

**Ministry of Education and Science of Ukraine
State University of Trade and Economics
Faculty of Trade and Marketing**



INFORMATION PACKAGE

European Credit Transfer System (ECTS)

Field of knowledge	D Business, Administration and Law
Speciality	D5 Marketing
Study programme	Advertising Business
Academic degree	Master

Kyiv 2025

3. STUDY PROGRAMME ‘ADVERTISING BUSINESS’ IN SPECIALITY D5 MARKETING

Director of the Master’s degree study programme
PhD in economics, Associate Professor,
Professor of the Department of Marketing Olena I. ZAITSEVA

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>Second (Master’s degree) cycle of higher education</i> Qualification – Master in 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. 960 of 10.07.2019)
Qualification title (degree), programme credits and duration	Master’s degree, single. Study programme credits – 90 ECTS credits. Standard training period – 1 year 4 months
Accreditation	Certificate of Accreditation of the Speciality UD 11015999, 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 7, FQ-EHEA – second cycle, EQF-LLL – level 7
Academic backgrounds	Bachelor’s degree (NQF – level 6) or a higher level
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/
2 – STUDY PROGRAMME AIM	
Training of competitive, highly qualified marketing experts possessing innovative, critical thinking, transferable and special competences necessary	

for: effective management of marketing activities in the field of advertising business, solving non-standard analytical tasks, producing creative ideas and forming strategic communications using digital technologies

3 – STUDY PROGRAMME DESCRIPTION

Subject area

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

Aims of training: training experts who will possess modern economic thinking and relevant competences required to solve complicated tasks and problems in marketing activity, which involve research and/or innovation and are characterised by uncertainty of conditions and requirements.

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 effective marketing activities.

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

Study programme orientation

A study programme (educational and professional)

Study programme main focus

The programme focuses on training creative leaders for the field of advertising who will be capable of the following: using marketing as a toolkit to increase the value of business, applying relevant legislation and restrictions while building the marketing strategy and tactics of an advertising business entity, choosing and implementing digital technologies in communications and advertising, considering trends and growth potential of the advertising business in the context of globalisation changes.

Keywords: advertising, business, advertising activity, advertising management, marketing communications, digital technologies, advertising business strategies.

Programme features

Availability of a variable component of professionally-oriented courses for training in the field of advertising business; practical training at advertising industry enterprises.

4 – EMPLOYABILITY AND FURTHER LEARNING

Employability

The graduates are trained and suitable for employment in positions according to the following sections in the 009:2020 Classification of economic activities (NACE):

70.21. Activities in the field of public relations (providing consultancy services, management and operational support, including lobbying activities to support companies and other organisations engaged in interaction and public relations).

73.11. Advertising agencies (providing a full range of advertising services either through their own capacities or on a contractual basis, including consultancy, artistic design services in advertising, producing advertising materials, their purchase, namely: 1) creating and conducting advertising campaigns; 2) conducting marketing campaigns and other advertising services to attract and retain customers).

73.20. Market research and public opinion analysis (study of market potential, awareness, product acceptability, popularity of certain goods and services and consumer purchasing habits to promote sales and develop new types of goods and services, including statistical results analysis; study of the public opinion on political, economic and social events, statistical analysis of the outcomes).

82.30. Organising congresses and trade fairs (organising, promoting and/or holding various events, such as business displays, assemblies, conferences and meetings both with or without the staff assigned to the venues).

The graduates are suitable for employment in positions 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:

'12 Heads of enterprises, institutions and organisations':

1233. Marketing Director; Commercial Director; Head of Sales (Marketing); Head of Commercial Department.

1234. Head of Department (Advertising, Public Relations).

'13 Managers of small enterprises with no management team'

1317. Managers of small enterprises with no management team in commercial services

'14 Managers (administrators) of enterprises, institutions, organisations and their structural units'

1474. Communications Technology Manager.

1475. Marketing Manager.

1475.4. Sales Manager; Public Relations Manager.

1476.1. Advertising Manager.

'24 Other professionals'

2419.1. Researcher (marketing); Research Consultant (marketing).

2419.2. Market Expansion Specialist (Marketing Expert), Public and Press Relations Specialist, Commodity Market Research Analyst.

2451.2. Speechwriter; Textwriter (Copywriter).

According to the professional standard 'Advertising Specialist' (Order of the Ministry of Economy of Ukraine No. 81-22 dated 11 January 2022) and according to the DK 003: 2010 National Classification of Occupations, as amended by Order of the Ministry of Economic Development and Trade of Ukraine No. 27751 dated 13 December 2024, the professional qualification 'Advertising Specialist' and the title of the standard position 2419.2 Advertising Specialist may be applied.

Based on current job openings and demand in the labour market, a Master's degree holder (Marketing) is suited to the following positions: Media Agency Director, Creative Director (Creator, Art Director), Head of Marketing Department, Marketing Director, PR Manager (Event Manager, Event Marketer), Advertising Manager, Brand Strategist (Brand Manager), Advertising Campaign Producer, Advertising Analyst, Startup Marketer.

Further learning

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.

