

**3. Educational programme  
in specialty 075 «Marketing»  
(specialisation «Advertising Business»),**

the educational programme guarantor PhD in Psychology,  
Associate Professor of Marketing Department IRYNA L. FEDORYSHYNA

**3.1 Educational programme profile in specialty 075 «Marketing»**

<b>1 – General information</b>	
<b>Full name of IHE and structural unit</b>	Kyiv National University of Trade and Economics, Faculty of Trade and Marketing, Marketing Department
<b>Academic degree and qualification title in the original</b>	Bachelor's Degree specialty «Marketing» specialisation «Advertising Business»
<b>Educational programme title</b>	«Advertising Business»
<b>Qualification title (degree), program credits and duration</b>	Bachelor's degree diploma, single, 240 ECTS credits, training period 3 years and 10 months
<b>Accreditation</b>	Accreditation Certificate issued by the Ministry of Education and Science of Ukraine (Ukraine) for the period of validity until July 1, 2024, based on the order of the Ministry of Education and Science of Ukraine, dated 19.12.2016 № 1565
<b>Cycle/level</b>	National Qualifications Framework of Ukraine – level 6, FQ-EHEA – first cycle, EQF-LLL – level 6
<b>Academic backgrounds</b>	Complete general secondary education
<b>Language(s) of instruction</b>	Ukrainian
<b>Programme duration</b>	Expires on July 1, 2024
<b>Educational programme link</b>	<a href="https://knute.edu.ua">https://knute.edu.ua</a>
<b>2 – Educational programme aim</b>	
Building a system of professional knowledge and practical skills required for an effective solution of assignments in marketing activity and support of advertising businesses' operation. The marketer studies the market, its opportunities, needs and demand, shapes product, pricing, sales and communication policies of an advertising company on the basis of marketing and ensures its competitiveness in the advertising market.	
<b>3 – Educational programme general information</b>	
<b>Subject area (field of study, specialty, specialization (provided it is given))</b>	Field of study 07 «Management and Administration» Specialty 075 «Marketing» Specialisation «Advertising Business»

<b>Educational programme orientation</b>	Educational and professional programme including social and humanitarian, fundamental, and natural science subjects as well as professional and practical training.
<b>Educational and specialisation goals and objectives</b>	Building a professional competence in performing marketing activity at an enterprise of the advertising branch. Keywords: advertising, advertising business, advertising enterprise economy, advertising branch and advertising enterprise management, marketing strategy, marketing planning, media planning, advertising creative, advertising strategies, copywriting, product and price policy.
<b>Specific requirements</b>	Availability of a variable component of professionally-oriented subjects for training in the field of marketing; 2 months of practical training at advertising branch enterprises; final project.
<b>4 – Career opportunities and further learning</b>	
<b>Career opportunities</b>	The graduate is suitable for employment in positions specified by the DK 003: 2010 National Classification of Occupations: assistant to the head of an enterprise (institution, organization); supply chain manager; sales manager; commercial agent; agent of trading; agent of advertising; advertising representative; a trader (business services and advertising); project manager in advertising; commercial enterprise advertising expert; assistant to the head of an advertising enterprise; market research analyst at an enterprise; copywriter.
<b>Further learning</b>	Opportunity to enrol in the following programmes: FQ-EHEA second cycle, QQ-LLL level 7 and NQF level 7.
<b>5 – Training and assessment</b>	
<b>Teaching and learning</b>	Teaching based on a problem-oriented approach with the use of modern educational technologies and techniques aimed at the development of abilities and motivation of students' interest in the study of the professional cycle subjects.
<b>Assessment</b>	Students' academic performance is assessed according to «Regulations on the evaluation of learning outcomes of students and postgraduate students» and «Regulations on the organisation of the educational process of students» in the following forms: monitoring, written examinations, defence of course works, individual and team research works, qualification examination and certification.
<b>6 – Programme competences</b>	
<b>Integral competence (IC)</b>	Ability to solve complex specialised assignments and practical problems in marketing activity or in the process of learning, which involves the application of certain theories and methods and is characterised by comprehensiveness and ambiguity of conditions.

