of a table go beyond the page format, the table is divided into parts, placing one part under the other or moving a part of the table to the next page. The table is placed so that it can be read without turning the bound block or by turning it clockwise. Transferring a table to the next page is allowed if you write at least two lines after the table column names (the header of the table). When placing a table on several pages of the work, the table header is not repeated on each page, but only the line with the column numbers given in the table on the first page is transferred.

The characteristics of the main market forces operating in the Baza Zoo are shown in Table 2.8.

Table 2.8

Characteristics of market forces, acting Baza Zoo and major competitors

| Elements of the model of the five forces of competition | Baza Zoo | EuroZoo | MasterZoo | Murzik |
|---|--|--|--|--|
| 1 | 2 | 3 | 4 | 5 |
| The intensity of competition among existing competitors | Competitive struggle, sometimes better than competitors, sometimes not | There is pressure, but there are no serious threats yet | Competitive struggle, we neither surpass them nor they us | Competitive struggle, they cannot "overtake" us |
| Threats from potential newcomers to the market | Protection from the arrival of new competitors, caused by a reduction in costs due to economies of scale | Protection from the arrival of new competitors, caused by a reduction in costs due to economies of scale | The company is not able to keep potential competitors from entering the market | The company is able to keep potential competitors from entering the market |

51

Continuation of Table 2.8

| 1 | 2 | 3 | 4 | 5 |
|------------------------------|--|---|---|--|
| Economic potential buyers of | Advertising costs are an important part of the client's costs, which encourages you to look for the most effective means of advertising and to | Advertising costs are an important part of the client's costs, which encourages you to look for the most effective means of | Advertising costs are an important part of the client's costs, which encourages you to look for the most effective means of | Advertising costs are an important part of the client's costs, which encourages you to look for the most effective means of advertising and to |

Fig. 5. An example of table design in a thesis

In addition, when transferring a table, on the first page under the header of the table, there should be a row with the ordinal numbers of columns, and on the other pages such a row is placed instead of the header.

Above other parts of the table on the right : "Continuation of Table ____" indicating the table number should be written. Above the last part of the table, indicate the end of the table, for example: "End of Table 3.1".

Headings of table graphs start with an uppercase letter, and subheadings – with a lowercase letter, if they form one sentence with the heading. Subheadings that have an independent meaning are capitalized. Do not put periods at the end of table headings and subheadings. Headings and subheadings are given in the singular. If digital or other data are not provided in any line of the table, then a dash is placed in it.

12 or 11 font size Times New Roman is allowed for tables, the line spacing must be single.

If the size of the table is 2 full sheets or more, such a table is transferred to the appendices.

Notes are placed after the table or illustration to which they belong. If there is only one note, it is not numbered, but marked with an asterisk in superscript format.

The word "Note" is written with a capital letter from a paragraph indentation after the table or figure (but before the title of the figure). A period is placed after the word "Note" and the text of the note is written in capital letters on the same line. The recommended typeface is Times New Roman, size 12 with line spacing 1.0.

Lists. Lists in the text of the thesis, if necessary, are given inside chapters, subchapters. A colon is placed before the list.

For the list of the first level of detail, use lowercase letters of the English alphabet with brackets or do not make marks at all. Arabic numbers with brackets should be used for further detailing of the list (second level of detail).

The list of the first level of detail is printed in small letters with a paragraph indentation, the second level – with an indent relative to the location of the first level list.

References. Each factual material used in the thesis (fragments of the text of the document, tables, figures, formulas, numerical data, quotations, information about a little-known fact, etc.) is accompanied by a link to the source from which this material was taken.

In the theoretical chapter of the thesis, in case materials published by other authors are mentioned, a separate reference is made for each given final opinion, which can be highlighted in the text by a paragraph, a separate sentence or quotation. The presence of on average one – two references to one page of the text of the theoretical chapter, citing several consecutive pages of text from one source indicate a low quality of theoretical research.

References are indicated by the serial number of the source in the list of references, which is placed in square brackets. If the reference is made to a printed source, also indicate the page numbers on which the material is directly presented (for example, specific data or a quotation). If references are made to several sources at once, they are separated from each other by semicolons.

An example of a sentence with references:

"Innovative activity is an activity within the innovation process that transforms scientific and economic knowledge through the use of a complex of methods and procedures in innovation" [15, p. 12 – 13] (fifteenth number in the list of references, 12 – 23 pages), or " ... in the works [11; 23; 29] ... ". Do not put a dot in front of the closing bracket. After the bracket, a full stop is placed only if it is the end of the sentence. If the link is at the end of the title of the table or illustration, do not put a full stop.

References to the illustrations of the thesis indicate the serial number of the illustration, for example: "Fig. 1.2 ", in lower case.

References to formulas indicate the ordinal number of the formula in parentheses, for example: "... in formula (2.1)".

References to appendices should be used in cases where all the materials of the appendix are in question or the appendix contains only one component (text, table, illustration, formula, etc.). In this case, the word "appendix" and its number are used, for example: "The scheme of the organizational structure of the enterprise is given in Appendix C". If the reference is made to a separate element of the appendix, you need to specify only this element, without naming the appendix number, for example, you need to write "... in Table B.4 ..." instead of "... in Table B.4 of Appendix B ...".

In references to illustrations, formulas, tables, appendices, the corresponding symbols are written in lower case (except when they are at the beginning of the sentence). No full stop is placed after the reference (figure, table, appendix, formula), except when the reference is at the end of the sentence.

