Kyiv National University of Trade and Economics

Faculty of Trade and Marketing

INFORMATION PACKAGE

European Credit Transfer System (ECTS)

Field of study **07 «Management and Administration»**
Specialty **075 «Marketing»**
Specialisation **«Advertising Business»**
Qualification **«Master»**

Kyiv 2021

3.EDUCATIONAL PROGRAMME IN SPECILTY
075 «MARKETING»

(Specialisation «Advertising Business»),

the educational programme guarantor PhD in Engineering,
Professor of Marketing Department LARYSA K. YATSYSHYNA

3.1 Educational programme profile in specialty 075 «Marketing»

1 – General information	
Full name of IHE and structural unit	Kyiv National University of Trade and Economics, Faculty of Trade and Marketing, Marketing Department
Academic degree and qualification title in the original	Master's Degree Specialty «Marketing» Specialisation «Advertising Business»
Educational programme title	«Advertising Business»
Qualification title (degree), program credits and duration	Master's degree, single, 90 ECTS credits, training period 1 year and 4 months
Accreditation	Ministry of Education and Science of Ukraine (Ukraine), order of the Ministry of Education and Science of Ukraine № 1565 dated 19.12.2016, validity until July1 2024.
Cycle/level	National Qualifications Framework of Ukraine - level 7, FQ-EHEA – second cycle, EQF-LLL – level 7
Academic backgrounds	Bachelor's degree
Language(s) of instruction	Ukrainian
Programme duration	Expires on July 1 2024
Educational programme link	https://knute.edu.ua
2 - Educational programme aim	
Building an up-to-date system of professional knowledge and acquiring practical skills applicable in professional, teaching and research activities for an effective solution of managerial tasks in the field of advertising business. The marketer masters operational economic, creative, commercial, and organisational and technological processes related to major advertising activities within an organisation and also develops or modifies its strategies supported by information and communication technologies.	
3 – Educational programme general information	
Subject area (field of study,	Field of study 07 «Management and Administration» Specialty 075 «Marketing»

specialty, specialization (provided it is given))	Specialisation «Advertising Business»
Educational programme orientation	Educational and professional, applied programme including subjects of professional and practical training.
Educational and specialisation goals and objectives	Special education in the field of advertising business. Building professional competence in managing marketing and advertising activities at an enterprise. Keywords: advertising, business, advertising activity, advertising management, marketing communications, digital technologies, advertising business strategies.
Specific requirements	Availability of a variable component of professionally-oriented subjects training in the field of advertising business; practical training at advertising industry enterprises.
4 – Career opportunities and further learning	
Career opportunities	The graduate is suitable for employment in positions according to the DK 003: 2010 National Classification of Occupations: Marketing Director; Commercial Director, Head of Sales (Marketing); Head of Commercial Department; Marketing Consultant; Specialist in Methods for Expanding the Market (marketing, advertising, categorical manager); Specialist in Commodity Market Research; Junior Researcher (marketing); Researcher (marketing); Researcher-consultant (marketing).
Further learning	Further learning – training at the third level of higher education and attaining a PhD qualification.
5 – Training and Assessment	
Teaching and learning	Problem-oriented training aimed at the acquisition of general and professional competencies sufficient for generating new ideas, solving complex problems in the professional field. Mastering the methodology of scientific work, skills in the presentation of its results in the native and foreign languages. Conducting independent scientific research using the university resource base as well as that of partners. Student-centred learning, self-study, problem-oriented learning, training through laboratory practice, training through business games, a competent approach to the design and implementation of training programmes.
Assessment	Monitoring (tests, essays, presentations, individual tasks, situational cases, business games), written exams, work-based learning. Public defence of the final qualifying work. Students' performance is assessed according to «Regulations on the organisation of the educational process of students» and «Regulations on the evaluation of learning outcomes of students and postgraduate students».
6 – Programme Competences	
Integral competence (IC)	Ability to solve complex marketing tasks in their professional activities and studies, which suggests conducting scientific research and/or implementing innovations and is characterized by ambiguity of conditions and requirements.
General competences (GCs)	GC1. Ability to make justified decisions. GC2. Ability to generate new ideas (creativity). GC3. Ability to evaluate and ensure the quality of the performed tasks. GC4. Ability to adapt to and act in new situations.

