

**Educational and Research Institute "European School of Business"**  
**Department of Management, Finance and Business Administration**  
 Student Scientific Circle "Digital Economy and Marketing" Head of the  
 circle Panchenko Olga Viktorovna, Doctor of Philosophy

**WORK PLAN**  
**OF THE SCIENTIFIC CLUB**  
**for the 2024/2025 academic year**

Date	Topic of the meeting	Venue
October 2024	General Fees Members Mug. Introductory meeting	Aud. 414
October 2024	Marketing Quiz for Marketer's Day	Aud. 503
October 2024	Practical lesson-discussion on the topic: "Modern trends in marketing" for the Marketer's Day	Aud. 503
October 2024	My profession is a marketer	Aud. 503
November 2024	Social Responsibility and Ethics in Marketing	Aud. 503
November 2024	Participation in the International Scientific and Practical Conference of Higher Education Applicants and Young Scientists "Modern Trends in the Development of Economic and Social Spheres: Domestic and International Experience"	IEU, Kyiv
March 2025	Creating a Digital Marketing Strategy	IEU, Kyiv
May 2025	Participation in the International Scientific and Practical Conference "Trajectories of Sustainable Development of Ukraine and the World: Challenges and Drivers"	IEU, Kyiv
During the 2024/2025 academic year.	Publication of student articles in the electronic scientific journal of the IEU "Scientific Student Discourse" Series "Business Management."	IEU, Kyiv
During the 2024/2025 academic year.	Excursions to companies and organizations to study practical experience and improve knowledge in the field of economics and marketing	Kyiv
During the 2024/2025 academic year.	Meetings with experts and practitioners in economics and marketing	IEU, Kyiv
June 2025	Summing up the work of the scientific circle for the 2024-2025 academic year Speech of the head of the circle on the prospects for further scientific research in the field of digital economy and marketing	Aud. 414