

3. BACHELOR'S DEGREE STUDY PROGRAMME 'ADVERTISING BUSINESS' IN SPECIALITY D5 MARKETING

Director of the study programme Associate Professor, PhD in Economics,
Associate Professor of the Department of Marketing
Anzhelika M. CHEPELENKO

3.1 Profile of the study programme

1 – GENERAL INFORMATION	
Full name of IHE and structural unit	State University of Trade and Economics, Faculty of Trade and Marketing, Department of Marketing
Academic degree and qualification title in the original	<i>First (Bachelor's degree) cycle of higher education</i> Qualification – Master of Marketing
Field of knowledge	D Business, Administration and Law
Speciality	D5 Marketing
Study programme title	Advertising Business
Restrictions on education forms	No restrictions are in place
Standards conformity	Conforms to the Higher Education Standard of the Ministry of Education and Science of Ukraine (Order No. 1343 of 05.12.2018)
Qualification title (degree), programme credits and duration	Bachelor's degree, single. Study programme credits – 240 ECTS credits. Standard training period – 3 years 10 months
Accreditation	Certificate of Accreditation of the Speciality UD 11015987, valid until 01.07.2026, issued by the Accreditation Commission of the Ministry of Education and Science of Ukraine
Cycle/Level	NQF of Ukraine – level 6, FQ-EHEA – first cycle, EQF-LLL – level 6
Academic backgrounds	Complete general secondary education
Language(s) of instruction	Ukrainian, English
Study programme duration	Valid till the approval of a new study programme edition
Study programme link	https://knute.edu.ua/file/MjkwMjQ=/944c8111f24314df0453211cc6522085.pdf

2 – STUDY PROGRAMME AIM

Training of highly qualified specialists with modern and systematic economic thinking and relevant competences necessary for effective marketing activities and aimed at ensuring the effective operation and sustainable development of advertising business entities taking into account the trends in the development of the advertising industry.

3 – STUDY PROGRAMME DESCRIPTION

Subject area

Object of study and/or activities: marketing activity as an interaction pattern among subjects of market relations aimed at satisfying their economic and social interests.

Aims of training: training bachelors in the field of marketing who will possess contemporary economic thinking and correspondent competences required to carry out an effective marketing activity.

Theoretical content of the field of study: the essence of marketing as a contemporary business management concept; conceptual and categorical framework, principles, functions, concepts of marketing and their historical background; specific character of market subjects in various fields and various markets; marketing activity content; building marketing strategies and shaping management solutions in the field of marketing

Methods, methodologies and techniques: general scientific and special methods, professional methodologies and techniques required for carrying out an effective marketing activity.

Tools and equipment: up-to-date universal and specialized information systems and software used for making and implementing marketing management solutions.

Study programme orientation

A study (educational and professional) and applied programme

Study programme main focus

Building a system of professional knowledge and practical skills necessary for the effective solution of problems in marketing activities taking into account the peculiarities of *advertising business* segments and trends in the development of the advertising industry.

Keywords: advertising, advertising business, advertising enterprise economy, advertising management, marketing and advertising strategies, advertising creative, copywriting, product and price policy.

Programme features

The study programme provides for an interdisciplinary approach to training a Bachelor of marketing in advertising business through a set of educational

components, effective forms and modern teaching methods, involvement of advertising business representatives in the educational process, practical training at enterprises of various ownership forms and advertising agencies, taking into account the formation of an individual learning path of a student who understands the needs of clients, is able to develop and implement marketing and advertising projects aimed at business efficiency, possesses business communication skills based on intensive study of a foreign language for professional purposes and means of communication, which ensures the achievement of a synergistic effect and effective management of marketing and advertising activities, taking into account the specifics of the development of the *modern* advertising business and trends in the evolution of the advertising industry.

It provides in-depth study of modern applied marketing concepts (partial theories) aimed at solving actual problems of the advertising business; methods of analysis; drivers of efficiency and effectiveness; branding, analytics and forecasting tools; digital technologies in marketing; decision-making criteria in the marketing activities of advertising enterprises.

Training at the ‘Business Simulation’ Scientific and Practical Centre; classes based on a virtual trading enterprise using up-to-date software products.

2-month practical training at the enterprises of the advertising branch, final project.

4 – EMPLOYABILITY AND FURTHER LEARNING

Employability

Graduates of the given study programme are eligible for employment in enterprises, institutions, and organisations, or may engage in entrepreneurial activities.

