



ŠIAULIŲ  
UNIVERSITETAS

TESTINIŲ IR  
NUOTOLINIŲ  
STUDIJŲ  
INSTITUTAS

# PAŽYMĖJIMAS

## CERTIFICATE

Id number 20-0712

This is to certify that

**IRYNA TALANCHUK**

Has participated in the training program

## MARKETING

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

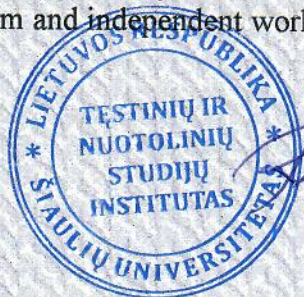
**Modul 1.** Strategic marketing and business modeling – 40 hours of classroom and independent work.

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

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

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

Head of Institute



Assoc. Prof. Dr. Rima Bakutytė

Program registration No. 20-479