<p><b>General competences (GCs)</b></p>	<p>GC1. Ability to exercise their rights and responsibilities as a member of society, to realize the values of a civil (free democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine.</p> <p>GC2. Ability to preserve, promote, and increase moral, cultural, scientific values and achievements of the society by understanding the history and development patterns of the subject area, its place in the general system of knowledge about nature and society and in the development of the society, engineering and technologies, to practise various types and forms of exercise for active leisure and healthy lifestyle.</p> <p>GC3. Ability to think abstractly, analyse and synthesize.</p> <p>GC4. Ability to learn and acquire up-to-date knowledge.</p> <p>GC5. Determination and persistence in the assigned tasks and taken responsibilities.</p> <p>GC6. Knowledge in and understanding of the subject area and understanding of the professional activity.</p> <p>GC7. Ability to apply knowledge in practical situations.</p> <p>GC8. Ability to carry out research at an appropriate level.</p> <p>GC9. Skills in the use of information and communication technologies.</p> <p>GC10. Ability to communicate in a foreign language.</p> <p>GC11. Ability to work in a team.</p> <p>GC12. Ability to communicate with other professional group representatives of various levels (experts in other fields of knowledge/types of economic activity).</p> <p>GC13. Ability to work in an international environment.</p> <p>GC14. Ability to act consciously and in a socially responsible way.</p>
<p><b>Professional competences (PCs)</b></p>	<p>PC1. Ability to integrate logically and cohesively the obtained knowledge in the subject area of marketing.</p> <p>PC2. Ability to analyse and generalise the principles of the subject area of up-to-date marketing.</p> <p>GC3. Ability to apply theoretical principles of marketing in order to interpret and forecast the phenomena and processes within a marketing environment.</p> <p>PC4. Ability to perform marketing activities through understanding the essence and content of marketing theory and functional links between its components.</p> <p>PC5. Ability to apply marketing methods, techniques and tools in a correct way.</p> <p>PC6. Ability to conduct marketing research in various fields of marketing activity.</p> <p>PC7. Ability to define the impact of marketing functional areas on the results of the economic activity of market participants.</p> <p>PC8. Ability to establish marketing support for the development of business under the conditions of uncertainty.</p> <p>PC9. Ability to use the set of marketing tools in innovative activities.</p> <p>PC10. Ability to apply marketing information systems when approving marketing decisions and to develop recommendations on their effectiveness improvement.</p> <p>PC11. Ability to analyse the behaviour of market participants and</p>

	<p>define market operating characteristics.</p> <p>PC12. Ability to justify, present, and integrate the results of research in the field of marketing.</p> <p>PC13. Ability to plan and conduct effective marketing activities of a market participant in a cross-functional perspective.</p> <p>PC14. Ability to introduce improvements concerning the functions of marketing activity.</p> <p><i>PC15. Ability to create a high-quality advertising product based on client's marketing strategies.</i></p> <p><i>PC16. Ability to develop measures preventing crisis situations at an advertising enterprise.</i></p> <p><i>PC17. Ability to use information and communication technologies in the marketing activity of an advertising enterprise.</i></p> <p><i>PC18. Ability to design and implement plans and strategies for the development of an advertising enterprise.</i></p> <p><i>PC19. Ability to shape the product, pricing, sales and communication policies of an advertising enterprise on the basis of marketing.</i></p>
<b>7 – Programme learning outcomes</b>	
	<p>PLO1. To demonstrate knowledge and understanding of theoretical foundations and principles of implementing marketing activities.</p> <p>PLO2. To analyse and anticipate market phenomena and processes through the use of fundamental principles, theoretical knowledge and applied skills in conducting marketing activities.</p> <p>PLO3. To apply the acquired theoretical knowledge in order to solve practical problems in the field of marketing.</p> <p>PLO4. To collect and analyse necessary information, to calculate economic and marketing indicators, to justify managerial decisions using a required set of analytical and methodological tools.</p> <p>PLO5. To identify and analyse the key features of marketing systems of various levels as well as behavioural peculiarities of their subjects.</p> <p>PLO6. To define the functional areas of marketing activities of a market participant along with their interactions within a management system, to calculate relevant indicators characterising the impact of the given activities.</p> <p>PLO7. To use digital and information and communication technologies as well as various software required for an adequate marketing activity and a practical use of marketing tools.</p> <p>PLO8. To use innovative approaches in the implementation of marketing activity of a market participant, to be flexible in adapting to the changes in the marketing environment.</p> <p>PLO9. To estimate the risks of implementing marketing activities, to define an uncertainty level within the marketing environment when making managerial decisions.</p> <p>PLO10. To explain the information and ideas about and alternatives to the taken managerial decisions to both experts and laymen in marketing as well as to the structural units representatives of a market participant.</p> <p>PLO11. To demonstrate the skills of using a cross-cutting approach and to perform the marketing functions of a market participant.</p> <p>PLO12. To identify the skills of independent work, flexible</p>