According to the **DK 003:2010** National Classification of Occupations, as amended by Order No. 27751 of the Ministry of Economic Development and Trade of Ukraine dated 13 December 2024:

- 3414 Travel consultants and travel coordinator (Appendix A) (*leisure specialist, conference service specialist, hotel service specialist, tourist service specialist*) (Appendix B)
- 3415 Technical and commercial representatives (Appendix A) (*commercial agent, merchandiser, commercial trader, industrial trader, sales representative*) (Appendix B)
- 3416 Procurement agents
- 3419 Other finance and trade specialists (Appendix A) (*sales coordinator, supply coordinator*) (Appendix B)
- 3429 Commercial services agents and trade brokers (Appendix A) (*advertising agent, advertising representative, salesperson (business*

and advertising services) (Appendix B)

- 3436.1 Assistants to heads of enterprises, institutions and organisations
- 3436.2 Assistants managers of production and other key departments
- 3436.3 Assistants to managers of small enterprises without an administrative body
- 3436.9 Other assistants
- 3439 Interviewing specialist
- 3472 Interviewing specialist (mass media)
- 422 Client communication agents
- 4221 Travel agents
- 5 Specialists in the trade and services sector

Based on the Professional Standard ‘Sales Market Expansion Specialist (Marketer)’ and the DK 003:2010 National Classification of Occupations, as amended by Order of the Ministry of Economic Development and Trade of Ukraine dated 13 December 2024 No. 27751 (item 2419.2 Specialist in Market Expansion (Marketer)) with the NQF level 6, the following professional qualifications and corresponding titles of typical positions may be applied:

Professional qualifications	NQF level	Corresponding titles of typical positions
Marketer	6	Marketer, Marketing Expert, Sales Market Expansion Specialist
Brand-marketer	6	Brand-marketer
Trade-marketer	6	Trade-marketer, Trade Marketing Specialist
Digital Marketer	6	Digital Marketer, Internet Marketer, Digital Marketing Specialist
Targeting Specialist	5	Targeting Specialist
SMM-marketer	5	SMM-marketer, SMM-manager
Marketing Assistant	4	Marketing Assistant

According to Professional Standard ‘Advertising Specialist’ and the DK 003:2010 National Classification of Occupations, as amended by Order of the Ministry of Economic Development and Trade of Ukraine dated 13 December 2024 No. 27751 (item 2419.2 Sales Market Expansion Specialist (Marketer)) with the NQF level 6, the following professional qualifications and corresponding titles of typical positions may be applied:

Professional	NQF	Corresponding titles of typical positions
--------------	-----	---

qualifications	level	
Advertising Specialist	6	2419.2 Advertising Specialist
<p>Based on the current job openings, a Bachelor of marketing is suitable to hold the following positions: advertising manager, advertising specialist, advertising and communications specialist, social media advertising specialist, sales market expansion specialist (marketer), media buyer, creative project manager, PR manager, advertising campaign producer, event marketer, commodity market research analyst.</p>		
<i>Further learning</i>		
<p>The graduates of the given study programme are entitled to continue their education at the third (educational and scientific) level of higher education and acquire additional and supplementary qualifications within the adult education system.</p>		
5 – TRAINING AND ASSESSMENT		
<i>Teaching and learning</i>		
<p>A balanced combination of classroom activities (lectures-discussions, seminars, practical classes in small groups, independent work with information sources, tutorials), distance learning and independent work based on problem-oriented, interactive learning, and self-study.</p>		
<i>Assessment</i>		
<p>The assessment of students' learning outcomes is carried out in accordance with 'The Regulations on Assessment of the SUTE Undergraduate and Postgraduate Students' Learning Outcomes' and provides for the following control measures: current and final assessment, certification.</p> <p>The current assessment is carried out during practical/laboratory classes and it is also based on the results of independent work assignments. It suggests assessing students' theoretical knowledge during seminars and their practical skills acquired while completing laboratory/practical assignments.</p> <p>The final assessment comprises control measures that involve establishing the conformity (measuring, assessing) of the learning outcomes achieved by a student with the requirements of the study programme in terms of the relevant educational component, which is carried out at the university in the form of a credit and an exam.</p> <p>The learning outcomes of SUTE students are assessed on a 100-point scale, where: 60-100 points are the learning outcomes entitling a student to obtain ECTS credits; 0-59 points are unsatisfactory learning outcomes not entitling a student to obtain ECTS credits.</p>		
6 – PROGRAMME COMPETENCES		

