

**EDUCATIONAL PROGRAM
"ADVERTISING"
of the second level of higher education
in Specialty 061 Journalism
Field of study 06 Journalism
Qualification: Master's degree
Specialty "Journalism"
Specialization "Advertising"**

**1. Educational Program Profile in Specialty 061 "Journalism"
(Specialization "Advertising")**

1 – General information	
Full name of IHE and structural unit	Kyiv National University of Trade and Economics; Faculty of Trade and Marketing; Department of Journalism and Advertising
Academic degree and qualification title in the original	Master's degree Specialty "Journalism" Specialization "Advertising"
Educational Program Title	"Journalism"
Qualification Title (Degree), program credits and duration	Master's degree, 90 ECTS credits, study period 1 year 4 months
Accreditation	Certificate of Accreditation issued by the Ministry of Education and Science of Ukraine (Ukraine) for the period of validity until July 1, 2023, on the basis of the order of the Ministry of Education and Science of Ukraine dated 08.02.2013. № 300L
Cycle/Level	NQF of Ukraine - level 8, FQ - EHEA - second cycle, EQF -LLL- level 7
Academic background	<ul style="list-style-type: none"> – availability of a Bachelor's degree; – conditions for admission to the program are regulated by the KNUTE Rules of admission.
Language(s) of instruction	Ukrainian
Program duration	until July 1, 2024
Educational Program Link	https://knute.edu.ua
2 – Educational program aim	
<p>Formation of the system of professional knowledge and practical skills necessary for effective problem solving connected with creation of journalistic products, conducting of journalistic investigations, creation of advertising appeals and carrying out of advertising activity. Advertiser explores applied social communications, defines an advertising strategy in a competitive environment, prepares proposals for the promotion of goods and services, develops the original layout of advertising and other communicative appeals, and determines the advertising places.</p>	

3 - Educational program general information	
Subject area (Field of study, specialty, and specialization)	Field of study 06 "Journalism", specialty 061 "Journalism", specialization "Advertising". Disciplines that form the basic competencies - 70%, among them disciplines of the general training cycle - 13.5%, professional training cycle - 33%, practical training - 10%, assessment - 13.5%. Disciplines at the choice of the higher education student - 30%, among them from general training cycle - 13%, professional training - 17%.
Educational program orientation	Educational and professional orientation. The program consists of disciplines of general, professional and practical training.
Educational program and specialization goals and objectives	Special education in the field of study "Journalism" in the area of advertising. Formation of professional competence in the ability to create advertising appeals, study applied social communications, carry out advertising activities at the enterprise. Key words: social and communication technologies, advertising creativity, digital advertising technologies, journalistic investigation, journalistic creativity.
Specific requirements	Availability of an optional component of professionally oriented disciplines for work in the field of journalism and advertising; practical training in the amount of 9 credits at enterprises engaged in advertising activities.
4 – Career opportunities and further learning	
Career opportunities	Qualified management and executive activities in publishing houses, information and media agencies, press services, political, commercial and public organizations, media structures, research, expert institutions, educational establishments. The professional activity of the masters with advertising in the respective positions consists in performing the functions that are components of the descriptor of the acquired competencies: general education, research, pedagogical; psychological and ethical; social, cultural, general-historical, economic, administrative, marketing. In this case, he may occupy positions in state structures and agencies, departments (state administrations), self-government establishments and international organizations in positions requiring higher education in accordance with the State Classifier of Professions DK 003: 2010.
Further learning	Ability to study according to the third cycle program FQ - EHEA, level 7 EQF-LLL, level 8 of the NQF of Ukraine.
5 – Training and assessment	
Teaching and learning	Student-centered learning, competency approach in the construction and implementation of training programs.

Assessment	Written exams, credits, final checks, oral and written surveys, assessment of essays and presentations, defense of individual and collective research papers. Graduate qualification paper according to Regulation on the graduate qualification paper (project).
6 – Program competences	
Integral competence	Ability to solve complex specialized tasks and practical problems in the field of journalism and advertising or in the process of learning that involves the application of certain theories and methods of the relevant science and is characterized by complexity and uncertainty of the conditions.
General competences (GC)	GC 1. Ability to apply knowledge in practice. GC 2. Ability to communicate with nonprofessionals of the field. GC 3. Knowledge of the second language GC 4. Computer skills. GC 5. Research abilities. GC 6. Ability to self-study. GC 7. Ability to adapt to new conditions and make decisions in difficult and unpredictable situations. GC 8. Information skills (ability to find and analyze information from different sources). GC 9. Ability to initiate and generate new ideas (creativity). GC 10. Compliance with professional ethics, knowledge of international norms and legislation of Ukraine in the field of life safety of the population, systems of management of labor protection and civil protection.
Professional competences (PC)	PC 1 Ability to know the laws of the functioning of social and political communications and trends in their development; PC 2 Ability to understand social, communicative and political technologies; PC 3 Ability to identify problems and explore the reasons for their appearance in advertising; PC 4 Ability to adopt approaches to corporate policy formation in the field of corporate public relations; PC 5 Ability to apply the principles of journalistic investigation; PC 6 Ability to understand how to generate new ideas in advertising and when making management decisions; PC 7 Ability to apply methods of creating adverts. PC 8 Ability to develop and implement comprehensive, special and innovative advertising strategies in the non-profit sector. PC 9. Ability to apply methods, techniques and tools correctly for research on social communications. PC 10. Ability to use information technologies in advertising

