

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
CHERNIHIV POLYTECHNIC NATIONAL UNIVERSITY

APPROVED
By the Academic Council of
Chernihiv Polytechnic
National University
Protocol № 9 dated 30 of August 2024
Put into effect by order of the Rector
№ 159/VS dated 30 August 2024

REGULATION
on the Marketing Consulting Centre
of Chernihiv Polytechnic National University

Chernihiv 2024

1 GENERAL PROVISIONS

1.1 The Marketing Consulting Centre (hereinafter referred to as the "Centre") is a subdivision of the Department of Marketing, PR Technologies and Logistics (hereinafter referred to as the "Department") of the Educational and Scientific Institute of Business, Economics and Administration of Chernihiv Polytechnic National University (hereinafter referred to as the "University").

1.2 In its activities, the Centre is guided by the current legislation of Ukraine, the Statute of the University and this Regulation.

1.3 The Centre functions in cooperation with the "Scientific Research Unit" Department of the University and, if necessary, with other subdivisions of the University.

2 STRATEGY OF THE CENTRE'S ACTIVITIES

2.1 The mission of the Centre is conducting marketing research and forming, developing and improving business competencies of specialists, structures and companies.

2.2 The purpose of the Centre's activities is commercialization and increasing the innovative capacity of the results of scientific research activities through conducting marketing and market research; providing scientific consulting; organizing and conducting courses, seminars, practical classes, trainings and internships; information and analytical support of scientific activities; organizing and conducting scientific events (forums, seminars, conferences, meetings, etc.) based on the identification of current challenges of the business environment, the latest achievements of science and foreign experience.

2.3 The strategic goals of the Centre's activities are:

- expansion of the network of customers of scientific research;
- cooperation with foreign companies and manufacturers;
- diversification of areas of cooperation with authorities, business and industry.

2.4 In accordance with the defined purpose, the tasks of the Centre are:

2.4.1 Organization of short-term forms of training for employees of enterprises and organizations of various forms of ownership, private individuals, and organization of corporate training in the following areas:

- optimization of cost management;
- implementation of management accounting;
- management of costs and revenues of business structures;
- budget planning and control;
- transfer pricing;
- formation of consumer loyalty;
- market research as a tool of successful marketing;
- marketing tools for increasing sales;
- marketing for small and medium-sized businesses;
- effective management of small business; management of business projects and others.

The areas of activity of the Centre are not limited to the above list and are formed in accordance with the requests of customers.

2.4.2 Creation and implementation of business skills development programs in accordance with customers' requests.

2.4.3 Conducting conferences, round tables, strategic sessions, seminars, webinars, trainings and workshops in response to market requirements and business requests.

2.4.4 Studying the problems of the business environment and providing relevant consultations regarding their solution.

2.4.5 Conducting an advertising and information campaign to attract enterprises, institutions and organizations to cooperation.

3 ORGANIZATION OF THE CENTRE'S WORK

3.1 The duties of the Head of the Centre on a voluntary basis are performed by a scientific and pedagogical staff member of the Department appointed by order of the Rector upon the recommendation of the Head of the Department.

3.2 The Head carries out direct management of the Centre's activities, develops the concept of the Centre's activities, strategic and current work plans, establishes and maintains business relations with partners.

4 FUNDING OF THE CENTRE'S ACTIVITIES

Funding of the Centre's activities is carried out at the expense of attracted funds received as payment for the Centre's services, as well as other attracted funds not prohibited by the legislation of Ukraine.

5 REORGANIZATION AND LIQUIDATION OF THE CENTRE

Reorganization and liquidation of the Centre are carried out in accordance with the procedure established by the Statute of the University.