Formulas and equations are given directly after the text of the thesis in which they are mentioned.

Formulas in the thesis are performed using standard mathematical editors Microsoft Office (for example, Microsoft Equation 3.0) and numbered (if more than one) within the chapter. Formulas are symmetrical to the text; a comma may appear immediately after the formula, or a punctuation mark may be missing. The style of design of all formulas in the thesis should be the same.

Leave at least one free line above and below each formula or equation.

The formula number consists of the chapter number and the ordinal number of the formula in the chapter, between which a full stop is placed.

Formula numbers are written near the right margin of the sheet at the level of the corresponding formula in parentheses. No dots are placed between the formula and its number, as well as after the formula number, neither in parentheses nor outside the parentheses.

Directly below the formula, all explanations of the values of the symbols and numerical coefficients used in the formula (including the symbol indicating the value for which the formula is compiled) must be explained, in the order in which they are given in the formula. If a certain symbol or numerical coefficient has already been used in one of the previous formulas of the current chapter and the value of such a symbol has not changed, it is not necessary to give its explanation a second time.

At the end of the explanation, after the comma, the unit of measurement of the explained indicator should be indicated.

The value of each symbol and numerical coefficient must be given on a new line. The first line of the explanation begins with the word "where" in lowercase without a colon. A semicolon is placed at the end of each line, and each new explanation begins with a lowercase letter.

It is not allowed to place two different formulas or equations on one line.

Equations and formulas should be separated from the text by free lines, i. e. above and below each formula, as well as between the actual formula and the explanation, you need to leave one free line.

Formulas and equations in the text of the thesis (with the exception of formulas and equations given in the appendices) should be numbered sequentially within the chapter. The formula or equation number consists of the chapter number and the serial number of the formula or equation, separated by a dot, for example, formula (2.3) is the third formula of the second chapter (Fig. 6).

The payables turnover ratio is a measure of the organization's rate of repayment of its debt to suppliers and contractors. This ratio shows how many times (usually a year) a firm has paid off the average value of its accounts payable. It is calculated by formula 2.3:

$$PTR = \frac{Pu}{ACA}, \quad (2.3)$$

where *PTR* is payables turnover,

Pu is purchases, UAH;

ACA is average credit amount, UAH .

The receivables turnover ratio (receivable turnover ratio) measures the rate of repayment of an organization's receivables, how quickly an organization receives ...

Fig. 6. **Sample design of the formula in the thesis**

The number of the formula or equation is indicated at the level of the formula (equation) in parentheses in the rightmost position on the line.

Explanations of the values of symbols and numerical coefficients included in the formula or equation should be given directly below the formula in the sequence in which they are presented in the formula (equation).

You can transfer formulas or equations to the next line only on the signs of the operations being performed, repeating the sign of the operation at the beginning of the next line. When transferring formulas and equations to the sign of the multiplication operation, the sign "×" is used.

Formulas that follow one another and are not separated by text are separated by commas without additional spaces.

A list of conventions, symbols, units, abbreviations and terms.

The list in the thesis is arranged in a column. On the left, you should list the conventions, symbols, units, abbreviations and terms in alphabetical order, and on the right, their detailed decoding.

A list of the used sources is placed after conclusions on a new page. A list of references is to be formatted in accordance with the requirements of DSTU 8302:2015 (Ukrainian – ДСТУ 8302:2015).

Literature sources should be placed in it in alphabetical order, taking into account that printed literature sources are given first, with – electronic resources following them. Moreover, electronic resources are also placed in alphabetical order.

Sources in the list of references are given in alphabetical order (in alphabetical order by the names of the first authors or by title in case of absence of authors). First, sources in Ukrainian are provided, followed by foreign-language sources. Numbering of sources in the list is continuous.

The list of references may also be given in the order of citing them in the text.

When adding individual sources to the list of references, it is necessary to provide all the initial data: the name of the author (authors), the title of the work, the place and name of the publisher (the last is not mandatory), the year of publication, the total number of pages (for periodicals – the range of pages for the article referred). In addition, when formatting a list of references, the following general requirements are to be followed:

- the initials and surname of the author are not separated from each other, i. e. are always placed on the same line;

- titles and other details of sources in foreign languages are not translated;

- the abbreviation of the word "page" ("p.") is always placed on the same line with the corresponding number;

- it is not allowed to indicate the issue of the magazine (newspaper) as a separate item in the bibliography – the position of the bibliography can be only a separate article;

- similarly, it is not recommended to refer to the whole website: the position of the list of references should be a separate page, which is designed as an article (with some differences from the article in the paper edition), exceptions may be sites with statistical, reference information – in the case of repeated references in the text of the thesis to different pages of such a site it may be indicated as a separate item in the list of references;

- the URL of the website, both in the main text of the thesis and in the list of references, cannot be given in an underlined font;

- it is necessary to strictly adhere to the requirements for punctuation and font type (according to the sample), without replacing the dash with a hyphen, making the necessary spaces between the structural elements of the position of the bibliography and punctuation marks, using the *italic* font when it is required by the standard.

You can use the online reference generator to create items in the list of references: <https://www.grafiati.com/uk/blogs/dstu-8302-2015-referencing-generator/>.

An example of the design of literary and other sources is given in Appendix E.

Appendices are designed as a continuation of the bachelor's thesis immediately after the list of references in the form of a separate part, and are placed in the order of reference to them in the text of the thesis. Appendices must begin with the title page, on which the word "APPENDICES" is printed symmetrically in large letters on the sheet. Each appendix should also begin with a title page on which the word "appendix" and the corresponding letter are written in bold symmetrically to the page. For example: "APPENDIX A".