<i>Integral competence</i>	
Ability to solve complex specialised assignments and practical problems in marketing activity or in the process of learning, which suggests the application of certain theories and methods and is characterised by comprehensiveness and ambiguity of conditions.	
<i>Transferable competences (TC)</i>	
TC1	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.
TC2	Ability to preserve and increase moral, cultural, scientific values and achievements of the society by understanding the history and development patterns of the field of study, its place in the general system of knowledge about nature and society and in the evolution of the society, engineering and technologies, to practise various types and forms of exercise for active leisure and healthy lifestyle.
TC3	Ability to think abstractly, analyse and synthesize.
TC4	Ability to learn and acquire contemporary knowledge.
TC5	Determination and persistence in the assigned tasks and assumed responsibilities.
TC6	Knowledge in and understanding of the field of study and understanding of the professional activity.
TC7	Ability to apply knowledge in practical situations.
TC8	Ability to carry out research at an appropriate level.
TC9	Skills in the use of information and communication technologies.
TC10	Ability to communicate in a foreign language.
TC11	Ability to work in a team.
TC12	Ability to communicate with other professional group representatives of various levels (experts in other fields of knowledge/types of economic activity).
TC13	Ability to work in an international environment.
TC14	Ability to act in a conscious and socially responsible way.
TC15	Ability to make decisions and act based on the principle of zero tolerance for corruption and any other forms of dishonesty.
<i>Special (professional, subject) competences (SC)</i>	
SC1	Ability to integrate logically and cohesively the obtained knowledge in the subject area of marketing.
SC2	Ability to analyse critically and generalise the principles of the field of study of contemporary marketing.
SC3	Ability to apply theoretical principles of marketing in order to interpret and forecast the phenomena and processes within the marketing

	environment.
SC4	Ability to perform marketing activities through understanding the essence and content of marketing theory and the functional links between its components.
SC5	Ability to apply marketing methods, techniques and tools in an appropriate way.
SC6	Ability to conduct marketing research in various fields of marketing activity.
SC7	Ability to define the impact of marketing functional areas on the outcomes of the economic activity of market participants.
SC8	Ability to establish marketing support for the development of business under the conditions of uncertainty.
SC9	Ability to use the set of marketing tools in innovative activities.
SC10	Ability to apply marketing information systems when approving marketing decisions and to develop recommendations on their effectiveness improvement.
SC11	Ability to analyse the behaviour of market participants and define market operating characteristics.
SC12	Ability to justify, present, and integrate the results of research in the field of marketing.
SC13	Ability to plan and conduct effective marketing activities of a market participant in a cross-functional perspective.
SC14	Ability to introduce improvements concerning the functions of marketing activity.
SC15	<i>Ability to create a high-quality advertising product based on customer-oriented marketing strategies.</i>
SC16	<i>Ability to develop measures to prevent crisis situations at an advertising enterprise.</i>
SC17	<i>Ability to use information and communication technologies in the marketing activity of an advertising enterprise.</i>
SC18	<i>Ability to design and implement plans and strategies for the development of an advertising enterprise.</i>
SC19	<i>Ability to shape the product, pricing, sales and communication policies of an advertising enterprise on the basis of marketing.</i>
7 – PROGRAMME LEARNING OUTCOMES	
LO1	To demonstrate knowledge and understanding of theoretical fundamentals and principles of implementing marketing activities.
LO2	To analyse and anticipate market phenomena and processes through the use of fundamental principles, theoretical knowledge and applied skills in conducting marketing activities.
LO3	To apply the acquired theoretical knowledge in order to solve practical

