

KYIV NATIONAL UNIVERSITY OF TRADE AND ECONOMICS

Faculty of Trade and Marketing

INFORMATION PACKAGE

European Credit Transfer and Accumulation System (ECTS)

Fields of Science	07 "Management and Administration"
Fields of Specialty	075 Marketing
Fields of Specialization	Digital marketing
Academic Degree	Master

KYIV 2021

**3. Educational program of specialty 075 "Marketing"
(field of specialization -"Digital Marketing"),
guarantor of the educational program Ph.D., Assoc.
Associate Professor of Marketing YANKOVETS T.M.**

3.1 Profile of the educational program in the specialty 075 "Marketing"

1 - General information	
Full name of the institution of higher education and structural unit	Kyiv National University of Trade and Economics, Faculty of Trade and Marketing, Department of Marketing
Higher education degree and title of qualification in the original language	Academic Degree –Master Fields of Specialty - Marketing Fields of Specialization - Digital marketing
The official name of the educational program	Digital marketing
Type of diploma and scope of educational program	Master's degree, single, 90 ECTS credits, term of study 1 year 4 months.
Availability of accreditation	Ministry of Education and Science of Ukraine, Ukraine, Order №1565 of the Ministry of Education and Science of Ukraine dated 19.12.2016 valid until July 1, 2024
Cycle / level	NQF of Ukraine - level 7, FQ-EHEA - second cycle, EQF-LLL - level 7
Prerequisites	Bachelor's degree availability
Language of instruction	Ukrainian
Term of the educational program	July 1, 2024
Internet address of the permanent placement of the description of the educational program	https://knute.edu.ua/
2 - The educational program goals	
A modern system Formation of professional knowledge and acquisition of practical skills for the purpose of their application in profile, pedagogical and research activity for the effective decision of administrative tasks in the field of digital marketing. A marketer in the field of digital marketing masters operational economic, organizational, creative, commercial, and information technology processes that are related to the main marketing activities of the enterprise and develops or adjusts strategic guidelines for its development using digital technologies, methods and tools.	

3 - The educational program characteristics	
Subject area (field of knowledge, specialty, specialization (if available))	Fields of Science 07 "Management and Administration" Fields of Specialty – “Marketing” Fields of Specialization – “Digital marketing”
The educational program orientation	Educational and professional, applied orientation. The program consists of disciplines of professional and practical training.
The main focus of the educational program and specialization	Special education in digital marketing. Formation of professional competencies for the ability to manage the marketing activities of the enterprise with the use of digital technologies, methods, tools Keywords: marketing, target marketing, interactive marketing, digital marketing, digital technologies.
Features of the program	Availability of a variable component of professionally-oriented disciplines for work in the field of digital marketing; practical training at enterprises engaged in marketing activities using digital technologies, methods, tools.
4 - Suitability of graduates to employment and further training	
Suitability for employment	The graduate is suitable for employment in accordance with the National Classification of Occupations DK 003: 2010: Marketing Director; Commercial Director; head of sales (marketing); head of the commercial department; director (manager) of a small enterprise; marketing specialists, namely: business efficiency consultant; marketing consultant; public relations and press specialist; information technology specialist; business efficiency specialist; specialist in market expansion methods (marketer, category manager); specialist-analyst in commodity market research; junior researcher (marketing); researcher (marketing); researcher-consultant (marketing).
further training	Further training is to get the third level of higher education and the educational and scientific degree of Doctor of Philosophy.
5 - Teaching and assessment	
Teaching and assessment	Problem-oriented learning with the acquisition of general and professional competencies sufficient to