On the other line, the name of the student should be written in small bold letters, on which the word "APPENDIXES" is printed in the centre in capital letters (size 14). On the next line, give the name of the appendix, printed in lowercase letters, except for the first capital letter. For example: "Financial reporting of the enterprise". The words "APPENDICES", "APPENDIX", the appendix number and its name are not enclosed in quotation marks.

Appendices should be indicated in consecutive capital letters of the English alphabet, for example: "APPENDIX A", "APPENDIX B", etc.

Illustrations, tables, and formulas placed in the appendices are numbered within each appendix. For example: "Fig. D.2. Organizational structure of the enterprise" means "the second figure of Appendix D"; "Table A.1" means "the first table of Appendix A". Illustrations, tables and formulas placed in the appendices are subject to general design requirements.

A sample design of appendices in the thesis is shown in Fig. 7.

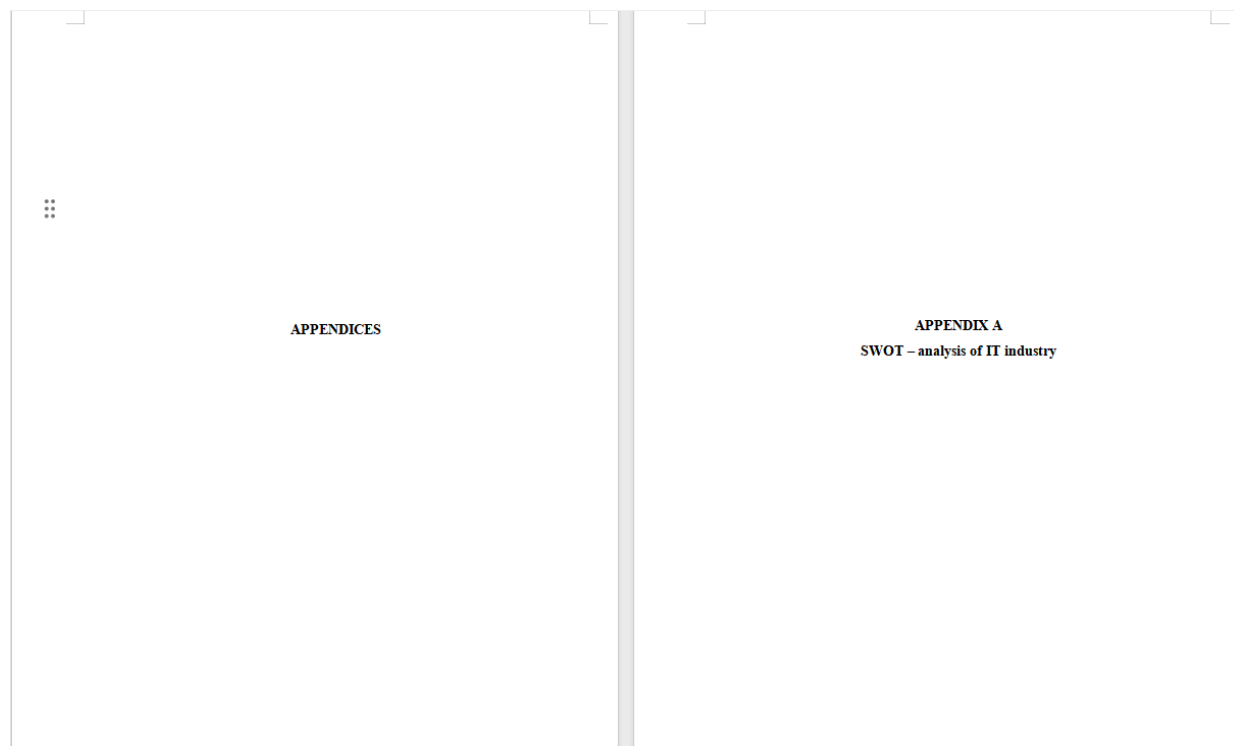


Fig. 7. **Sample design of appendices in a thesis**

If the appendix contains several pages (more than two), then each subsequent page is accompanied by the inscription "Continuation of the appendix" and its letter designation in the upper right corner, for example: "Continuation of Appendix D". The last page of the corresponding appendix has the inscription "End of Appendix D".

If a document is used as an appendix in the work, which has an independent value and is drawn up in accordance with the requirements for documents of this type, then a copy of it is submitted in the work without changes in the original. Then a sheet is placed in front of the copy, on which the word "Appendix ..." and the name of the cited document from the next line are printed in the middle.

Articles that have not yet been published are given in the appendix in accordance with the requirements for their design in the publication to which they are submitted.

For the **presentation** of the main results of the thesis during the defence a student of higher education prepares presentation material. A presentation must contain at least 5 slides. These are tables, figures, lists, etc., which must be in the thesis and are designed using the software product MS PowerPoint. An example of the design of the title page of the demonstration material for the thesis is given in Appendix F.

Tables and figures of illustrative material are placed in the order of their mention in the report during the defence.

The procedure for submitting and defending a thesis

According to the regulations, the student is obliged to submit the thesis to the supervisor for review within the established time limits. In preparation for the defence, all comments should be eliminated.

Before the defence, a pre-defence of the thesis takes place, after which the student eliminates possible shortcomings, undergoes regulatory control and checks for the uniqueness of the work.