5 – TRAINING AND ASSESSMENT

Teaching and learning

Training is carried out through the integration of traditional, innovative, analytical-research and scientific methods:

- traditional (lectures and discussions, practical classes in small and large groups, tutorials);
- innovative (creative and problem-oriented tasks, case-study methods, digests, business games, debates, discussions);
- analytical-research and scientific (writing a final qualification paper, abstracts and conference public speeches, scientific articles, scientific competition papers, grant projects and start-up drafts).

The basic learning strategies are the following: student-centred, problem-oriented, individual path, multi-vector, self-study and scientific research using the university's and partners' resource bases.

Assessment

The ongoing assessment is carried out during practical classes based on the results of independent work in the form of tests, essays, presentations, case studies, individual projects, situational tasks, business games, etc.

The final assessment is carried out in the form of an exam.

Master's degree certification takes the form of a public defence of the qualification paper.

The academic performance is assessed according to 'The Regulations on Assessment of the SUTE Undergraduate and Postgraduate Students' Learning Outcomes' and 'The Regulations on the Organisation of the Students' Educational Process'.

The learning outcomes 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.

6 – PROGRAMME COMPETENCES

Integral competence

Ability to solve complex marketing and advertising assignments during their professional activities or studies, which suggests conducting scientific research and/or implementing innovations and is characterised by ambiguity of conditions and requirements.

Transferable competences (TC)

TC1	Ability to make justified decisions.
TC2	Ability to generate new ideas (creativity).
TC3	Ability to evaluate and ensure the quality of the performed assignments.
TC4	Ability to adapt to and act in new situations.
TC5	Interpersonal skills.
TC6	Ability to search, process and analyse information from various sources.
TC7	Ability to take initiatives and be entrepreneurial.
TC8	Ability to design and manage projects.

Special (professional, subject) competences (SC)

SC1	Ability to integrate logically and cohesively the obtained knowledge of recent theories, methods and techniques in marketing.
SC2	Ability to interpret appropriately the results of the recent research in the field of marketing, as well as their application.
SC3	Ability to perform independent marketing research and to interpret its outcomes.
SC4	Ability to use a creative approach in professional activities.

SC5	Ability to anticipate the marketing activities of a market participant, to perform marketing analysis and forecast.
SC6	Ability to choose and apply the effective methods of managing marketing activities of market participants at the organisation, structural unit, group or network levels.
SC7	Ability to develop and analyse the marketing strategy of a market participant and ways of its implementation in the view of functional links.
SC8	Ability to build the marketing system of a market participant and to assess their operational performance and efficiency.
SC9	Ability to conduct at an appropriate level theoretical and applied research in the field of marketing.
SC10	<i>Ability to use relevant legal regulations and restrictions while developing the marketing strategy and tactics of a market participant in the advertising business.</i>
SC11	<i>Ability to choose and apply digital technologies in advertising activities.</i>
SC12	<i>Ability to consider trends and growth potential of the advertising business in the context of globalisation changes.</i>
7 – PROGRAMME LEARNING OUTCOMES	
O1	To be aware of and be able to use contemporary marketing principles, theories, methods and practical techniques in their professional activity.
O2	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.
O3	To plan and conduct their own research in the field of marketing, to analyse the outcomes of the research and to justify approved, efficient marketing decisions under conditions of uncertainty.
O4	To be able to develop the strategy and tactics of marketing activities in view of the cross-functional nature of their implementation.
O5	To present and discuss the results of scientific and applied research and marketing projects in the national and foreign languages.
O6	To be able to improve the marketing performance of a market participant at various management levels, and to design and manage marketing projects.
O7	To be able to build and improve the marketing system of a market participant.
O8	To use methods of interpersonal communication for solving group

	assignments and participating in negotiations and scientific discussions on marketing.
O9	To understand the nature and peculiarities of using marketing tools when reaching marketing decisions.
O10	To justify marketing decisions at the level of a market participant using contemporary management principles, approaches, methods and techniques.
O11	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.
O12	To evaluate marketing and perform its strategic and day-to-day management in order to design and implement marketing strategies, projects and programmes.
O13	To manage the marketing activity of a market participant as well as that of its structural units, groups and networks, to define the evaluation criteria and indicators.
O14	To establish a marketing cooperation system and to build long-standing win-win relationships with other market participants.
O15	To collect necessary data from various sources, to process and analyse their outcomes using contemporary methods and specialised software.
O16	<i>To use relevant legal regulations and restrictions while developing the marketing strategy and tactics of a market participant in the advertising business</i>
O17	<i>To choose and apply digital technologies in advertising activities.</i>
O18	<i>To consider trends and growth potential of the advertising business in the context of globalisation changes.</i>
8 – RESOURCE SUPPORT FOR PROGRAMME IMPLEMENTATION	
<i>Academic staff</i>	
<p>The academic staff are fully compliant with 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. 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>	
The facilities are fully compliant with 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, 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.