	<p>produce new ideas, solve complex problems in the professional field. Mastering the methodology of scientific work, skills of presentation of its results. Conducting independent research using the resource base of the university and partners.</p> <p>Student-centered learning, self-study, problem-oriented learning, teaching in lectures and laboratory work, learning through solving situational problems, participation in business games, competence approach in the construction and implementation of educational programs.</p>
Evaluation	<p>Current control (testing, essays, presentations, individual tasks, situational tasks, business games), written exams, practice. Public defense of the final qualifying work.</p> <p>Assessment is carried out following the "Regulations on the assessment of learning outcomes of students and graduate students", "Regulations on the organization of the educational process of students".</p>
6 - Program competence	
Integral competence	<p>Ability to solve complex problems in the field of digital marketing in professional activities or in the learning process, which involves research and / or innovation and is characterized by uncertainty of conditions and requirements.</p>
General Competences (GC)	<p>GC1. Ability to make informed decisions.</p> <p>GC2. Ability to generate new ideas (creativity).</p> <p>GC3. Ability to evaluate and ensure the quality of work performed.</p> <p>GC4. Ability to adapt and act in a new situation.</p> <p>GC5. Interpersonal skills.</p> <p>GC6. Ability to search, process and analyze information from various sources.</p> <p>GC7. Ability to show initiative and entrepreneurship.</p> <p>GC8. Ability to develop and manage projects.</p>
Special (professional) competencies (PC)	<p>PC1. Ability to logically and consistently reproduce and apply knowledge of the latest theories, methods and practices of marketing.</p> <p>PC2. Ability to correctly interpret the results of recent theoretical research in the field of marketing and practice of their application.</p>

	<p>PC3. Ability to conduct independent research and interpret their results in the field of marketing.</p> <p>PC4. Ability to apply a creative approach to work in the specialty.</p> <p>PC5. Ability to diagnose the marketing activities of a market entity, perform marketing analysis and forecasting.</p> <p>PC6. Ability to choose and apply effective means of managing the marketing activities of the market entity at the level of the organization, department, group, network.</p> <p>PC7. Ability to develop and analyze the marketing strategy of the market entity and ways to implement it, taking into account cross-functional relationships.</p> <p>PC8. The ability to form a marketing system of a market entity and evaluate the effectiveness and efficiency of its operation.</p> <p>PC9. Ability to carry out theoretical and applied research in the field of marketing at the appropriate level.</p> <p>PC10. Ability to determine the marketing policy of the enterprise on the Internet.</p> <p>PC11. Ability to substantiate management decisions of the enterprise in the field of digital marketing.</p>
7 - Program learning outcomes	
	<p>P1. Know and be able to apply in practice modern principles, theories, methods, and practical techniques of marketing.</p> <p>P2. Be able to adapt and apply for new advances in the theory and practice of marketing to achieve specific goals and solve the problems of the market entity.</p> <p>P3. Plan and conduct their own research in the field of marketing, analyze its results and justify the adoption of effective marketing decisions in conditions of uncertainty.</p> <p>P4. Be able to develop a strategy and tactics of marketing activities, taking into account the cross-functional nature of its implementation.</p> <p>P5. Present and discuss the results of scientific and applied research, marketing projects in state and foreign languages.</p>

	<p>P6. Be able to increase the effectiveness of marketing activities of the market entity at different levels of government, develop projects in the field of marketing and manage them.</p> <p>P7. Be able to form and improve the marketing system of the market entity.</p> <p>P8. Use methods of interpersonal communication in the course of solving collective problems, negotiations, scientific discussions in the field of marketing.</p> <p>P9. Understand the nature and features of marketing tools in the marketing decision-making process.</p> <p>P10. Substantiate marketing decisions at the level of the market entity using modern management principles, approaches, methods, techniques.</p> <p>P11. Use methods of marketing strategy analysis and interpret its results to improve the marketing activities of the market entity.</p> <p>P12. Carry out diagnostics and strategic and operational marketing management for the development and implementation of marketing strategies, projects, and programs.</p> <p>P13. Manage the marketing activities of the market entity, as well as its divisions, groups, and networks, determine the criteria and indicators of its evaluation.</p> <p>P14. To form a marketing system of interaction, to build long-term mutually beneficial relations with other market participants.</p> <p>P15. Collect the necessary data from various sources, process and analyze their results using modern methods and specialized software.</p>
8 - Resource support for program implementation	
Staffing	<p>The Department of Marketing of KNTEU is the final and responsible for the preparation of masters in the specialization "Digital Marketing". Staffing meets the Licensing Conditions for the educational activities of educational institutions.</p> <p>100% of the teaching staff involved in teaching professionally-oriented disciplines have degrees in the specialty and are characterized by a high level of professional training.</p> <p>To improve their professional level, all scientific and</p>