	<p>activities of enterprises.</p> <p>PC 11. Ability to develop a program of forming consumer loyalty to the goods or services of the enterprise.</p> <p>PC 12. Ability to create promotional materials by means of applied computer programs.</p> <p>PC 13. Ability to understand the process of creating a journalistic product.</p> <p>PC 14. Ability to form an effective system of cross-cultural management in enterprises.</p> <p>PC 15. Ability to understand the phenomenon of linguistic communication and use the knowledge of a foreign language in translation, philological studies, practice of foreign language communication.</p> <p>PC 16. Ability to create investigative content for the media, work in extreme conditions for the issuance of interesting material.</p> <p>PC 17. Ability to evaluate the image of the enterprise, its psychological basis and substantiate measures for its improvement.</p> <p>PC 18. Ability to understand the principles of organizing the activities of archival establishments and libraries and how to find information in them.</p>
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7 – Resource support for program implementation

	<p>PLO 1. To apply knowledge of methods of scientific cognition, analysis and synthesis in practical activities.</p> <p>PLO 2. To apply the acquired general scientific and fundamental knowledge to solve practical problems in the field of advertising.</p> <p>PLO 3. To form future specialists with modern knowledge, skills and practical experience, ways of thinking, professional, ideological and civil qualities, moral and ethical values that determine the ability to carry out professional and further educational activities successfully in the field of journalism and advertising.</p> <p>PLO 4. To communicate in a foreign language for professional use.</p> <p>IIPH 5. To understand how to generate new ideas in the preparation of a journalistic product.</p> <p>PRN 6. To create a program of social communication organization, be able to use applied social and communicative technologies.</p> <p>PRN 7. To conduct research of social communications, to calculate general indicators, to build charts, tables, to reveal regularities and tendencies of development of the studied phenomena</p> <p>PLO 8. To collect and analyze the necessary information on</p>
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social communications, calculate indicators, substantiate management decisions based on the use of the necessary analytical and methodological tools.

PLO 9. To analyze the digital advertising material of a modern enterprise.

PLO 10. To use the capabilities of the Internet, mobile and digital technologies to support the brand image, launch a new product on the market, enhance recognition, and stimulate sales.

PLO 11. To use legal and regulatory principles of journalistic activity.

PLO 12. To apply the methods of collecting information during a journalistic investigation.

PLO 13. To apply informational legislation of Ukraine in the regulation of information relations, ensuring the constitutional right to information.

PLO 14. To apply and implement digital technologies in advertising.

PLO 15. To find out social and psychological cause-effect relationships in organizations, analyze, generalize them in a certain system; to identify conflicts and be able to solve them.

PLO 16. To generate new ideas for advertising, apply signs in promotional materials and methods for creating promotional and journalistic products.

PLO 17. To use the technologies of political communication as an important component of social communication and an effective tool for the struggle for political power.

PLO 18. To form a corporate program of public relations.

PLO 19. To use modern information technology in advertising.

8 – Resource support for program implementation

Academic staff	The graduate and responsible for training specialists in specialization "Advertising" is the Department of Journalism and Advertising of KNUTE. Head of the department: Doctor of Sciences, Professor. The teaching process is provided by teachers, 84% of whom have a degree and / or an academic title. Employment contracts have been concluded with all scientific and pedagogical staff.
Material and technical support	Provision of premises for training and control activities - 4 sq. meters per person. 40% of the classrooms are equipped with multimedia equipment. Infrastructure of KNUTE: libraries, including reading room, catering facilities, assembly hall, gymnasium, stadium, medical center, hostels.
Informational, teaching and	There is an access to databases of periodical scientific publications in English of the corresponding or related profile

