

Ministry of Education and Science of Ukraine
Kyiv National University of Trade and Economics

Educational Program

“International marketing”

The first level of higher education

in specialty 292 International economic relations

Field of study 29 International relations

Qualification: bachelor’s degree in higher education

specialty “International economic relations”

specialization “International marketing”

Kyiv 2021

Educational program in specialty 292 "International Economic Relations" (in specialization "International marketing")

1-General information	
Full name of IHE and structural unit	Kyiv National University of Trade and Economics, Faculty of International Trade and Law, World Economy Department
Academic degree and qualification title in the original language	Bachelor's degree in higher education specialty "International Economic Relations" specialization "International Marketing"
Educational program title	"International Marketing"
Qualification title, program credits and duration	Bachelor's degree, 240 ECTS credits
Accreditation	Licensed in 2016, accredited by the Ministry of Education and Science of Ukraine, certificate of accreditation ND № 1196394 till 01.07.2021.
Cycle / Level	NRC of Ukraine - Level 6 FQ-EHEA - the first cycle EQF-LLL - Level 6
Academic background	Complete secondary education or qualification of a junior specialist
Language (s) of instruction	Ukrainian
Program duration	till July 1, 2023
Educational program link	https://knute.edu.ua/
2 – Educational program aim	
The training of highly skilled specialists capable of conducting marketing researches of foreign markets, analyzing all types of marketing activities of an enterprise, taking strategic and operational decisions regarding the forms of enterprise's entry into foreign markets, developing a marketing mix for the enterprise to operate in an international competitive environment, and using separate marketing tools for impact on consumers and competitors effectively.	
3 – Educational program general information	
Subject area (field of study, specialty, specialization (if any))	Field of study 29 "International Relations", specialty 292 "International Economic Relations", specialization "International Marketing"
Educational program orientation	Educational and professional
Educational program and specialization goals and objectives	The program is aimed at obtaining higher education in the field of international economic relations with in - depth study of international marketing, the activities of transnational corporations, the organization of marketing research in international markets, the development and implementation of international marketing communications, pricing in the world markets of goods and services. Keywords: international marketing, international economic relations.

Features of the program	<p>Practical training 1 and practical training 2 at the third and last years of study; the presence of a variable component of professionally-oriented disciplines throughout all years of study; in- depth study of two foreign languages, mastering specialized computer programs for the analysis of marketing research data.</p> <p>Formation of hardskills (professional skills) and soft skills (non-specialized skills) on the basis of the Business Training Center.</p>
4 –Career opportunities and further learning	
Career opportunities	<p>Graduates can hold positions (by Classification of Occupations): marketing consultant, marketing manager; advertising manager; sales manager; public relations manager; specialist in methods of markets expansion (marketer), public relations expert, specialistanalyst for the study of international commodity markets; publicist; commercial agent; sales agent, sales representative, trade inspector, brokers (intermediaries) for the purchase and sale of goods, advertising representative, communication policy marketer, marketing analyst, marketing consultant, marketing expert in marketing activities, economist of the marketing department of the enterpris.</p>
Further learning	<p>Bachelor can continue to study at the second (master's) level of higher education</p>
5 - Teaching and assessment	
Teaching and learning	<p>The optimal combination of classroom and independent (self) work on the basis of problem-oriented and interactive learning using modern educational technologies and techniques (case studies, discussion clubs, trainings).</p>
Assessment	<p>Forms of control: written examinations, practical training, individual tasks, testing, defense of course papers (projects), qualification exam, graduate paper defence.</p> <p>Students are evaluated according to the Regulations on the evaluation of learning outcomes of students and post-graduate students and Regulations on the organization of the educational process.</p>
6 - Program competencies	
Integral competence (IC)	<p>Ability to solve complex specialized tasks and practical tasks in the field of international relations in general and in international economic relations of professional activities in particular (including in the process of learning), which involves the application of the latest theories and methods in the implementation of integrated studies of world economic relations.</p>
General Competence (GC)	<ol style="list-style-type: none"> 1. The ability to exercise their rights and responsibilities as a member of society, to realize the values of civil (free democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine. 2. The ability to preserve and increase moral, cultural, scientific values and achievements of society based on understanding the history and patterns of the subject area development, its place in the general system of knowledge about nature and society and in the development of society, techniques and technologies. active recreation and a healthy lifestyle and the ability to use different types and forms of physical activity for active recreation and healthy living. 3. Ability to learn and be modernly trained.