Before defence, the bachelor's thesis is checked for plagiarism, for which the student must submit the thesis to the responsible person in one file in the Word format without attachments within the time limits specified by the department. Based on the results of the check, a certificate is issued, which indicates the percentage of uniqueness of the text of the thesis and the percentage of plagiarism. The certificate is attached to the thesis.

Next, the higher education student must sign the work with the head of the department and submit it to the department of the educational and research institute, where they will make notes in the submission sheet. Before the defence, the higher education student is obliged to read the external review, analyse and prepare responses to the reviewer's comments.

External reviewers may be leading specialists working at enterprises, research institutions, teachers of other higher education institutions. The review must be printed on the letterhead of the enterprise (institution) or have its seal, or have another format approved by the Department of Marketing. The external review should contain the following components:

- conclusions on the relevance of the chosen topic, the practical significance of the thesis;

- characteristics of the completeness of the task on the explication of the thesis topic, compliance with the content of the work to the task;

- conclusions on the use of modern research methods, methodological approaches to improving the activities of the enterprise in accordance with the direction of the thesis;

- evaluation of specific proposals, recommendations for improving the certain aspects of the marketing enterprise, increasing its efficiency;

- assessment of general impressions from the thesis (design, style and literacy of the text, etc.);

- the reviewer's conclusion on the compliance of the quality of the thesis with the requirements for such works, on the possibility of admitting it to the defence, the proposed assessment of the work on the University's grading scale and the national grading scale in parentheses and the possibility of awarding the student a bachelor's degree in marketing.

Higher education students who have not completed the curriculum and have academic debts at the time of submission of the thesis for defence are not allowed to defend. The issue of non-admission of the thesis to the defence is considered at a meeting of the graduating department and the director (head, dean) of the educational and research institute (faculty).

The student also submits documents to the academic archive, namely:

- 1) the title page (Form No. H-9.02);

- 2) an abstract (2 – 3 pages) and keywords in two languages – Ukrainian and English.

The structure of the abstract for filling the scientific archive is given in Appendix G.

The examination committee may also be provided with other materials that characterize the scientific and practical value of the completed thesis: printed articles, conference reports on the topic of the work, documents indicating its practical application, etc.

The procedure for protection of a thesis is public and consists of the following stages:

- a short notice of the author (determine the purpose, content, scientific and practical value of the work; issues submitted for defence, and the results of the thesis). Recommended length of the report is 10 – 15 minutes;

- answers to the questions of the members of the examination committee (EC) and those present at the defence;

- responses to the remarks of the scientific supervisor and reviewers;

- summing up the results of the thesis defence (the thesis of each student of higher education is evaluated).

During the defence, the minutes of the EC meeting are kept. The opinion of EC members about the practical value and recommendations for using the author's proposals are noted separately.

The total protection time should not exceed 30 minutes on average for one higher education graduate.

The results of the thesis defence are announced on the same day after the minutes of the examination committee meeting have been drawn up. The examination committee recommends students whose theses contain a significant amount of scientific novelty for admission to the master's program.

Evaluation of the thesis

The thesis is evaluated on a 100-point scale. During the evaluation of the thesis, the degree of disclosure of the topic is taken into account; content and quality of work performance; conformity of registration with requirements; completeness and accuracy of answers to questions.

Generalized criteria for evaluating the thesis defence and a detailed scoring scale are given in Table 2.

Table 2

Parameters and criteria for evaluating the thesis

| Rating indicator (points) | Evaluation of ECTS | Rating on the national scale | Evaluation criteria |
|---------------------------|--------------------|------------------------------|---|
| 1 | 2 | 3 | 4 |
| 90 – 100 | A | Perfect | The thesis was completed in full accordance with methodical recommendations for the completion of the thesis; the content of graphic materials reflects the results obtained in the main part and designed in accordance with regulatory requirements; the student of higher education showed deep theoretical knowledge, mastered the primary skills of research work: no less than 15 scientific and statistical sources (in particular, written in a foreign language) are analyzed in the work; performed the calculations independently and perfectly, demonstrated an understanding of the connection of the obtained results with practical application; used modern computer programs; performed the work competently, in a literary language; submitted the work for defence within the term determined by the department; the report and defence of the work are justified; comprehensive knowledge of special educational disciplines related to the topic of the thesis was demonstrated; confidently and reasonably answered the questions of the members of the committee |
| 82 – 89 | B | Good | The thesis was completed in full compliance with the methodical recommendations for the completion of the thesis; the content of graphic materials reflects the results obtained in the calculation part and designed in accordance with regulatory requirements; the student of higher education has shown sufficiently deep theoretical knowledge, has mastered the primary skills of research work, but hesitates when choosing and justifying the main project decisions; demonstrated an understanding of the connection between the obtained results and practical application; used modern computer programs; performed the work competently, in a literary language; |