	problems in the field of marketing.
LO4	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.
LO5	To identify and analyse the key features of marketing systems of various levels as well as behavioural peculiarities of their subjects.
LO6	To define the functional areas of marketing activities of a market participant along with their interactions within a management system, and to calculate relevant indicators characterising the impact of the given activities.
LO7	To use digital, information and communication technologies as well as various software required for an adequate marketing activity and a practical use of marketing tools.
LO8	To use innovative approaches while implementing the marketing activity of a market participant, to be flexible in adapting to the changes in the marketing environment.
LO9	To estimate the risks of implementing marketing activities, to define an uncertainty level within the marketing environment when making managerial decisions.
LO10	To interpret the information and ideas about the made managerial decisions and their alternatives to both experts and laymen in marketing as well as to the structural units representatives of a market participant.
LO11	To demonstrate the skills of using a cross-cutting approach and to perform the marketing functions of a market participant.
LO12	To exercise the skills of independent work, flexible thinking, an open mindset, ability to be both critical and self-critical.
LO13	To take responsibility for the results of their activity, to demonstrate the skills of an entrepreneurial and managerial initiative.
LO14	To perform functional duties in a team and suggest justified marketing solutions.
LO15	To take social responsibility and stay civic-minded in their actions following basic ethical marketing principles, showing respect to cultural diversity and civil-society values and observing human rights and liberties.
LO16	To conform to the requirements for a modern-day marketer and to strengthen and upgrade their professional competence.
LO17	To demonstrate the skills of written and verbal professional communication in the national and foreign languages along with a proper use of professional terms.
LO18	To treat in a responsible way the moral, cultural, and scientific values and advances of society in the field of professional marketing.

LO19	<i>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>
LO20	<i>To create advertising messages and promotional materials.</i>
LO21	<i>To build distribution networks; to develop the strategies of differential cooperation with the company's clients through the distributors and dealers operating in the market; to use efficient methods of increasing sales of goods and services.</i>
LO22	<i>To design a public relations programme.</i>
LO23	<i>Develop and implement a marketing policy under the conditions of business processes transformations and unstable competitive environment taking into account international experience in order to achieve strategic goals and effectiveness of the advertising business.</i>
8 – RESOURCE SUPPORT FOR PROGRAMME IMPLEMENTATION	
<i>Academic staff</i>	
<p>The academic staff are fully compliant with the Licensing requirements for carrying out educational activities. To implement the study programme ‘Advertising Business’, there are engaged academic staff who possess scientific degrees and/or academic titles, meet the requirements of the current legislation of Ukraine and have a sufficient level of scientific and professional qualifications.</p> <p>Practitioners, representatives of professional associations and foreign partners are also involved in the educational process.</p> <p>All the academic staff members undergo advanced training and professional development courses every five years.</p>	
<i>Facilities</i>	
<p>The facilities are fully compliant with the Licensing requirements for carrying out educational activities. For the students’ convenience, there is a corporate distance learning system and the ‘MIA: Osvita’ automated educational process management system. The university boasts modern computer classrooms equipped with specialised software, a Business Simulation Training and Research Centre, and a Smart Library. There have been created all conditions for training students with disabilities. Social and domestic facilities are also available at SUTE.</p>	
<i>Information, teaching and learning materials</i>	
<p>An ECTS Information Package is developed for each study programme at the university.</p> <p>Using their personal ‘MIA: Osvita’ account, each student can review and create their own individual plan, view the curriculum, the points obtained for each course, and their class schedule. They can also communicate with other participants of the educational process.</p> <p>Course summaries, course outlines and syllabi, along with assessment criteria for educational components, are available on the corporate distance learning platform.</p>	

The university's electronic repository provides full-text access to SUTE scientific and educational literature, qualification paper manuscripts and doctoral and postdoctoral theses.

For the students' convenience, the university has developed a Catalogue of Academic Courses, according to which students are entitled to choose elective educational components.

9 – ACADEMIC MOBILITY

National credit mobility

National credit mobility is implemented within the framework of memoranda of cooperation between SUTE and other higher education institutions (research institutions) of Ukraine in accordance with the law.

International credit mobility

The university has signed cooperation agreements between SUTE and foreign higher education institutions which provide for partnership exchanges and student training under international programmes and projects within the Erasmus+ programme.

Training of foreign students

Training of foreign students is carried out in accordance with the current legislation requirements.