	GC5. Skills in interpersonal cooperation. GC6. Ability to search, process and analyse information from various sources. GC7. Ability to take initiatives and be entrepreneurial. GC8. Ability to design and manage projects.
Professional competences (PCs)	PC1. Ability to integrate the obtained knowledge of recent theories, methods and techniques in marketing in a logical and cohesive way. PC2. Ability to interpret appropriately the results of the recent research in the field of marketing as well as their application. PC3. Ability to perform independent marketing researches and to interpret their outcomes. PC4. Ability to use a creative approach in professional activities. PC5. Ability to anticipate the marketing activities of a market participant, to perform marketing analysis and forecast. PC6. Ability to choose and apply the effective methods of managing marketing activities of market participants at organization, division, group or network levels. PC7. Ability to develop and analyse the marketing strategy of a market participant and ways of its implementation in the view of functional links. PC8. Ability to build the marketing system of a market participant and to assess its operation performance and efficiency. PC9. Ability to conduct at an appropriate level theoretical and applied researches in the field of marketing. *PC10. Ability to use relevant legal regulations and restrictions while developing the marketing strategy and tactic of a market participant in advertising business.* *PC11. Ability to choose and apply efficient methods of managing marketing communications of a market participant under conditions of uncertainty.* *PC12. Ability analyse and build the marketing system of a market participant and assess its operation performance and efficiency under conditions of uncertainty.* *PC13. Ability to manage the activity of an advertising business participant in both the national and foreign markets of advertising services.*
	7 – Programme learning outcomes
	PLO1. To be aware of and able to use the up-to-date marketing principles, theories, methods and pratcical techniques in their professional activity. PLO2. To be able to adapt and use recent theoretical and practical advances in marketing in order to achieve specific goals and solve the tasks of a market participant. PLO3. To plan and conduct their own research in the field of marketing, to analyse the outcomes of the research and to justify the conformation of efficient marketing decisions under conditions of uncertainty. PLO4. To be able to develop the strategy and tactic of marketing activities in the view of a cross-functional nature of their implementation. PLO5. To present and discuss the results of scientific and applied researches and marketing projects in the national and foreign languages. PLO6. To be able to improve the marketing performance of a market participant at various management levels, to design and manage marketing projects. PLO7. To be able to build and improve the marketing system of a market participant.

	PLO8. To use methods of interpersonal communication for solving collective tasks and taking part in negotiations and scientific discussions on marketing. PLO9. To understand the nature and peculiarities of using marketing tools when making marketing decisions. PLO10. To justify marketing decisions at the level of a market participant using up-to-date management principles, approaches, methods and techniques. PLO11. To use methods of a marketing strategic analysis and to interpret its outcomes with the view of improving the marketing activities of a market participant. PLO12. To perform evaluation of and strategic and day-to-day marketing management in order to design and implement marketing strategies, projects and programmes. PLO13. To manage the marketing activity of a market participant as well as that of its divisions, groups and networks, to define the evaluation criteria and indicators. PLO14. To establish a marketing cooperation system, to build long-standing win-win relationships with other market participants. PLO15. To collect the necessary data from various sources, to process and analyse their outcomes using up-to-date methods and specialized software. *PLO16. To use relevant legal regulations and restrictions while developing the marketing strategy and tactic of a market participant in advertising business.* *PLO17. To choose and apply the efficient methods of managing marketing communications of a market participant under conditions of uncertainty.* *PLO18. To build and improve the marketing system of an advertising business entity.* *PLO19. To manage the activity of an advertising business entity in both the national and foreign markets of advertising services.*
8 – Resource support for programme implementation	
Academic staff	The Department of Marketing (KNUTE) is responsible for training masters in specialization «Advertising business». The academic staff meets the requirements set out by Licensing terms for performing educational activities by higher education institutions. 100% of the academic staff involved in teaching professionally-oriented subjects have scientific qualifications in their specialties and have excellent professional training. In order to improve their professional skills, all of the university teachers undertake internships once in five years. All of them have signed labour contracts.
Facilities	There is a sufficient availability of classrooms, computer workplaces and multimedia equipment. All necessary social and day-to-day facilities are provided, the number of places in student residence halls fully meets the needs. Academic facilities-student ratio is 4 m2 per person. 40% of the classrooms are technologically equipped with multimedia units. The KNUTE facilities include the following: libraries and a reading room, a canteen and cafeterias, an assembly hall, gyms, a stadium, a health-care centre, residence halls.
Informational, teaching and	KNUTE fully meets the requirements for informational, teaching and learning materials to ensure the educational activity.