Table 2 (continuation)

| 1 | 2 | 3 | 4 |
|---------|---|--------------|--|
| | | | completed the work in accordance with the requirements and submitted it for defence within the term determined by the department; at the defence, demonstrated good knowledge of special educational disciplines regarding the topic of the thesis |
| 75 – 81 | C | Good | The thesis was completed in full compliance with the methodical recommendations for implementation of theses; the content of graphic materials reflects the results obtained in the main part. The student of higher education showed good theoretical knowledge of the theory and practice of marketing, skills of experimental analytical work, but the conclusions regarding the conducted analysis and project proposals are not sufficiently thorough; independently performed the main part, but there are errors and incompleteness; demonstrated an understanding of the connection between the obtained results and practical application, but has difficulties with the substantiation of the results; did the job competently; prepared the work in accordance with the requirements and submitted it for defence within the term determined by the department. At the defence, he demonstrated good knowledge of the research topic, answered the questions of the committee members with several inaccuracies |
| 64 – 74 | D | Satisfactory | The thesis was completed with minor violations of methodological recommendations for the completion of the thesis; errors were found in the work; there is an excess of descriptive elements in the analytical part; the selection of information resources and sources is not always relevant and justified; there are certain errors in the generalization of the obtained results, understanding of interdisciplinary connections and methods of practical application of the obtained knowledge. The work was submitted for defence within the term determined by the department, but the student of higher education poorly prepared and executed the report, he is unsure of the main questions regarding the content of the work |

Table 2 (the end)

| 1 | 2 | 3 | 4 |
|---------|----|--|---|
| 60 – 63 | E | Satisfactory | The diploma work was completed with significant violations of methodological recommendations for the completion of the diploma thesis; significant errors were found in the main part; the work is not structured, the textual and graphic parts of the work are poorly designed. The work was submitted for defence in violation of the deadline set by the department; bad mistakes were made in the answers to the questions of the committee members; the report during the defence is not systematized |
| 35 – 59 | FX | Unsatisfactory with the possibility of a repeated exam | Inconsistency of the content and material of the approved thesis topic. The student of higher education generally focuses on the material of the academic discipline |
| 1 – 34 | F | Unsatisfactory with mandatory repeated study | The thesis was not completed or was not completed independently, the student of higher education is not oriented in the material of the academic discipline and the thesis |

The evaluation of the thesis depends on the applied research methodology, the quality of the research, the ability of the student to combine theoretical knowledge with the practice of marketing activities, the correctness of the answers to questions during the defence, as well as on the design of the work.

Recommended literature

1. Бібліографічне посилання. Загальні положення та правила складання : ДСТУ 8302:2015 / Нац. стандарт України. – Вид. офіц. – [Введено вперше ; чинний від 2016-07-01]. – Київ : ДП "УкрНДНЦ", 2016. – 17 с. – (Інформація та документація).

2. ДСТУ 3008:2015. Документація. Звіти у сфері науки і техніки. Структура і правила оформлювання [Електронний ресурс]. – Режим доступу : https://science.kname.edu.ua/images/dok/derzhstandart_3008_2015.pdf.

3. Інформаційні ресурси кафедри маркетингу щодо науково-дослідної практики, переддипломної практики, дипломної роботи здобувачів першого (бакалаврського) рівня вищої освіти 4 року навчання // Сайт ПНС ХНЕУ ім. С. Кузнеця [Електронний ресурс]. – Режим доступу : <https://pns.hneu.edu.ua/course/index.php?categoryid=984>.

4. Кодекс академічної доброчесності Харківського національного економічного університету імені Семена Кузнеця [Електронний ресурс]. – Режим доступу : <https://www.hneu.edu.ua/wp-content/uploads/2019/11/Kodeks-akademichnoyi-dobrochesnosti.pdf>.

5. Основи наукових досліджень [Електронний ресурс] : навч. посіб. / О. М. Сінчук, Т. М. Берідзе, М. Л. Барановська та ін. – Електронні текстові дані (1 файл: 1,88 Мбайт). – Кременчук : ПП Щербатих О. В., 2022. – 196 с. – Режим доступу : <https://ela.kpi.ua/items/ec952d60-30e8-4436-9b31-4b1f108690ff>.

6. Положення про атестацію здобувачів вищої освіти ХНЕУ ім. С. Кузнеця [Електронний ресурс]. – Режим доступу : <https://www.hneu.edu.ua/wp-content/uploads/1/Polozhennya-proatestatsiyu-zdobuvachiv-vyshhoi-osvity-HNEU.pdf>.

7. Порядок оцінювання результатів навчання здобувачів вищої освіти за накопичувальною бально-рейтинговою системою в ХНЕУ ім. С. Кузнеця [Електронний ресурс]. – Режим доступу : <https://www.hneu.edu.ua/wp-content/uploads/2023/06/Poryadok-otsinyuvannya-rezultativ-navchannya-studentiv.pdf>.

8. Порядок проведення атестації здобувачів вищої освіти в ХНЕУ ім. С. Кузнеця під час введення воєнного стану в Україні [Електронний ресурс]. – Режим доступу : <https://www.hneu.edu.ua/wp-content/uploads/2022/05/Poryadok-provedennya-atestatsiyi-v-HNEU-pid-chas-vvedennya-voyennogo-stanu-v-Ukrayini.pdf>.

9. Пушкар О. І. Методологія та організація наукових досліджень [Електронний ресурс] : навч. посіб. / О. І. Пушкар. – Харків : ХНЕУ ім. С. Кузнеця, 2020. – 866 с. – Режим доступу : <http://www.repository.hneu.edu.ua/handle/123456789/23346>.

10. Регламент перевірки на унікальність академічних текстів здобувачів вищої освіти та науково-педагогічних працівників ХНЕУ ім. С. Кузнеця навчально-методичним відділом [Електронний ресурс]. – Режим доступу : <https://www.hneu.edu.ua/wp-content/uploads/1/Reglament-perevirky-na-unikalnist-akademichnyh-tekstiv.pdf>.