3.2. LIST OF THE STUDY PROGRAMME COMPONENTS AND THEIR LOGICAL ORDER

3.2.1 List of the SP components

Code	Programme educational components	ECTS credits	Form of control
<i>Compulsory components</i>			
CC 1	Foreign language for professional purposes	24	Credit
CC 2	Economic theory	6	Exam
CC 3	Sociology	6	Exam
CC 4	Law studies	6	Exam
CC 5	Business psychology	6	Exam
CC 6	Information technologies in professional activity	6	Exam
CC 7	Entrepreneurship	6	Exam
CC 8	Commodity studies	6	Exam
CC 9	Economy of an advertising enterprise	6	Exam
CC 10	Management	6	Exam
CC 11	Accounting and taxation	6	Exam
CC 12	Marketing	6	Exam
CC 13	Advertising	6	Exam
CC 14	Marketing research	6	Exam
CC 14.1	Course paper on Marketing research		
CC 15	Digital marketing	6	Exam
CC 16	Advertising creative	6	Exam
CC 17	Consumer behaviour	6	Exam
CC 18	Consumer digital behaviour forecast	6	Exam
CC 19	Business process management in trade	9	Exam
CC 20	Internet advertising	6	Exam
CC 21	'Business Simulation' practical course	9	Exam
CC 22	Advertising management	6	Exam
CC 23	Marketing strategy and planning	6	Exam
CC 23.1	Course paper on Marketing strategy and planning		
CC 24	Branding	6	Exam
CC 25	Practical training 1	3	Credit
CC 26	Practical training 2	6	Credit
CC 27	Final qualification exam revision and certification	3	Certification
Total credits for compulsory components		180	

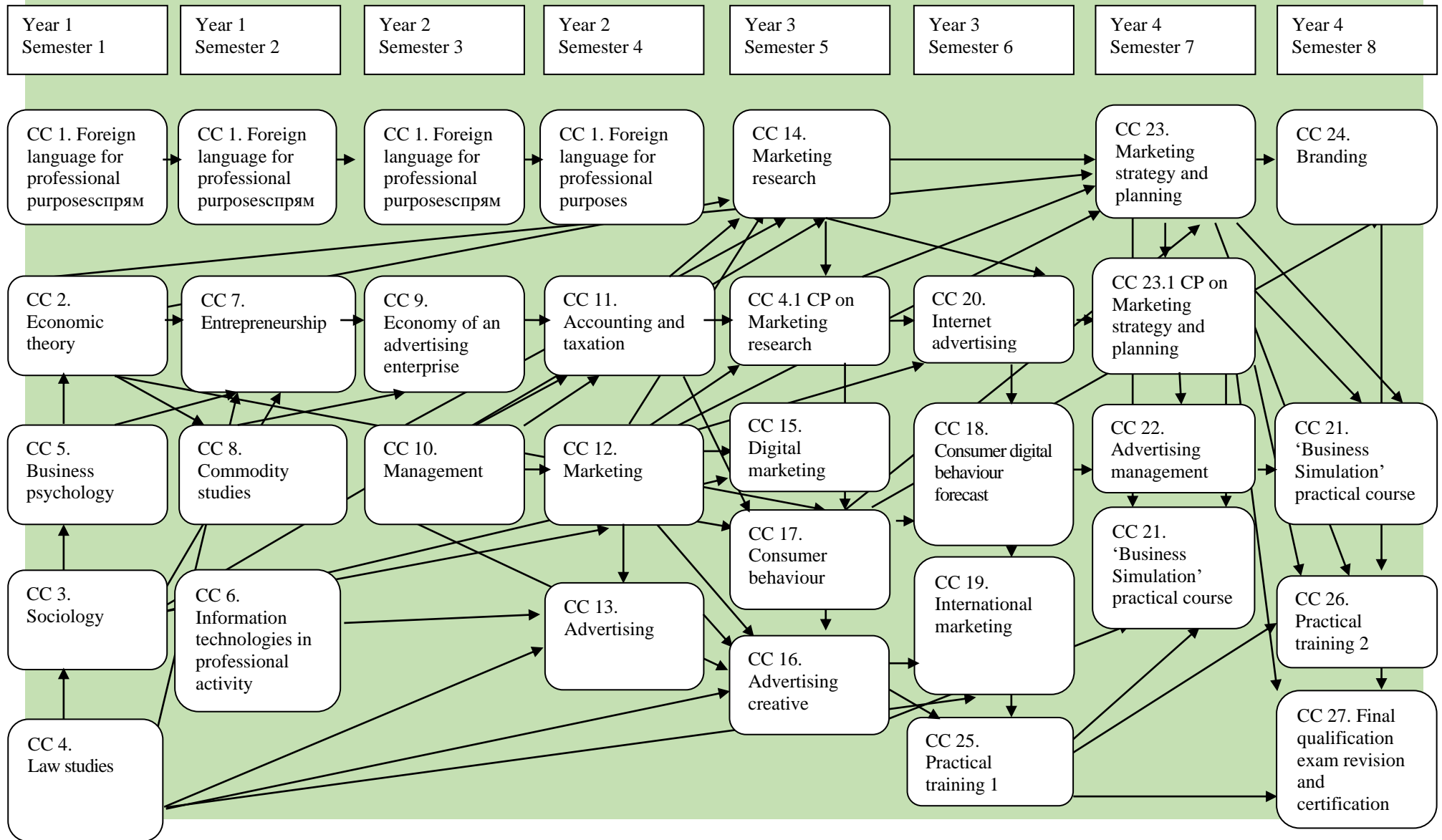
<i>Elective components</i>			
EC 1.	Educational component 1	6	Exam
EC 2.	Educational component 2	6	Exam
EC 3.	Educational component 3	6	Exam
EC 4.	Educational component 4	6	Exam
EC 5.	Educational component 5	6	Exam
EC 6.	Educational component 6	6	Exam
EC 7.	Educational component 7	6	Exam
EC 8.	Educational component 8	6	Exam
EC 9.	Educational component 9	6	Exam
EC 10.	Educational component 10	6	Exam
Total credits for elective components		60	
TOTAL CREDITS FOR THE STUDY PROGRAMME		240,0	