	<p>thinking, open mindset, ability of being both critical and self-critical.</p> <p>PLO13. To take responsibility for the results of their activity, to demonstrate the skills of an entrepreneurial and managerial initiative.</p> <p>PLO14. To perform functional duties in a team and suggest justified marketing solutions.</p> <p>PLO15. To take social responsibility and stay civic-minded in their actions following basic ethic marketing principles, showing respect to cultural diversity and civil-society values and observing human rights and liberties.</p> <p>PLO16. To conform to the requirements for an up-to-date marketer, to strengthen and upgrade their own professional competence.</p> <p>PLO17. To demonstrate the skills of written and verbal professional communication in the national and foreign languages along with a proper use of professional terms.</p> <p>PLO18. To treat in a responsible way moral, cultural, and scientific values and advances of the society in the field of professional marketing.</p> <p><i>PLO19. To collect and analyse the necessary information, to calculate marketing indicators, to justify managerial decisions based on the use of the required set of analytical and methodological tools.</i></p> <p><i>PLO20. To create advertising messages and promotional materials.</i></p> <p><i>PLO21. To build distributor networks; to develop the strategies of differential cooperation with company's clients through the distributors and dealers operating in the market; to use efficient methods of increasing sales of goods and services.</i></p> <p><i>PLO22. To collect and analyse the necessary information, to calculate marketing metrics, to justify managerial decisions based on the use of the required set of analytical and methodological tools.</i></p> <p><i>PLO23. To design a public relations programme.</i></p>
<b>8 – Resource support for programme implementation</b>	
<b>Academic staff</b>	<p>The specialists training bachelors in the educational programme «Advertising Business» are professionally trained and/or well-experienced experts in economics, administration, and communications. All the teaching staff engaged in the educational process have scientific qualifications and academic titles. All of them have signed labour contracts.</p>
<b>Facilities</b>	<p>Academic facilities-student ratio is 4 m<sup>2</sup> per person. 40% of the classrooms are technologically equipped with multimedia units.</p> <p>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.</p>

<b>Informational, teaching and learning materials</b>	<p>There is an access to databases of scientific periodicals in English of the corresponding or related profile (a shared use of the bases by several educational institutions is possible).</p> <p>There is a KNUTE official website containing basic information about its 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): <a href="http://ldn.knute.edu.ua">http://ldn.knute.edu.ua</a></p> <p>The KNUTE Centre for Distance Learning provides teaching materials on the curriculum.</p>
<b>9 – Academic mobility</b>	
<b>National credit mobility</b>	National credit mobility is implemented in accordance with concluded agreements on academic mobility.
<b>International credit mobility</b>	International credit mobility is implemented through the agreements on international academic mobility including Erasmus +, double graduation, long-term international projects entailing students' training and issuing double diplomas, etc.
<b>Training of foreign students</b>	Conditions and characteristics of the educational programme in the context of training foreign citizens: command of the Ukrainian language at a level no lower than B1.