11. Рекомендації щодо запобігання академічного плагіату та його виявлення в наукових роботах (авторефератах, дисертаціях, монографіях, наукових доповідях, статтях тощо) [Електронний ресурс]. – Режим доступу : <https://zakon.rada.gov.ua/rada/show/v8681729-18#Text>.

12. Стандарт вищої освіти за спеціальністю 075 "Маркетинг" галузі знань 07 "Управління та адміністрування" для першого (бакалаврського) рівня вищої освіти, затверджений Наказом Міністерства освіти і науки України № 1343 від 05.12.2018 р. [Електронний ресурс]. – Режим доступу : <https://mon.gov.ua/static-objects/mon/sites/1/vishcha-osvita/zatverdzeni%20standarty/12/21/075-marketing-bakalavr-1.pdf>.

Appendices

Appendix A

An approximate list of topics of bachelor's theses

1. Management of marketing activities of the enterprise.
2. Improvement of marketing activities in conditions of digitalization.
3. Formation of the image of a public organization.
4. Promotion of enterprise services based on Internet technologies.
5. Improvement of marketing activity of the enterprise on the basis of consumer behavior patterns.
6. Strategic aspects of managing the vintage policy of a higher education institution.
7. Formation of the company's product policy development strategy.
8. Formation of the Internet marketing strategy of the enterprise.
9. Increasing the competitiveness of the enterprise based on the use of marketing tools.
10. Formation of a plan to promote the company's brand on the Internet.
11. Justification of the product policy diversification project of the enterprise.
12. Development of the company's advertising campaign.
13. Improving the promotion of the company's brand in social networks.
14. Brand management of innovative products.
15. The enterprise's marketing management system and ways to improve it.
16. System support of creative marketing (using an example of a specific product, enterprise or industry).
17. Marketing strategic planning at the enterprise.
18. Formation of a complex of marketing communications.

**A sample of the application form for choosing the topic of the thesis
and thesis supervisor**

Завідувачу кафедри маркетингу
ХНЕУ ім. С. Кузнеця
професору Людмилі ГРИНЕВИЧ
здобувача(-ки) вищої освіти
першого (бакалаврського) рівня
спеціальності 075 "Маркетинг",
ОП "Маркетинг"
групи 6.03.075.010.XX.X
Ім'я ПРІЗВИЩЕ

ЗАЯВА

Прошу Вас затвердити мені тему бакалаврської дипломної роботи
"ТЕМА дипломної роботи".

Науковим керівником дипломної бакалаврської роботи прошу призна-
чити д-ра екон. наук / канд. екон. наук, професора / доцента кафедри
маркетингу _____

Здобувач(-ка) вищої освіти _____ Ім'я ПРІЗВИЩЕ
(підпис)

Науковий керівник,
д-р екон. наук / канд. екон. наук,
професор / доцент _____ Ім'я ПРІЗВИЩЕ
(підпис)

Завідувач кафедри _____ Людмила ГРИНЕВИЧ
(підпис)

An example of design of the title page of a diploma thesis

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS**

**EDUCATIONAL AND SCIENTIFIC INSTITUTE
OF MANAGEMENT AND MARKETING**

DEPARTMENT OF MARKETING

| | |
|-----------------|--------------------|
| Study cycle | first (bachelor's) |
| Specialty | Marketing |
| Study programme | Marketing |
| Group | 6.03.075.010.00 |

THESIS

on the topic "Improvement of marketing activities
in conditions of digitalization"

Author: First name SURNAME

Supervisor: Doctor of Economic Sciences / Candidate of Economic Sciences
/ doctoral degree, Professor / Associate Professor

First name SURNAME

Reviewer: academic degree / position at the enterprise

First name SURNAME

A sample presentation sheet
MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

**PRESENTATION
TO THE HEAD OF THE EXAMINATION COMMITTEE
CONCERNING THE DEFENCE OF THE THESIS**

SURNAME First name, a student of the first (bachelor) level, is accepted to defend her/his thesis in speciality 075 "Marketing" of the study programme "Marketing" on the topic: Improving the competitiveness of small and medium enterprises.

The thesis topic and the supervisor approved by Rector's order dated " " February 202_ № 000-C.

Director (Head) of educational
and scientific institute: Volodymyr VOVK

Academic records

During the period of study from 2020 to 2024, SURNAME First name has successfully completed the curriculum according to the study programme with the following distribution of grades according to the S. Kuznets KhNUE scale: 90 – 10 points __%, 74 – 89 points __%, 60 – 73 points __%.

Secretary of the educational
and scientific institute: Viktoriya PETIMKO

Recommendation of the supervisor

SURNAME First name completed the thesis and within the prescribed time frame. The content of the thesis corresponds to the selected topic, the developed measures are well-founded. The style and language of the thesis meet the requirements for works of this level. All scientific, methodological, and regulatory sources are relevant to the research topic, along with financial, managerial, and statistical reports of the enterprise. The work was performed with the use of information technologies and mathematical methods (if necessary). Based on the results of the research, a scientific article was prepared for publication in a professional collection of scientific works. The thesis is recommended for defence at the Examination Committee meeting.

Thesis supervisor: First name SURNAME

Recommendation of the department

The thesis was reviewed at the meeting of the economics of enterprise and business organization department, protocol No. __, dated "__" 05.2024. Student SURNAME First name is allowed to defend this thesis at the Examination Committee meeting.