Students choose elective courses through their personal accounts on the ‘MIA: Osvita’ portal. The description and prerequisites of the academic courses are provided in the SUTE Catalogue of Academic Courses.

3.3. CERTIFICATION OF GRADUATES

Certification is carried out in the form of a qualification exam in accordance with the Regulations on the Certification of Undergraduate Students and the Examination Board for Certification at the State University of Trade and Economics No. 45 of 3 February 2022. (<https://knute.edu.ua/file/MjkwNQ==/877b04805c5064af32d94fa1e46bdffb.pdf>). The certification of SUTE graduates is carried out by the Examination Board (EB) after completion of the theoretical and practical parts of the study programme in order to establish the compliance of the level and scope of knowledge, skills and other competences acquired by the student with the requirements of the Higher Education Standard and study programme. The certification is conducted openly and publicly.

3.2.2. The SP structural and logic network



3.4. THE PROGRAMME COMPETENCES AND THE SP COMPULSORY COMPONENTS MATRIX

Competences	Study programme components																													
	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	CC 25	CC 26	CC 27	
TC1	+		+	+	+								+				+	+				+					+	+	+	
TC2	+		+	+	+				+				+				+	+			+	+						+	+	+
TC3		+	+			+	+	+	+	+		+	+	+	+	+	+	+	+		+	+	+	+	+	+	+	+	+	
TC4				+		+				+			+	+	+	+	+	+			+	+	+	+	+	+	+	+	+	
TC5							+	+		+			+	+	+							+		+	+		+	+	+	
TC6		+	+			+	+	+	+	+		+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	
TC7	+	+	+	+		+	+	+		+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	
TC8		+			+		+			+	+	+	+	+	+		+	+	+	+	+	+	+	+	+	+	+	+	+	
TC9		+			+	+	+			+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	
TC10	+				+	+				+	+	+	+				+				+	+	+		+	+	+	+	+	
TC11				+		+				+			+	+	+	+	+				+	+	+	+	+	+		+	+	
TC12		+	+							+			+										+				+	+	+	
TC13	+		+	+	+			+		+	+	+	+				+	+		+	+	+		+	+		+	+	+	
TC14	+		+	+	+	+	+	+		+			+	+	+	+	+	+				+		+	+		+	+	+	
TC15			+	+	+		+			+	+									+									+	
SC1	+					+						+				+	+	+		+		+		+	+	+	+	+	+	
SC2									+			+	+				+					+						+	+	+
SC3		+		+	+	+	+		+	+	+		+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	
SC4						+		+	+	+	+	+	+	+	+	+	+	+		+	+	+		+	+		+	+	+	
SC5		+	+	+		+			+	+			+	+	+	+	+	+			+	+	+	+	+	+	+	+	+	
SC6		+	+				+	+		+	+	+	+	+	+			+	+	+	+	+	+	+	+	+	+	+	+	
SC7		+	+				+	+			+	+	+	+	+			+	+	+	+	+	+	+	+	+	+	+	+	
SC8		+	+				+	+		+			+	+	+					+		+	+	+	+	+		+	+	
SC9						+		+		+	+	+	+			+	+	+		+	+	+		+	+	+	+	+	+	
SC10						+		+		+	+	+	+	+	+	+	+	+	+	+	+	+	+		+	+	+	+	+	
SC11		+				+	+						+	+	+	+	+	+	+		+	+		+	+		+	+	+	
SC12	+	+	+			+	+			+		+	+	+	+	+	+	+		+	+	+	+	+	+	+	+	+	+	
SC13		+	+	+	+	+	+			+	+	+	+	+	+	+	+	+	+	+	+		+	+	+	+	+	+	+	
SC14		+	+		+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	
SC15													+						+		+	+	+					+	+	+
SC16						+				+				+	+					+	+	+	+	+	+	+		+	+	+
SC17						+						+	+			+				+		+	+				+	+	+	
SC18										+				+	+					+		+	+	+	+	+		+	+	+
SC19								+		+		+		+	+				+		+	+	+	+	+	+		+	+	+