	<p>pedagogical workers undergo internships once every five years.</p> <p>Employment contracts have been concluded with all scientific and pedagogical workers.</p>
Logistics	<p>Provision of training facilities, computer workstations, multimedia equipment meets the needs.</p> <p>All the necessary social and household infrastructure is available, the number of places in dormitories meets the requirements.</p> <p>Provision of premises for training sessions and control activities - 4 sq.m. meters per person.</p> <p>40% of classrooms are equipped with multimedia equipment.</p> <p>KNTEU infrastructure: libraries, including reading room, food outlets, assembly hall, sports halls, stadium, medical center, dormitories.</p>
Information-educational and methodical support	<p>The current MOODLE distance learning system provides independent and individual learning.</p> <p>KNTEU fully meets the technological requirements for teaching and information support of educational activities.</p> <p>There is access to databases of periodicals in English of the relevant or related profile (sharing databases by several educational institutions is allowed).</p> <p>There is an official website of KNTEU, which contains basic information about its activities (structure, licenses and certificates of accreditation, educational / educational-scientific / publishing / certification (scientific staff) activities, educational and scientific departments and their composition, a list of academic disciplines, admission rules, contact information): https://knute.edu.ua/.</p> <p>The Department of Support of Distance Learning KNTEU has teaching materials on the disciplines of the curriculum: http://ldn.knute.edu.ua/.</p>
9 - Academic mobility	
National credit mobility	<p>Individual agreements on academic mobility for teaching and research in universities and research institutions of Ukraine are allowed.</p> <p>Credits received at other universities in Ukraine are recalculated following the certificate of academic</p>

	mobility.
International credit mobility	<p>KNTEU participates in the Erasmus + program in the direction of K1 under agreements with:</p> <ol style="list-style-type: none"> 1. University of Paris Est Creteil (Paris, France). Educational degree: master. Specialty: International Master in Business Management. 2. Business School "Audencia" (Nantes, France). Educational degree: master. Specialty: Economics, Management and Business Administration. For research and teaching staff: mobility for teaching purposes. 3. University of Hohenheim (Stuttgart, Germany). Educational degree: master. Specialty: Economics and Business Administration. For research and teaching staff: mobility for internships.
Training of foreign applicants for higher education	<p>The education of foreign students is carried out on general terms or an individual schedule, provided that they study the Ukrainian language in the amount of 6 ECTS credits, which are additionally provided by the curriculum.</p>

