

HIGHER SCHOOL OF INSURANCE AND FINANCE – SOFIA

QUALIFICATION CHARACTERISTICS of the program in Financial Management and Marketing (Master Degree Program)

The purpose of the Master's program in Financial Management and Marketing is to acquire competencies for a successful professional career in the field of financial management and marketing. The students should be able to effectively manage financial processes, carry out marketing communications.

Courses, included in the curriculum of the program give in-depth knowledge of financial flows management, marketing strategies, creation and promotion of new financial products, of financial business and branding projects. The program is based not only on the general theoretical knowledge, but also on the study of the most successful international and Bulgarian financial management and marketing practices.

Students receive detailed preparation on various aspects of a specialist career in the field of management of public and corporate finance - financial analysis, bank lending, capital markets, issuance of securities, management of financial resources and assets, leasing and factoring. In parallel, students learn the specifics of banking marketing and marketing policy of financial and banking institutions.

The students that acquired the academic Master's degree are highly qualified specialists of a functional and economic type. They have a competitive advantage to work in various business organizations as financial analysts and managers.

The Master's degree graduates can apply the acquired knowledge at various management ranks in financial and banking institutions at national and international level.

**The Qualification Characteristics were adopted at an Academic Council meeting with
Protocol No....dd.....**