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

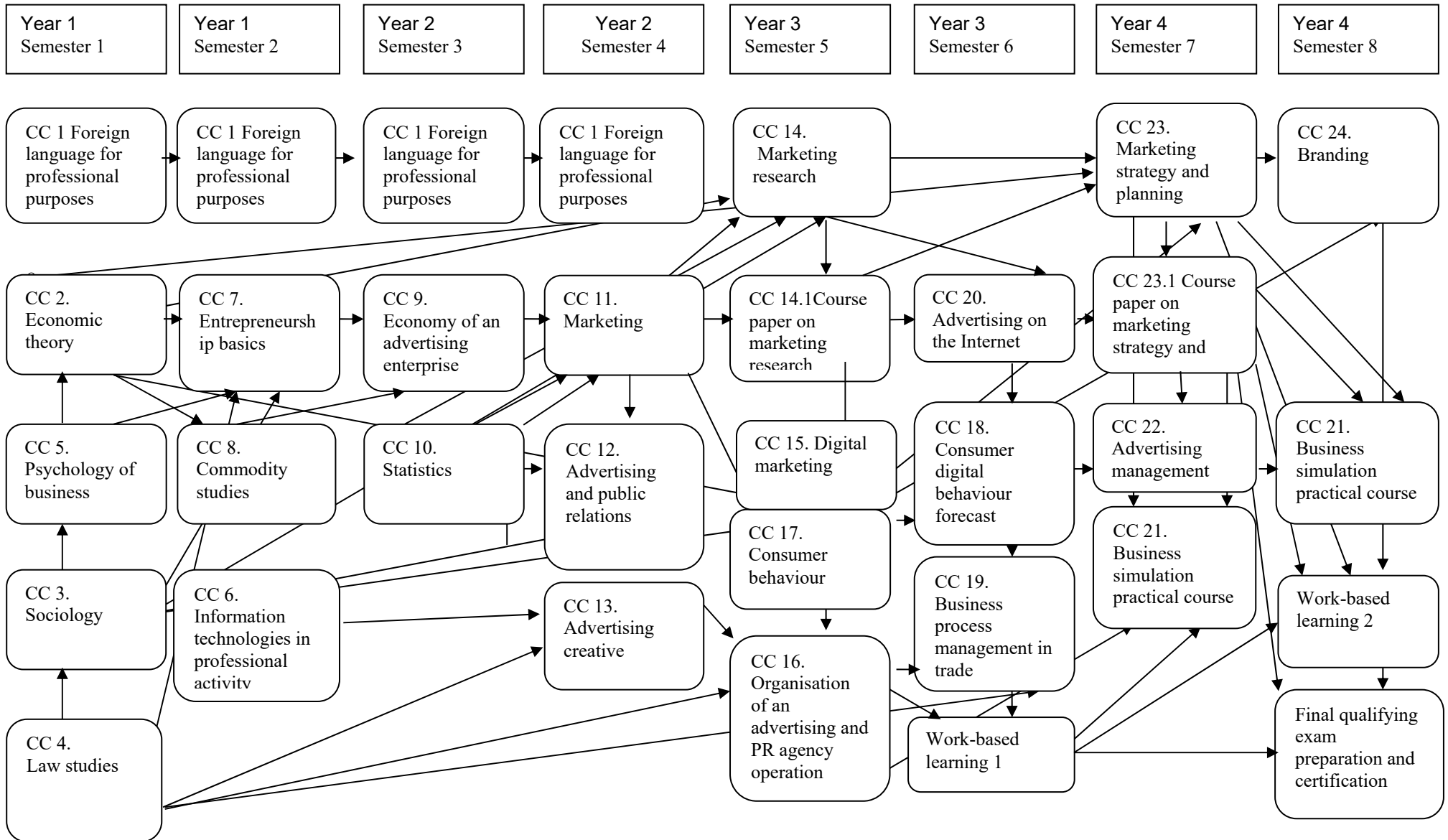
### 3.2.1 List of the EP components

Subject code	The Educational Programme components (courses, course projects (papers), work-based learnings, qualifying examination, final qualification work)	Total credits
1	2	3
<b>EP Compulsory components</b>		
CC 1	Foreign language for professional purposes	24
CC 2	Economic theory	6
CC 3	Sociology	6
CC 4	Law studies	6
CC 5	Psychology of business	6
CC 6	Information technologies in professional activity	6
CC 7	Entrepreneurship basics	6
CC 8	Commodity studies	6
CC 9	Economy of an advertising enterprise	6
CC 10	Statistics	6
CC 11	Marketing	6
CC 12	Advertising and public relations	6
CC 13	Advertising creative	6
CC 14	Marketing research	6
CC 14.1	Course paper on marketing research	
CC 15	Digital marketing	6
CC 16	Organisation of an advertising and PR agency operation	6
CC 17	Consumer behaviour	6
CC 18	Consumers digital behaviour forecast	6
CC 19	Business process management in trade	9
CC 20	Advertising on the Internet	6
CC 21	Business simulation practical course	9
CC 22	Advertising management	6
CC 23	Marketing strategy and planning	6
CC 23.1	Course paper on marketing strategy and planning	
CC 24	Branding	6
<b>Total credits for compulsory components:</b>		<b>180</b>
<b>EP Optional components</b>		
OC 1	Life safety	6
OC 2	Accounting	6
OC 3	Advertising design	6
OC 4	Diplomatic and business protocol and etiquette	6
OC 5	Business negotiating	6
OC 6	Environmental studies	6
OC 7	E-Commerce	6
OC 8	Consumer rights protection	6
OC 9	Event marketing	6
OC 10	Imageology	6
OC 11	Information systems in retail	6

OC 12	Categories and systematics in retail	6
OC 13	Computer graphics in advertising	6
OC 14	Copywriting	6
OC 15	Media planning	6
OC 16	Management	6
OC 17	Organisation of trade	6
OC 18	Psychology of advertising	6
OC 19	Religious studies	6
OC 20	Decision-making systems	6
OC 21	Social responsibility of business	6
OC 22	Social leadership	6
OC 23	Product and pricing policies in advertising business	6
OC 24	Commodity studies. Antiques	6
OC 25	Commodity studies. Plants and flowers	6
OC 26	Commodity studies. Fuels and lubricants	6
OC 27	Commodity studies. Vehicles	6
OC 28	Commodity studies. Civilian weapons	6
OC 29	Trade marketing	6
OC 30	Shop fitting and vending equipment	6