	<ol style="list-style-type: none"> 4. Ability to plan and manage time. 5. Ability to oral and written general communication in state language. 6. Ability to communication in foreign languages. 7. Ability to use modern information and communication technologies. 8. Ability to think abstractly, analyze and synthesize. 9. Ability to be critical and self-critical. 10. The ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity). 11. Ability to work in a team. 12. Knowledge of the subject area and understanding of professional activity.
<p>Professional competence of the specialty (PC)</p>	<ol style="list-style-type: none"> 1. Ability to distinguish patterns, characteristics and trends of world economy development, peculiarities of economic policy implementation and world integration / disintegration processes, including Euro-Atlantic integration. 2. Ability to use the basic categories and the latest theories, concepts, technologies and methods in the field of international economic relations, taking into account their main forms, applying theoretical knowledge of the functioning and developing of international economic relations. 3. Ability to identify peculiarities of the functioning of international relations environment and economic development models. 4. Ability to substantiate the realization peculiarities of international economic relations forms at mega-, macro-, mesoand micro levels. 5. Ability to carry out a comprehensive analysis and monitoring of world market conditions, assess the variability of the international marketing environment and be able to adapt to changes. 6. Ability to analyze international markets of goods and services, tools and principles for regulating international trade 7. Ability to apply basic knowledge, analyze theories and mechanisms for the implementation of international monetary, financial and credit relations. 8. Ability to determine the functional features, nature, level and degree of interconnection between subjects of international economic relations of different levels and establish communication between them. 9. Knowledge of international economic relations and world economy research in a multidisciplinary combination with political, legal, and natural sciences. 10. Ability to justify the expediency of applying legal, economic and diplomatic methods (means) for solving conflict situations at the international level. 11. Ability to conduct research on economic phenomena and processes in the international sphere, taking into account casual and spatio-temporal connections. 12. Ability to apply basic knowledge in the field of international economic relations using regulatory documents, reference materials.

	<p>13. Knowledge of theoretical bases and practical skills of assessment and analysis of the security component of international economic relations.</p> <p>14. Ability to communicate professionally and socially using professional terminology, including oral and written communication in state and foreign languages.</p> <p>15. Ability to apply methods, rules and principles of international economic relations functioning for the development of foreign economic activity of Ukraine.</p> <p>16. Ability to raise the theoretical level of knowledge constantly, generate and use it in international marketing activities effectively.</p> <p>17. <i>Ability to apply modern approaches to the formation of an international marketing mix of an enterprise in the conditions of market volatility.</i></p> <p>18. <i>Ability to provide the process of organization of the commodity, price, sales and communication policy of the company in foreign markets.</i></p> <p>19. <i>Ability to apply modern methodical tools for assessing the effectiveness of marketing activities in the national and international markets.</i></p>
7 - Program learning outcomes	
	<ol style="list-style-type: none"> 1. To realize the need for lifelong learning, adhere to the principles of continuous development and constant self-improvement; strive for professional growth, show tolerance and readiness for innovations. 2. To demonstrate skills of written and oral communication in state and foreign languages, use economic terminology professionally 3. To use modern information and communication technologies, software packages of general and special purpose. 4. To demonstrate abstract thinking, apply research methodologies; identify, define and formalize problems; systematize and organize the information received; evaluate and explain the influence of endogenous and exogenous factors on processes and phenomena in the world economy; formulate conclusions and develop recommendations for adapting to a new situation taking into account the peculiarities of the national and international environment. 5. To have the skills of self-analysis (self-management), be critical and self-critical; understand the determinants of influence on communication with representatives of other business cultures and professional groups of different levels (with experts from other fields of knowledge / activities) on the basis of valuing and respecting diversity, multiculturalism. 6. Planning, organizing, motivating, evaluating and raising the effectiveness of collective labor, conducting research in a team guided by a leader, taking into account the requirements and features of the present in time-limited conditions. 7. To apply the acquired knowledge in practice and comprehensively interpret the obtained results. 8. To understand, highlight and describe new phenomena, processes and trends of world economic development; identify mechanisms and tools for implementing economic policies and global integration / disintegration processes, including Euro-Atlantic integration. 9. To possess the basic categories, latest theories, concepts, technologies and methods in the field of international economic

relations, taking in to account their main forms, in particular: international trade in goods and services, international capital movement, international monetary financial and credit relations, human resources mobility, international technology transfer.

10. To identify and differentiate peculiarities of the functioning of international relations environment and economic development models.