3.2. List of components of the educational program and their logical sequence

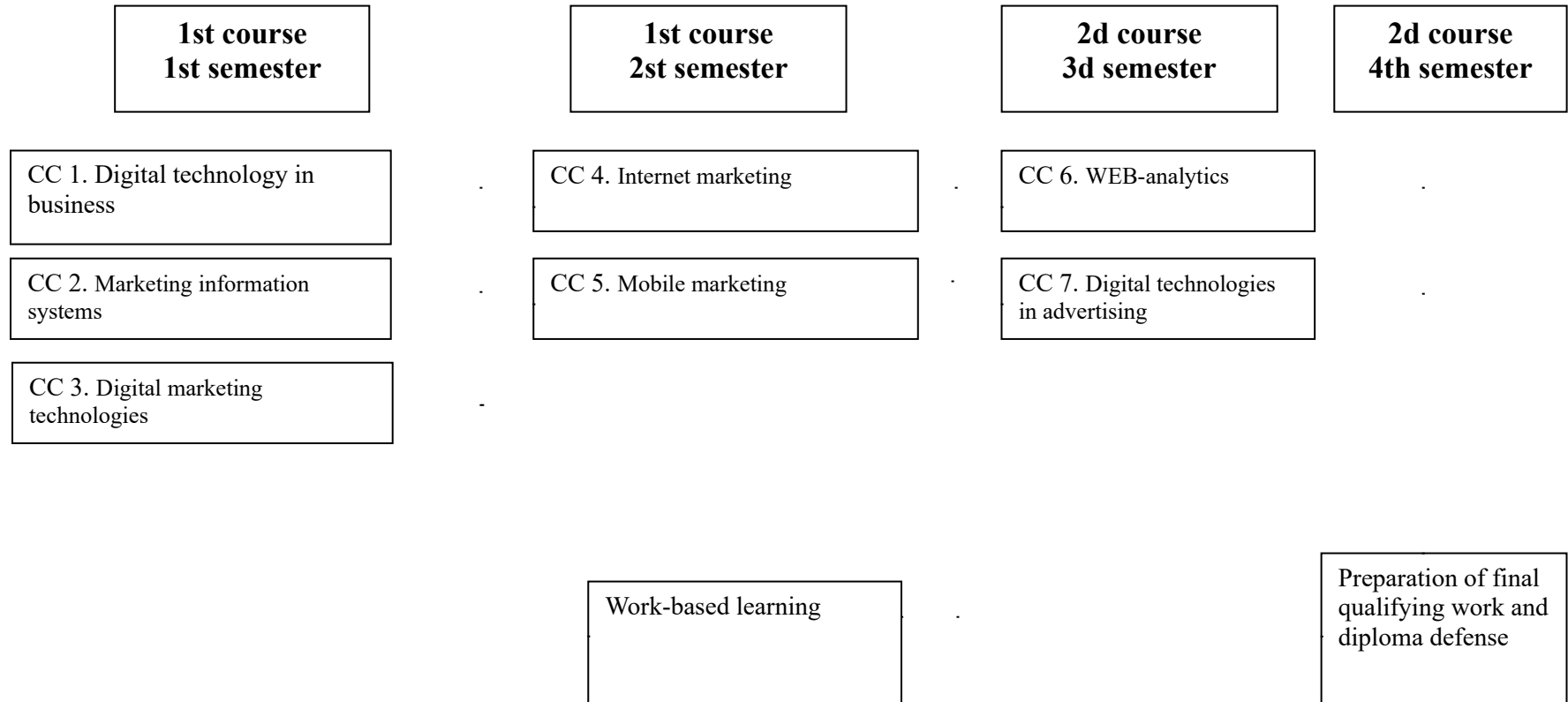
3.2.1. List of the educational program (EP) components

Code	Components of the educational program (academic disciplines, course projects (works), practices, qualifying exam, final qualifying work)	Number of credits
1	2	3
Compulsory components		
Selective components CC 1	Digital technology in business	6
CC 2	Marketing information systems	6
CC 3	Digital marketing technologies	6
CC 4	Internet marketing	7,5
CC 5	Mobile marketing	7,5
CC 6	WEB-analytics	6
CC 7	Digital technologies in advertising	6
The total amount of compulsory components		45
Optional components		
OC 1	Audio & Video Production	6
OC 2	Business engineering	6
OC 3	Brand management	6
OC 4	Commercial law	6
OC 5	Consumer law	6
OC 6	Corporate public relations	6
OC 7	Marketing analysis	6
OC 8	Marketing information systems	6
OC 9	Media design	6
OC 10	Risks in marketing	6
OC 11	Change management	6
OC 12	Consumer loyalty management	6
The total amount of optional components		24
Work-based learning		
	Work-based learning	9
Certification		
	Preparation of final qualifying work and defense	12

TOTAL VOLUME OF THE EDUCATIONAL PROGRAM	90
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For all components of the educational program, the form of final control is an exam.

3.2.2. Structural and logical scheme of the educational program



3.3. Forms of certification of applicants for higher education

Certification of masters in marketing is carried out in the form of public defense of the final qualification work.

The final qualification work should involve solving a complex specialized task or problem in the field of modern marketing, involving research and / or innovation and characterized by uncertainty of conditions and requirements.

The final qualifying work should not contain academic plagiarism, including incorrect text borrowing, fabrication and falsification.

The final qualifying work must be published on the official website of the higher education institution, its subdivision or placed in its repository. Publication of the qualifying work containing information with limited access is carried out in accordance with the requirements of current legislation.