OC 31	Sales management and merchandising	6
OC 32	Philosophy	6
<b>Total credits for optional components:</b>		<b>60</b>
<b>Practical training</b>		
Work-based learning 1		3
Work-based learning 2		6
<b>Total credits for practical training</b>		<b>9</b>
<b>Final assessment</b>		
Final qualifying exam preparation and certification		3
<b>Total credits for final assessment</b>		<b>3</b>
<b>TOTAL NUMBER OF THE EP CREDITS</b>		<b>240</b>

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

### 3.2.2 The EP Structural and Logic Network



### **3.3 Final assessment of graduates**

The final assessment is carried out in the form of a final qualification examination.

The final qualification examination should be aimed at evaluating the achieved learning outcomes defined by the educational programme in the institution of higher education.

### 3.4.1 The programme competences and the EP compulsory components matrix

Components Competences	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8	CC 9	CC 10	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	CC 23	CC 23.1	CC 24
	GC1	+									+													+	+	
GC2	+		+		+			+	+							+		+			+					
GC3		+	+	+		+		+	+			+	+						+				+			
GC4	+	+	+		+	+				+		+				+					+					+
GC5					+		+				+					+				+		+		+		
GC6							+		+	+	+	+		+			+	+		+	+	+	+	+		+
GC7	+			+											+		+						+		+	
GC8						+							+													+
GC9		+											+		+						+		+		+	
GC10	+													+	+		+		+							
GC11							+							+	+		+					+				
GC12	+				+		+			+	+					+								+	+	
GC13	+		+		+																			+		
GC14					+						+						+					+	+			
PC1										+	+	+						+		+		+				
PC2		+							+	+			+		+								+		+	
PC3									+	+						+			+							
PC4									+	+			+		+			+			+			+	+	
PC5									+		+			+	+			+		+			+	+	+	
PC6	+									+			+				+									
PC7														+	+		+			+		+	+	+	+	+
PC8												+	+						+		+	+	+	+		+
PC9		+										+											+			
PC10		+		+		+	+			+			+				+			+			+			+
PC11		+		+		+	+			+						+				+				+		
PC12						+	+			+		+	+	+					+				+		+	
PC13	+	+			+														+			+		+		
PC14		+		+			+		+				+	+					+						+	
PC15																			+			+		+		
PC16								+												+				+		+
PC17												+	+							+	+		+			+
PC18								+		+			+				+						+	+		
PC19					+		+							+			+			+			+	+	+	