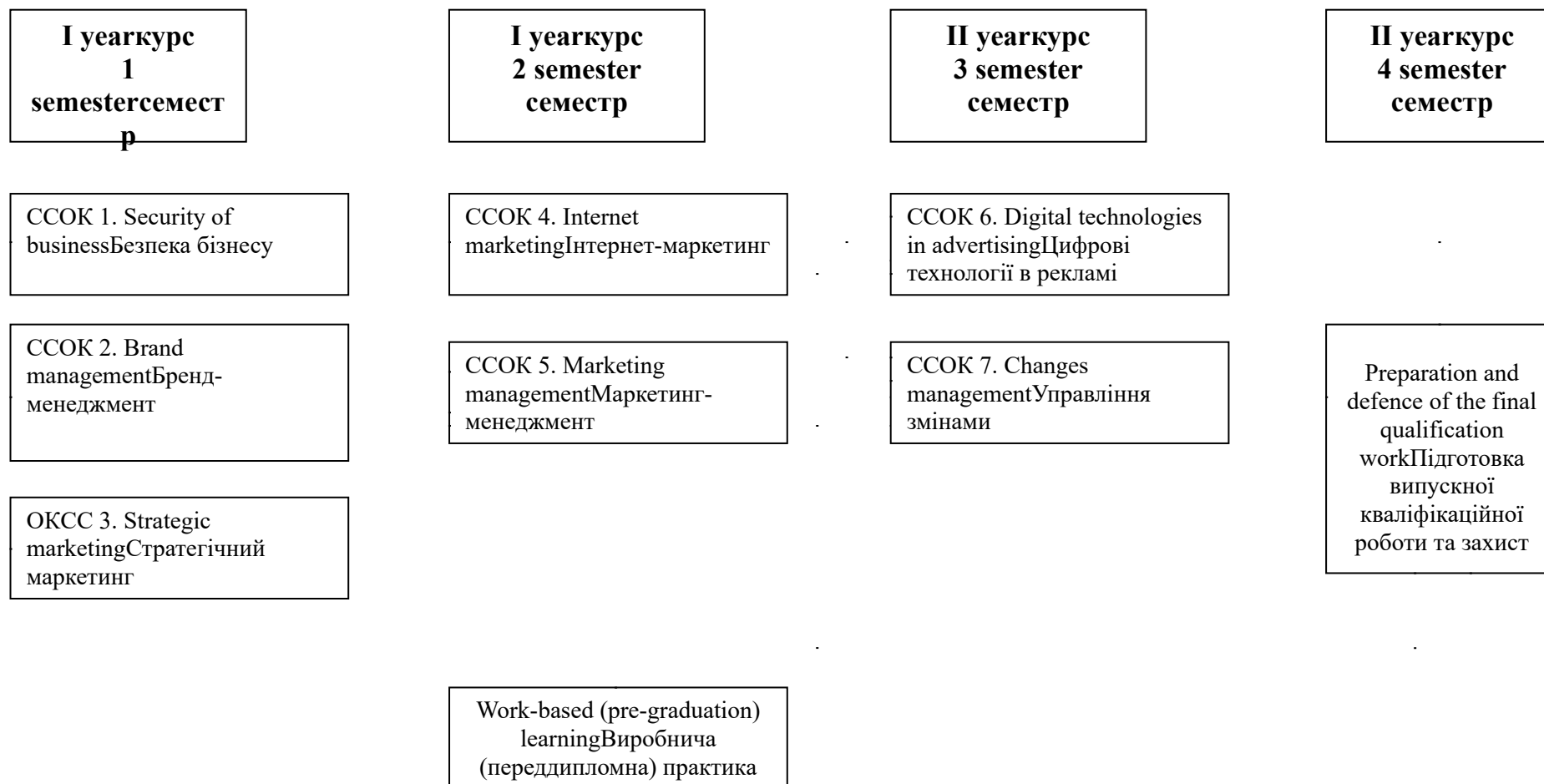|	
learning materials	There is an access to databases of scientific periodicals in English of the corresponding or related profile. The KNUTE official website contains basic information about the university activities (structure, licenses and certificates of accreditation, educational / scientific / publishing / attestation (scientific staff) activities, educational and scientific structural divisions and their composition, the list of subjects, admission rules, contact information): https://knute.edu.ua The MOODLE distance learning system enables self-study and individual work. The KNUTE Centre for Distance Learning provides teaching materials on the curriculum: http://ldn.knute.edu/ua
9 – Academic mobility	
National credit mobility	Individual agreements on academic mobility to study and conduct scientific research at Ukrainian universities and scientific institutions are allowed. The credits received at other Universities in Ukraine are accepted according a credit mobility certificate.
International credit mobility	KNUTE participates in Erasmus + Programme (K1 Option) based on the cooperation agreements signed with the following: 1. Paris-Est Créteil University (Paris, France), Master's Degree, Specialty: International Master in Business Management. 2. Audencia Business School (Nantes, France), Master's Degree, Specialty: Economics, Management and Business Administration. Mobility for teaching purposes (academic staff). 3. University of Hohenheim (Stuttgart, Germany), Master's Degree, Specialty: Economics and Business Administration. Mobility for internship (academic staff).
Training of foreign students	Training of foreign students is arranged on the general conditions or based on individualized schedules provided they study complementary 6 ECTS credits of the Ukrainian language under the curriculum.