11. To substantiate own opinion about specific conditions of realization of international economic relations forms at the mega-, macro- and meso- and micro-levels.

12. To carry out a complex analysis of complex economic systems, confront and compare their components, evaluate and argue the effectiveness of their functionin

13. Select and apply professionally analytical tools to study the state and prospects of development of certain segments of international markets of goods and services using modern knowledge of methods, forms and tools of international trade regulation.

14. To understand and apply theories and mechanisms for the implementation of international monetary, financial and credit relations.

15. To define functional features, character, level and degree of interconnections between subjects of international economic relations of different levels and establish communication between them.

16. Demonstrate knowledge of international economic relations and world economy research in a multidisciplinary combination with political, legal, and natural sciences.

17. To identify causes, types and nature of international conflicts and disputes, substantiate and apply economic and diplomatic methods of their solution at the international level, protecting national interests.

18. To study economic phenomena and processes in the international sphere on the basis of understanding categories and laws; highlighting and generalizing trends, patterns of functioning and developing the world economy, taking into account causal and spatial-temporal links.

19. To understand and apply basic knowledge of primary legal acts and reference materials, current standards and technical specifications, instructions and other normative and regulatory documents in the field of international economic relations.

20. To defend the national interests of Ukraine taking into account the security component of international economic relations .

21. To demonstrate knowledge and skills of conducting business protocols and business etiquette in the field of international economic relations, taking into account the peculiarities of intercultural communication at the professional and social levels, including oral and written communication in state and foreign languages.

22. To apply appropriate methods, rules and principles of functioning of international economic relations for the development of foreign economic activity of Ukraine.

23. To realize the need for lifelong learning, strive for professional growth.

24. To substantiate the choice and apply informational and analytical tools, economic and statistical methods of calculation, complex analytical techniques and methods of monitoring world market conditions.