Head of department: Ludmyla HRYNEVYCH

Formatting of references depending on their types
Examples of design of sources in the list of references

| Characteristics of the source | Example of design |
|--|---|
| 1 | 2 |
| Legislative documents and regulatory acts Title of the law or other document : information about the title. Place of publication : Publisher, year. Pages. | Про інноваційну діяльність : Закон України від 04.07.2002 р. № 40-IV. <i>Голос України</i> . 2002. 9 серпня. С. 10–12. Про затвердження Вимог до оформлення дисертації : наказ Міністерства освіти і науки від 12 січня 2017 року. № 40. <i>Офіційний вісник України</i> . 2017. № 20. С. 136–141. |
| A book: 1 author Surname and initials. Name : information about the name. Place of publication : Publishing house, year of publication. Pages. | Тимошик М. С. Українська книга і преса в Італії. Київ : Наша культура і наука, 2015. 352 с. |
| A book: 2, 3 authors Surname and initials 1, Surname and initials 2, Surname and initials 3. Name : information about the name. Place of publication : Publishing house, year of publication. Pages. | Денисенко М. П., Догмачов В. М., Кабанов В. Г. Кредитування та ризики : навч. посіб. Київ : Основа, 2008. 213 с. |
| A book: 4 and more authors Name : information about the name / Surname and initials 1, Surname and Initials 2, Surname and Initials 3, etc. Place of publication : Publishing house, year of publication. Pages. | Право інтелектуальної власності: авторсько-правовий аспект : навч. посіб. для вищ. навч. закл. / Т. І. Биркович, І. С. Бондар, Р. Б. Шишка та ін. Київ : Вид. Центр КНУКіМ, 2015. 280 с. |
| An edited book (without an author) Book title : information about the title / information about the editor/compiler. Place of publication : Publisher, year of edition. Pages. | Сучасний тлумачний словник української мови : 65 000 слів / за заг. ред. В. В. Дубічинського. Харків : Школа, 2006. 1008 с. Міжнародні економічні відносини : навч. посіб. / за ред. С. О. Якубовського, Ю. О. Ніколаєва. Одеса : ОНУ, 2015. 306 с. |
| A book: author and translator Surname Initials. Name / Surname Initials of the translator. Place of publication : Publishing house, year of publication. Pages. | Мартієнко А. І. Теоретичні основи розвитку відносин власності / пер. з англ. В. Н. Перегудова. Київ : Основа, 2014. 503 с. Гарфорд Тім. Речі, що змінили світ. Історія економіки в 50 винаходах : пер. з англ. Київ, 2018. 352 с. |

Appendix E (continuation)

| 1 | 2 |
|--|--|
| A chapter from a book Surname and initials of the author of the section. Title of the section. The name of the book. Place of publication : Publishing house, year of publication. Pages. | Вишневська Г. Г. Науково-творчий доробок кафедри міжнародного туризму. З Україною в серці відкриваємо світ : до 20-річчя каф. міжнар. туризму КНУКіМ : біобібліогр. покажч. Київ : Вид. Центр КНУКіМ, 2017. 194 с. |
| A multi-volume edition Surname Initials of the author of a multi-volume work or the name of the work if it is collective. Title of a multi-volume work : information about the title / information about the editors. Place of publication : Publisher, year or years. | Енциклопедія історії України : у 10 т. / редкол.: В. А. Смолій (голова), Я. Д. Ісаєвич, С. В. Кульчицький [та ін.]. Київ : Наук. думка, 2003 – 2013. |
| A multi-volume edition (a separate volume) Surname Initials. Title of the multi-volume edition : information about the title. Volume Number. Volume Name. Place of publication : Publishing house, year. Pages. | Ушинський К. Д. Людина як предмет виховання. Спроба педагогічної антропології : вибр. твори. Т. 1. Київ : Радянська школа, 1983. 480 с. |
| A collection | Наука України у світовому інформаційному просторі : збірник. Київ : Академперіодика. 2018. Вип. 15. 104 с. |
| An abstract or a dissertation Surname Initials. Title of the work : information about the title / University in which the work is protected. City, year. Pages. | Вініченко О. М. Система динамічного контролю соціально-економічного розвитку промислового підприємства : автореф. дис. ... д-ра екон. наук : 08.00.04. Дніпро, 2017. 30 с. Вініченко О. М. Система динамічного контролю соціально-економічного розвитку промислового підприємства : дис. ... д-ра екон. наук : 08.00.04. Дніпро, 2017. 424 с. |
| Conference materials Name of the collection of the conference materials : information about the conference. Place of publication, year. Pages. | Бібліотечне краєзнавство у культурному просторі України : зб. матеріалів Всеукр. наук.-практ. конф., м. Київ, 2 листопада 2017 року. Київ : Національна академія керівних кадрів культури і мистецтв, 2017. 246 с. |
| Articles in the collection of conference materials Surname, Initials. Name of the event. | Майстренко В. М., Осадчук О. П. Теоретичні основи впровадження системи управління якістю. Проблеми управління та економіки підприємств |