3.2. List of the educational programme components and their logical order
3.2.1 List of the EP components

Subject code	The Educational Programme components (subjects, course projects (papers), work-based learnings, qualifying examination, final qualification work)	Total credits
1	2	3
EP Compulsory components		
CCОК 1	Security of business	6
CCОК 2	Brand management	6
CCОК 3	Strategic marketing	6
CCОК 4	Internet marketing	7,5
CCОК 5	Marketing management	7,5
CCОК 6	Digital technologies in advertising	6
CC ОК 7	Changes management	6
Total credits for compulsory components		**66**
EP Optional components		
OC ВК1	Audio&Video Production	6
OC ВК2	Business engineering	6
OC ВК3	Luxury goods	6
OC ВК4	Consumer law	6
OC ВК5	Corporate law	6
OC ВК6	Corporate public relations	6
OC ВК7	Marketing analysis	6
OC ВК8	Marketing information systems	6
OCВК 9	Media design	6
OCВК 10	Psychology of management	6
OCВК 11	Risks in management	6
OCВК 12	Consumer loyalty management	6
Total credits for optional components		**24**
Practical training		
	Work-based (pre-graduation) learning	9
Final assessment		
	Preparation and defence of the final qualification work	12
TOTAL NUMBER OF THE EP CREDITS		**90**

For all components of the educational programme, the form of final assessment is an examination.

3.2.2 The EP Structural and Logic Network

I yearкурс 1 semesterсеместр	**I yearкурс 2 semester семестр**	**II yearкурс 3 semester семестр**	**II yearкурс 4 semester семестр**

| CCOK 1. Security of businessБезпека бізнесу | CCOK 4. Internet marketingІнтернет-маркетинг | CCOK 6. Digital technologies in advertisingЦифрові технології в рекламі | |

| CCOK 2. Brand managementБренд-менеджмент | CCOK 5. Marketing managementМаркетинг-менеджмент | CCOK 7. Changes managementУправління змінами | Preparation and defence of the final qualification workПідготовка випускної кваліфікаційної роботи та захист |

| OKCC 3. Strategic marketingСтратегічний маркетинг | | | |

| | Work-based (pre-graduation) learningВиробнича (переддипломна) практика | | |

3.3. Final assessment of graduates

The final assessment is carried out in the form of public defence of a final qualification work.