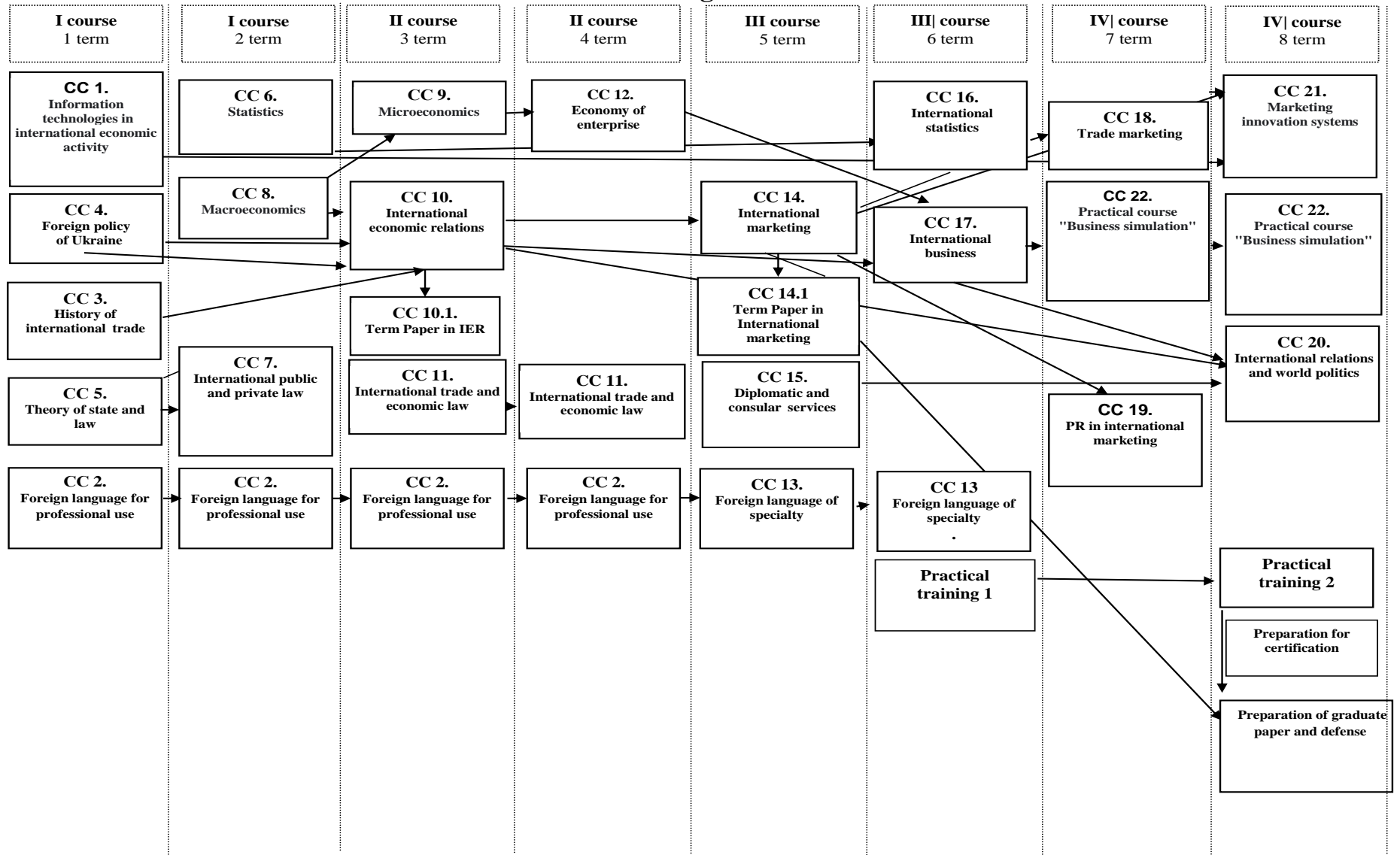
	<p>25. To present the results of research and develop recommendations and measures to adapt to changes in the international environment.</p> <p>26. <i>To analyze dynamics of volumes and efficiency of international marketing activity on the basis of mastering the mechanism of its organization.</i></p> <p>27. <i>To evaluate the competitiveness of the product in the domestic and global markets; develop measures for planning and optimizing the product range of the enterprise (MNC) depending on consumer preferences; evaluate the marketing risks of introducing a new product into the external market.</i></p> <p>28. <i>Planning and organizing marketing research in international markets, in particular using the potential of Internet technologies, social networks and modern software products in the field of statistics and marketing.</i></p> <p>29. <i>To substantiate the commodity policy of the enterprise in the system of international marketing, the choice of methods and techniques of advertising and the possibility of their use in the international market by domestic business entities in order to ensure a high level of competitiveness.</i></p>
8 - Resource support for the program implementation	
Academic staff	Scientific and pedagogical workers with scientific degrees and / or academic status, as well as highly skilled specialists, are involved in the implementation of the EP. To improve the professional level, all scientific and pedagogical workers undergo an internship once every five years.
Facilities	Provision of premises for training and control measures and appropriate multimedia equipment Use of laboratories, computer and specialized auditoria of KNUTE. Availability of social and domestic infrastructure of KNUTE.
Informational, teaching and learning materials	The existing distance learning system Moodle provides independent and individual training. KNUTE fully complies with the technological requirements for educational, methodological and informational provision of educational activities.
9- Academic mobility	
National Credit Mobility	National credit mobility is carried out in accordance with the concluded agreements on academic mobility.
International Credit Mobility	The University has concluded agreements on cooperation between KNUTE and higher education institutions, in which partner exchange and student training are carried out. In addition, international academic mobility is carried out through international programs and projects within Erasmus + in particular with the following universities: Krakow University of Economics (Poland, Krakow), Szczecin University (Poland, Szczecin), Audensia Business School (France,Nant),Grenoble Alps University (France, Grenoble), Paris-Est Creteil University (France, Paris), University of Central Lancashire (Great Britain, Preston), University of Hohenheim (Germany, Stuttgart), Piraeus University of Applied Sciences (Greece, Piraeus), Clement Ohridski University (Bulgaria, Sofia)
Teaching of foreign students	Conditions and features for teaching of foreign students: knowledge of the Ukrainian language at a level not lower than B1.

