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MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

NATIONAL TECHNICAL UNIVERSITY
"KHARKIV POLYTECHNIC INSTITUTE"

S.O. Vasyltsova

GUIDELINES

to complete the course work
from the course
PROJECT MANAGEMENT IN MARKETING

for applicants for the second (master's) level of higher education
for
of the educational programmer "Marketing"
specialty 075 "Marketing"

Kharkiv
NTU "KHPI"
2024

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Compiled by S. O. Vasyltsova

Reviewer O. P. Kosenko

Department of Marketing

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Educational edition

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