3.4.1. Matrix of compliance of program competencies with the compulsory components of the educational program

Components	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7
Competencies							
GC 1	+	+	+	+	+		+
GC 2	+	+	+	+	+		+
GC 3		+		+	+	+	
GC 4	+	+	+	+	+		
GC 5	+		+				+
GC 6			+	+	+	+	
GC 7	+	+		+	+		
GC 8	+	+	+				
PC 1		+	+	+	+	+	+
PC 2			+	+	+	+	+
PC 3		+	+	+	+	+	+
PC 4			+	+	+	+	+
PC 5						+	
PC 6	+	+	+	+			
PC 7		+	+				
PC 8	+	+	+				
PC 9		+	+	+	+	+	
PC 10		+	+	+			
PC 11	+	+	+			+	

3.4.2. Matrix of correspondence of program competences with the optional components of the educational program

Components	OC1	OC2	OC3	OC4	OC5	OC6	OC7	OC8	OC9	OC10	OC11	OC12
Competencies												
GC 1		+	+	+	+				+	+	+	
GC 2	+	+	+	+	+	+			+		+	+
GC 3	+			+	+		+	+	+	+		
GC 4	+	+	+	+	+				+	+	+	+
GC 5		+	+	+	+	+					+	+
GC 6	+						+	+		+		
GC 7	+		+	+	+				+			
GC 8	+	+	+	+	+						+	
PC 1			+					+				+
PC 2	+	+				+		+				
PC 3	+		+					+				
PC 4	+	+	+	+	+	+		+	+		+	+
PC 5	+						+	+		+	+	
PC 6		+	+									
PC 7	+						+		+		+	
PC 8			+				+	+		+		
PC 9			+					+			+	+
PC 10	+		+					+				+
PC11	+		+	+	+				+	+	+	

3.5.1. Matrix for providing program learning outcomes with relevant compulsory components of the educational program

Components Program learning outcomes	Components						
	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7
P 1		+	+	+	+	+	+
P 2	+		+				
P 3		+				+	
P 4		+	+	+	+	+	
P 5		+	+	+	+		
P 6	+	+	+				
P 7	+	+	+				
P 8			+	+	+		+
P 9	+		+	+	+		
P 10	+	+	+				
P 11		+				+	
P 12	+	+	+			+	
P 13	+	+	+				
P 14	+	+	+	+	+		
P 15						+	+

3.5.2. Matrix for providing program learning outcomes with relevant optional components of the educational program

Components Program learning outcomes	Components											
	OC 1	OC 2	OC 3	OC 4	OC 5	OC 6	OC 7	OC 8	OC 9	OC 10	OC 11	OC 12
P 1	+	+	+					+	+	+		+
P 2	+	+	+			+			+		+	+
P 3	+	+					+	+		+		+
P 4	+		+								+	
P 5	+		+			+			+			+
P 6	+	+	+								+	
P 7		+						+				
P 8	+		+	+	+	+					+	+
P 9	+	+							+	+		+
P 10	+		+	+	+					+		
P 11	+						+	+				

P 12			+					+		+	+	
P 13			+					+				
P 14	+		+									
P 15				+	+		+	+		+	+	

4. Information about educational components (disciplines) for Digital Marketing specializations 3MICT

INTRODUCTION	2
1. General information	3
1.1. Name and address.....	3
1.2. Опис закладу (зокрема тип і статус).....	6
1.3. Academic bodies.....	6
1.4. Academic calendar.....	7
1.5. List of proposed educational programs.....	7
1.6. Admission requirements, including language policy and registration procedures.....	11
1.7. Mechanisms for recognizing credit mobility and prior learning (non- formal and informal).....	11
1.8. ECTS credit allocation policy (institutional credit framework).....	11
1.9. Mechanisms of academic management.....	12
2. Resources and services	12
2.1. Відділ обліку студентів.....	12
2.2. Accommodation conditions.....	13
2.3. Meals.....	13
2.4. The cost of living.....	14
2.5. Financial support for students.....	14
2.6. Medical services.....	17
2.7. Insurance.....	15
2.8. Conditions for students with disabilities and special needs.....	16
2.9. Training equipment.....	16
2.10. Organization of student mobility by educational programs.....	17
2.11. Compulsory and optional "mobility windows".....	20
2.12. Information on types of diplomacy (joint, double, multilateral).....	21
2.13. Consortium / partnership members and their roles.....	22
2.14. Language courses.....	23
2.15. Opportunities for internship.....	23
2.16. On-the-job training.....	25
2.17. Conditions for sports and recreation.....	26
2.18. Student organizations.....	27
3. Educational program (<i>indicating the project manager groups - the guarantor of the educational program</i>).....	28
4. Information about educational components (disciplines)	38