The final qualification work should suggest the solution to a complex specialised task or problem in the field of up-to-date marketing which suggests conducting a research and/or implementing innovations and is characterized by the ambiguity of conditions and requirements.

The final qualification work should stand to a check for plagiarism. It must not contain incorrect adopted text extracts, false and fabricated information.

The final qualification work should be published on the official website of the higher educational institution or of that of its structural units, or in the repository of the higher educational institution. The final qualification works containing restricted-access information are to be published according to the requirements of the current legislation.

3.3.1 The programme competences and the EP compulsory components matrix

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Components Competences	CC OK1	CC OK2	CC OK3	CC OK4	CC OK5	CC OK6	CC OK7
GC ЗK1					*		
GC ЗK2		*					
GC ЗK3	*						
GC ЗK4						*	*
GC ЗK5		*					
GC ЗK6				*		*	
GC ЗK7	*						
GC ЗK8					*		
PC СК1		*		*			
PC СК2	*						*
PC СК3			*				*
PC СК4		*				*	
PC СК5			*				
PC СК6					*		*
PC СК7			*		*		
PC СК8		*			*		
PC СК9			*				*
PCСК10			*		*		
PC СК11						*	*
PC СК12	*						*
PC СК13				*	*		

3.3.2. The programme competences and the EP optional components matrix

ComponentsКомпоненти / CompetencesКомпетентності	ОСВК 1	ОСВК 2	ОСВК 3	ОСВК 4	ОСВК 5	ОСВК 6	ОСВК 7	ОСВК 8	ОСВК 9	ОСВК 10	ОСВК 11	ОСВК 12
GC ЗК1	*								*	*		
GC ЗК2						*						
GC ЗК3								*				
GC ЗК4										*		*
GC ЗК5						*				*		*
GC ЗК6				*	*			*				
GC ЗК7										*		*
GC ЗК8		*										
PC СК1	*											
PC СК2		*		*								
PC ЗСК3								*				
PC СК4	*								*	*		
PC СК5							*	*				
PC СК6										*		
PC СК7		*										
PC СК8												*
PC СК9							*	*				
PC СК10				*	*							
PC СК11											*	
PC СК12											*	
PC СК13		*								*		

3.3.3 The programme learning outcomes and the EP compulsory components matrix

Components	CC ОК 1	CC ОК 2	CC ОК 3	CC ОК 4	CC ОК 5	CC ОК 6	CC ОК 7
Programme learning outcomesПро							
PLO Р1	*					*	
PLO Р2							*
PLO Р3							*
PLO Р4			*		*		
PLO Р5				*			
PLO Р6					*		*
PLO Р7	*						
PLO Р8		*				*	*
PLO Р9	*	*		*		*	
PLO Р10			*				
PPLO 11			*				
PLO Р12		*	*		*		
PLO Р13		*					
PLO Р14				*			
PLO Р15				*		*	
PLOР16	*		*		*		
PLO Р17				*	*		*
PLO Р18		*					
PPLO 19							*

3.3.4 Programme learning outcomes and the EP optional components matrix

Components Компоненти Programme Програмні learning результ	ОСВК 1	ОСВК 2	ОСВК 3	ОСВК 4	ОСВК 5	ОСВК 6	ОСВК 7	ОСВК 8	ОСВК 9	ОСВК 10	ОСВК 11	ОСВК 12
PLO Р1	*											
PLO Р2	*											
PLO Р3								*			*	
PLO Р4											*	
PLO Р5			*									
PLO Р6		*										
PLO Р7									*			
PLO Р8					*							
PLO Р9				*	*							
PLO Р10		*										
PLO Р11							*	*				
PLO Р12							*	*			*	
PLO Р13										*		*
PLO Р14					*							
PLO Р15										*		
PLO Р16				*								
PLO Р17			*							*		
PLO Р18		*								*		*
PLO Р19												*

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4. Educational components (subjects) for specialization «Advertising business»

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