learning materials	(it is possible to share the bases of several educational establishments). There is an official website of KNUTE, which contains basic information about its activities (structure, licenses and certificates of accreditation, educational/ scientific / publishing/ attestation (scientific staff) activities, educational and scientific structural parts and their composition, the list of educational disciplines, admission rules, contact information): https://knute.edu.ua . The KNTEU Distance Learning Laboratory has teaching materials on the curriculum educational disciplines: http://ldn.knute.edu.ua .
9 – Academic mobility	
National credit mobility	Distance Dual Diploma Program between KNUTE and the University of the Grenoble Alps (Grenoble, France) for students of all faculties. Teaching in English or French with the opportunity to go on to study for the second semester at the University of Grenoble Alps. Duration of study - one academic year "Bachelor of Economics and Management".
International credit mobility	KNUTE participates in the Erasmus + program for specific purpose K1 by concluding agreements with: 1. University of Grenoble Alps (Grenoble, France). Educational Degree: Bachelor. Specialty: Economics and Management. 2. University of Central Lancashire (Preston, UK). Educational Degree: Bachelor. Specialty: Business Communications.
Training of foreign students	Foreign citizens can study at KNUTE: - at the preparatory department for foreigners and stateless persons - 1 year; - in specialties of an educational Master's degree: full-time form of education or external form of education – 1 year 4 months.

2. List of Educational Program Components and their Logical Order

2.1. List of Educational Program Components

№	Educational Program Components (educational disciplines, term projects (papers), practical training, qualification exam, graduate paper)	Number of credits	Form of final control
Compulsory disciplines			
OK 1	Information law	6	E/w
OK 2	Professional communication in foreign language	6	E/w
OK 3	Journalistic creativity	6	E/w

OK 4	Media design	6	E/w
OK 5	Photojournalism and photography	6	E/w
OK 6	Industry relations with the public	6	E/w
OK 7	Digital technology in advertising	6	E/w
Total credits for compulsory components		42	-
Optional components EP			
ББ 1.1	Documentation and Library Science	6	E/w
ББ 1.2	Journalistic investigation	6	E/w
ББ 1.3	Creative management	6	E/w
ББ 2.1	Cross-cultural management	6	E/w
ББ 2.2	Conflictology and psychology of business communication	6	E/w
ББ 2.3	Advertising creativeness	6	E/w
ББ 3.1	Brand Management	9	E/w
ББ 3.2	Information systems in advertising	9	E/w
ББ 3.3	Political communications	9	E/w
ББ 3.4	Public communications	9	E/w
ББ 3.5	Consumer loyalty management	9	E/w
ББ 4.2	Internet marketing	6	E/w
ББ 4.3	Psychology of image	6	E/w
ББ 4.4	Audio&VideoProduction	6	E/w
Total credits for optional components:		27	-
Practical Training			
	Internship (pre-diploma)	9	C
Assessment			
	Preparation for the qualification paper and defense	12	-
TOTAL NUMBER OF CREDITS FOR EDUCATIONAL PROGRAM		90	-

3. Forms of Assessment of Higher Education Students

Graduates of educational program in specialty 061 "Journalism" are certified in the form of the defense of graduate qualification paper according to Regulation on graduate qualification paper (project) and it finishes by the issuing a document of the established standard about the awarding of Master's degree and qualification: Master's degree specialty "Journalism" specialization "Advertising".

The assessment is carried out openly and publicly.

4. Program Competences and Educational Program Components Matrix

	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	OB 1.1	OB 1.2	OB 1.3	OB 2.1	OB 2.2	OB 2.3	OB 3.1	OB 3.2	OB 3.3	OB 3.4	OB 3.5	OB 4.1	OB 4.2	OB 4.3	OB 4.4
GC1	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+
GC2				+								+	+		+	+	+					
GC3		+																				
GC4					+	+								+								
GC5					+		+							+								
GC6	+	+		+							+											
GC7							+		+	+												
GC8	+		+	+	+		+								+							
GC9			+	+			+			+	+		+		+		+					
GC10			+	+			+		+			+						+				
PC1			+												+							
PC2			+												+							
PC3					+																	
PC4									+													
PC5							+															
PC6										+			+									
PC7						+							+				+					
PC8																	+	+	+	+	+	
PC9					+																	
PC10														+					+	+	+	
PC11																	+					
PC12						+																
PC13				+																		
PC14											+											
PC15		+										+										
PC16							+															
PC17																						+
PC18								+	+													

5. Program Learning Outcomes (PLO) and Educational Program Components Matrix

	CC1	CC2	CC3	CC4	CC5	CC6	CC7	OB 1.1	OB 1.2	OB 1.3	OB 2.1	OB 2.2	OB 2.3	OB 3.1	OB 3.2	OB 3.3	OB 3.4	OB 3.5	OB 4.1	OB 4.2	OB 4.3	OB 4.4
PLO1			+		+		+			+	+			+	+	+	+					
PLO2						+							+	+								
PLO3	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+
PLO4		+																				
PLO5				+																		
PLO6			+																			
PLO7					+																	
PLO8					+																	
PLO9						+																
PLO10						+												+	+	+	+	
PLO11	+																					
PLO12							+															
PLO13	+																					
PLO14						+													+	+	+	
PLO15										+	+	+					+	+				+
PLO16						+							+			+	+					
PLO17								+							+		+					
PLO18									+								+					
PLO19														+					+	+	+	