3.5. THE PROGRAMME LEARNING OUTCOMES AND THE SP COMPULSORY COMPONENTS MATRIX

Programme learning outcomes	Components																													
	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	CC 25	CC 26	CC 27	
LO1												+					+						+					+	+	+
LO2		+					+		+				+	+	+			+	+		+	+		+	+			+	+	+
LO3								+		+	+	+	+				+			+	+	+		+	+			+	+	+
LO4		+									+		+	+	+			+	+	+	+	+	+	+	+	+		+	+	+
LO5			+				+	+	+			+		+	+				+		+			+			+	+	+	+
LO6														+	+							+						+	+	+
LO7						+							+	+	+	+	+		+		+	+						+	+	+
LO8						+							+			+	+	+				+		+	+	+	+	+	+	+
LO9		+					+							+	+						+		+	+	+	+		+	+	+
LO10					+					+	+	+					+						+		+	+	+	+	+	+
LO11		+	+							+			+										+					+	+	+
LO12				+		+				+			+	+	+	+	+					+	+	+	+	+		+	+	+
LO13							+	+		+			+	+	+								+		+	+		+	+	+
LO14									+	+			+										+					+	+	+
LO15			+	+	+								+					+					+					+	+	+
LO16						+							+	+	+	+							+					+	+	+
LO17	+								+												+		+					+	+	+
LO18	+			+	+				+				+				+	+										+	+	+
LO19										+	+		+	+	+	+			+	+	+	+	+	+	+	+		+	+	+
LO20													+					+		+	+	+					+	+	+	+
LO21				+						+		+				+				+		+		+	+	+		+	+	+
LO22										+								+				+		+	+	+		+	+	+
LO23									+												+			+			+	+	+	+

3.6. LIST OF RECOMMENDED ELECTIVE COMPONENTS

Code	Educational components	ECTS credits
EC 1.	Blogging	6
EC 2.	Advertising design	6
EC 3.	Event marketing	6
EC 4.	Information wars	6
EC 5.	Computer graphics in advertising	6
EC 6.	Copywriting	6
EC 7.	Critical thinking	6
EC 8.	Marketing communications	6
EC 9.	Media planning	6
EC 10.	Organization of the advertising and PR agency activities	6
EC 11.	Direct marketing	6
EC 12.	Psychology of advertising	6
EC 13.	Statistics	6
EC 14.	Soft skills technologies	6
EC 15.	Product and pricing policies in advertising business	6
EC 16.	Trade marketing	6
EC 17.	Communication English tailored course	6

CONTENTS

Introduction

1. General information about the university

- 1.1. Name and address
- 1.2. Description of the institution (type and status)
- 1.3. University administration
- 1.4. Academic calendar
- 1.5. List of study programmes
- 1.6. Admission requirements, language policy and registration procedures
- 1.7. Credit mobility and prior learning (non-formal and informal)
- 1.8. ECTS credit allocation policy (institutional credit framework)
- 1.9. Academic governance mechanisms

2. General information for students

- 2.1. Student Records Office
- 2.2. Accommodation conditions
- 2.3. Catering
- 2.4. Accommodation cost
- 2.5. Student financial support
 - 2.5.1. Student scholarship support
 - 2.5.2. Concessionary dormitory residence fees
 - 2.5.3. Financial support for orphans and children deprived of parental care
- 2.6. Healthcare service
- 2.7. Facilities for students with disabilities and special needs
- 2.8. Educational equipment
- 2.9. Library
- 2.10. Student mobility across study programmes
- 2.11. Higher education institutions partnering with the university
- 2.12. Programmes taught in English
- 2.13. Language courses
- 2.14. Practical training opportunities
- 2.15. Dual education model
- 2.16. Facilities for creative development, sports, and recreation
- 2.17. Student associations

3. Study programme

4. Information about educational components (courses)