### 3.4.2. The programme competences and the EP optional components matrix

Components \ Competences	Components																																							
	OC1	OC2	OC3	OC4	OC5	OC6	OC7	OC8	OC9	OC10	OC11	OC12	OC13	OC14	OC15	OC16	OC17	OC18	OC19	OC20	OC21	OC22	OC23	OC24	OC25	OC26	OC27	OC28	OC29	OC30	OC31	OC32								
GC1	+		+		+	+	+	+	+	+	+	+		+		+	+	+	+		+												+							
GC2	+				+	+	+	+	+	+	+	+		+		+	+	+	+																					
GC3	+	+													+									+																
GC4								+												+														+						
GC5									+										+							+														
GC6													+	+						+		+						+												
GC7	+		+									+								+		+													+					
GC8								+							+					+				+		+			+							+				
GC9		+																					+																	
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GC13								+	+	+	+	+				+	+			+	+													+		+				
GC14	+		+	+		+	+	+				+								+									+											
PC1								+								+					+								+			+								
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PC19		+						+							+			+	+		+	+		+		+		+							+			+	+	

### 3.5.1 The programme learning outcomes and the EP compulsory components matrix

Components Programme learning outcomes	CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9	CC10	CC11	CC12	CC13	CC14	CC14.1	CC15	CC16	CC17	CC18	CC19	CC20	CC21	CC22	CC23	CC23.1	CC24
	PLO1							+				+	+	+		+								+		+
PLO2		+	+	+				+	+	+			+			+	+		+		+			+		
PLO3						+					+			+			+				+			+		
PLO4		+								+		+	+	+			+	+			+					+
PLO5				+					+		+		+				+							+		
PLO6		+		+		+				+				+				+			+	+		+		+
PLO7		+				+				+		+	+	+					+							
PLO8													+								+			+		+
PLO9												+	+	+								+				
PLO10					+	+				+	+										+		+	+		
PLO11		+										+	+	+		+				+		+				
PLO12								+						+	+									+	+	+
PLO13							+							+	+									+	+	
PLO14							+	+							+						+				+	+
PLO15	+		+	+				+																		
PLO16	+					+																				
PLO17	+		+						+								+		+			+				
PLO18					+				+								+			+		+				
<i>PLO19</i>		+								+		+	+	+							+			+		
<i>PLO20</i>																+			+			+				
<i>PLO21</i>				+						+							+					+	+			+
<i>PLO22</i>		+							+				+	+	+		+				+		+	+		
<i>PLO23</i>													+		+			+	+	+	+					

### 3.5.2 Programme learning outcomes and the EP optional components matrix

Competences Programme learning outcomes	OC1	OC2	OC3	OC4	OC5	OC6	OC7	OC8	OC9	OC10	OC11	OC12	OC13	OC14	OC15	OC16	OC17	OC18	OC19	OC20	OC21	OC22	OC23	OC24	OC25	OC26	OC27	OC28	OC29	OC30	OC31	OC32		
	PLO1	+																											+					
PLO2																						+								+		+		
PLO3	+	+						+																										
PLO4		+																							+			+						
PLO5																							+											
PLO6																							+											
PLO7																							+	+	+		+				+		+	
PLO8		+														+							+				+				+			
PLO9																				+													+	
PLO10								+	+			+	+		+	+	+	+	+	+	+					+								
PLO11			+					+														+						+			+			
PLO12														+	+																		+	
PLO13								+	+										+		+						+							
PLO14									+				+						+								+							
PLO15	+		+	+		+	+				+		+	+													+							
PLO16	+							+										+															+	
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<i>PLO20</i>											+	+										+			+					+				
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<i>PLO22</i>		+																					+				+			+		+		+
<i>PLO23</i>																														+		+	+	+