2. List of educational program components and their logical order

Code №	Educational program components (disciplines, course projects(papers), practical training, qualification exam)	Number of credits
1	2	3
Compulsory components of EP (CC)		
CC 1.	Information technologies in international economic activity	6
CC 2.	Foreign language for professional use	24
CC 3.	History of international trade	6
CC 4.	Foreign policy of Ukraine	6
CC 5.	Theory of state and law	6
CC 6.	Statistics	6
CC 7.	International public and private law	6
CC 8.	Macroeconomics	6
CC 9.	Microeconomics	6
CC 10.	International economic relations	6
CC 10.1	Term Paper in International economic relations	
CC 11	International trade and economic law	12
CC 12.	Economy of enterprise	6
CC 13.	Foreign language of specialty	12
CC 14.	International marketing	6
CC 14.1	Term Paper in International marketing	
CC 15.	Diplomatic and consular services	6
CC 16.	International statistics	4,5
CC 17.	International business	4,5
OK 18.	Trade marketing	6
CC 19.	PR in international marketing	6
CC 20.	International relations and world politics	6
CC 21.	Marketing innovation systems	6
CC 22.	Practical course "Business simulation"	9
	Physical education	
Total credits for compulsory components		162
Optional components of EP (OC)		
OC 1	Life safety	6
OC 2	Business protocol and etiquette	6
OC 3	Second foreign language	12
OC 4	Economy of Ukraine	6
OC 5	Economic analysis	6
OC 6	Electronic commerce	6
OC 7	Business ethics	6
OC 8	European integration	6
OC 9	Intellectual property in international trade	6
OC 10	History of Ukraine	6
OC 11	Logics	6
OC 12	Customs	6
OC 13	International exhibition activity	6
OC 14	International logistics	6
OC 15	International audit	6

OC 16	International tourism	6
OC 17	International monetary and exchange transactions	6
OC 18	National interests in the world geopolity and geoeconomy	6
OC 19	Accounting and taxation	6
OC 20	Organization of foreign trade operations	6
OC 21	EU law	6
OC 22	Law of the World Trade Organization	6
OC 23	Business psychology	6
OC 24	Political science	6
OC 25	Religious studies	6
OC 26	System of settlement of international commercial and economic disputes	6
OC 27	World culture	6
OC 28	Sociology	6
OC 29	World market of goods and services	6
OC 30	Commodity nomenclature of foreign economic activity	6
OC 31	Ukrainian language (for specific purposes)	6
OC 32	Philosophy	6
OC 33	Civil and commercial law	6
OC 34	Web-design and web-programming	6
Total credits for optional components		60
Practical training		
Practical training 1		3
Practical training 2		6
Total number of credits		9
Final assessment		
Preparation for certification		3
Preparation of graduate paper and defense		6
Total number of credits		9
TOTAL CREDITS FOR EDUCATIONAL PROGRAM		240

Structural logic scheme



3. Form of Student's Final Assessment

Certification is carried out in the form of public defense of the final qualifying work. The final qualification work should involve solving a complex problem or problem in the field of international economic relations, which requires research and / or innovation and is characterized by uncertainty of conditions and requirements.

The final qualification work should not contain academic plagiarism, fabrication, falsification.

The final qualifying work must be published on the official website or in the repository of the higher education institution.

3.1. Program Competences and EP Components Matrix

Components/ Competences		CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9	CC10	CC 10.1	CC 11	CC12	CC13	CC14	CC 14.1	CC15	CC16	CC17	CC18	CC19	CC20	CC 21	CC 22	
General Competences	1				+	+		+																		
	2			+	+	+																+				
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	10		+													+						+				
	11																+						+			+
	12									+		+	+		+		+	+			+	+		+		
Professional competences	1			+	+				+		+	+											+			
	2			+					+		+	+											+			
	3			+					+		+	+				+	+									
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19	+													+	+	+					+		+			

3.2. Program Competences and EP Components Matrix

Components/ Competences		OC 1	OC 2	OC 3	OC 4	OC 5	OC 6	OC 7	OC 8	OC 9	OC 10	OC 11	OC 12	OC 13	OC 14	OC 15	OC 16	OC 17	OC 18	OC 19	OC 20	OC 21	OC 22	OC 23	OC 24	OC 25	OC 26	OC 27	OC 28	OC 29	OC 30	OC 31	OC 32	OC 33	OC 34			
General Competences	1	+								+	+											+		+	+							+		+				
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3.3. Program learning outcomes and EP components Matrix.

Components/ Program learning outcomes	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8	CC 9	CC 10	CC 10.1	CC 11	CC 12	CC 13	CC 14	CC 14.1	CC 15	CC 16	CC 17	CC 18	CC 19	CC 20	CC 21	CC 22
1	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+
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3.4. Program learning outcomes and EP components Matrix

Components/ Program learning outcomes	OC 1	OC 2	OC 3	OC 4	OC 5	OC 6	OC 7	OC 8	OC 9	OC 10	OC 11	OC 12	OC 13	OC 14	OC 15	OC 16	OC 17	OC 18	OC 19	OC 20	OC 21	OC 22	OC 23	OC 24	OC 25	OC 26	OC 27	OC 28	OC 29	OC 30	OC 31	OC 32	OC 33	OC 34			
1	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+			
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