Appendix E (the end)

| 1 | 2 |
|--|--|
| Name of the collection of conference materials : information about the conference. Place of publication, year. Pages. | в сучасних умовах : матеріали XV міжнар. наук.-практ. конф., м. Київ, 23–24 квітня 2019 р. Київ : НУХТ, 2019. С. 18–21. |
| An article from a magazine Surname Initials. Title of the article. Name of the magazine. Year. Magazine number. Page(s). | Близнюк О. П., Ставерська Т. О., Іванюта О. М. Формування кредитно-грошового механізму забезпечення сталого розвитку підприємств торгівлі України. Бізнес Інформ. 2019. № 7. С. 240–249. |
| An article from a newspaper Surname Initials. Title of the article : information about the title. Name of the newspaper. Year. Number or month. Page(s). | Тимошик М. Знаряддя боротьби – правда про Україну: Як пресове бюро Дипломатичної місії УНР у Римі працювало на авторитет своєї держави. День. 2014. 28–29 березня. С. 22. |
| Standards Name of the document: number, date of entry into force. Place of publication : Publisher, year. Pages. | Інформація та документація. Бібліографічне посилання. Загальні положення і правила складання : ДСТУ 8302:2015 [Чинний з 01.07.2017]. Київ : Держстандарт України, 2016. 16 с. |
| An EBook | Академічна чесність як основа сталого розвитку університету / за заг. ред. Т. В. Фінікова, А. Є. Артюхова. Київ : Таксон, 2016. 234 с. URL: http://www.univer.kharkov.ua/images/redactor/news/2016-09-07/chesnist_osnova_rozvitk_Univers.pdf (дата звернення: 02.11.2017 р.). |
| An article from an electronic magazine | Родіонов С. О. Інтернет-маркетинг в Україні: сучасні тренди та інструменти. <i>Журнал стратегічних економічних досліджень</i> . 2022. № 3 (8). С. 110–118. URL: http://repository.hneu.edu.ua/handle/123456789/28126 (дата звернення: 21.10.2023 р.) |
| An electronic resource. Legislative documents | Про стандартизацію : Закон України № 1315. від 11 лютого 2014 року. URL: https://zakon.rada.gov.ua/laws/show/1315-18 (дата звернення: 02.09.2019 р.). |
| Electronic resources. Site | ТОВ "Лаунч Україна" : офіц. сайт. URL: https://launch.ua/ (дата звернення: 11.06.2021 р.). |
| Electronic resources. Web-site pages | Чайка А. С. Інклюзивна освіта – шлях до повноцінної соціалізації учнів з особливими освітніми потребами. Всеосвіта : веб-сайт. URL: https://vseosvita.ua/library/inkluzivna-osvita-slah-do-povnocinnoi-socializacii-ucniv-z-ooop-1906.html (дата звернення: 12.08.2019 р.). |

**An example of a title page design
of the demonstration material for the thesis**

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

**EDUCATIONAL AND SCIENTIFIC INSTITUTE OF MANAGEMENT
AND MARKETING**

DEPARTMENT OF MARKETING

ILLUSTRATIVE MATERIAL

to the thesis

Study cycle "bachelor" speciality 075 "Marketing",
study programme "Marketing"
on the topic "*TOPIC*"

Author: student of the 4th year of study
group 6.03.075._._._

First name Surname

Supervisor:
Doctor of Economic Sciences / Candidate
of Economic Sciences,
Professor / Associate Professor

First name Surname

Kharkiv – 202_

The structure of the abstract for filling the scientific archive

The thesis consists of ___ pages; ___ tables; ___ drawings; ___ literature sources placed on ___ pages; ___ appendices.

The purpose of the work is

The object of research is the process of

The subject of the study is

Chapter 1 of the diploma work investigated

In chapter 2, a comprehensive analysis of the activities of ... was carried out.

In chapter 3

Keywords: (at least five).

The year of writing the thesis is 202__.

The year of protection is 202__.

Дипломна робота складається зі ___ сторінок; ___ таблиць; ___ рисунків; ___ джерел літератури, розміщених на ___ сторінках; ___ додатків.

Мета роботи –

Об'єктом дослідження є процес

Предметом дослідження є

У розділі 1 дипломної роботи досліджено

У розділі 2 проведено комплексний аналіз діяльності

У розділі 3

Ключові слова: (не менш ніж п'ять).

Рік виконання роботи – 202__ р.

Рік захисту – 202__ р.

Contents

| | |
|--|----|
| Introduction | 3 |
| General requirements for the structure and content of the thesis | 5 |
| Requirements for the content of the thesis chapters | 7 |
| Requirements for the thesis formatting | 15 |
| The procedure for submitting and defending a thesis | 29 |
| Evaluation of the thesis | 31 |
| Recommended literature | 35 |
| Appendices | 37 |

НАВЧАЛЬНЕ ВИДАННЯ

**Методичні рекомендації
до виконання дипломної роботи
для здобувачів вищої освіти
спеціальності 075 "Маркетинг"
освітньої програми "Маркетинг"
першого (бакалаврського) рівня
(англ. мовою)**

Самостійне електронне текстове мережеве видання

Укладачі: **Гриневич** Людмила Володимирівна
Бойко Наталя Олександрівна
Ус Марина Ігорівна

Відповідальний за видання *Л. В. Гриневич*

Редактор *З. В. Зобова*

Коректор *З. В. Зобова*

Розглянуто порядок написання, оформлення, оцінювання та захисту дипломної роботи, наведено перелік тем, запропонованих для дослідження. Подано окремі приклади, а також вимоги до оформлення роботи.

Рекомендовано для здобувачів вищої освіти спеціальності 075 "Маркетинг" освітньої програми "Маркетинг" першого (бакалаврського) рівня.

План 2025 р. Поз. № 90 ЕВ. Обсяг 47 с.

Видавець і виготовлювач – ХНЕУ ім. С. Кузнеця, 61165, м. Харків, просп. Науки, 9-А

*Свідоцтво про внесення суб'єкта видавничої справи до Державного реєстру
ДК № 4853 від 20.02.2015 р.*