Information, teaching and learning materials

To implement the study programme, the technological requirements for teaching, methodological and information support of educational activities have been fully complied with. The SUTE official website contains basic information about the university activities (structure, licenses and certificates of accreditation, educational/scientific/publishing/attestation (scientific staff) activities, training and scientific structural units and their composition, the list of courses, admission rules, contact information): <https://knute.edu.ua/>. An ECTS Information Package is developed to support each study programme at the university. Using their personal 'MIA: Osvita' accounts, students can view their own individual plans and curricula, the points obtained for each course, and their class schedules. They can also communicate with other participants of the educational process. Course summaries, outlines, and syllabi, along with assessment criteria for educational components, are available on the corporate distance learning platform <https://cdn.knute.edu.ua/>. 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

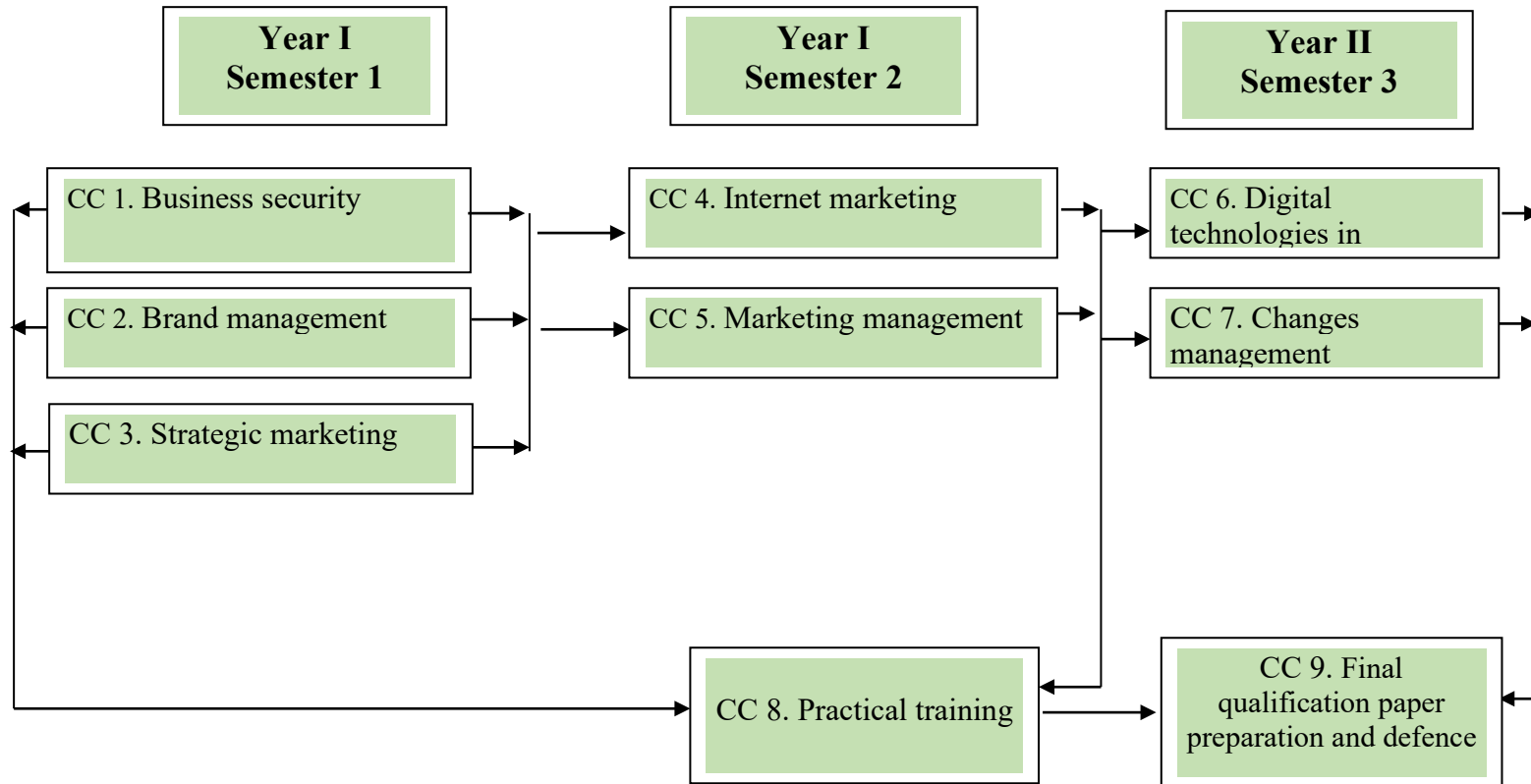
Code	Programme educational components	ECTS credits	Form of control
<i>Compulsory components</i>			
CC 1.	Business security	6	Exam
CC 2.	Brand management	6	Exam
CC 3.	Strategic marketing (taught in English)	6	Exam
CC 4.	Internet marketing	7,5	Exam
CC 5.	Marketing management	7,5	Exam
CC 6.	Digital technologies in advertising	6	Exam
CC 7.	Changes management	6	Exam
CC 8.	Practical training	9	Credit
CC 9.	Final qualification paper preparation and defence	12	Defence
Total credits for compulsory components		66	
<i>Elective components</i>			
EC1.	Elective educational component 1	6	Exam
EC 2.	Elective educational component 2	6	Exam
EC 3.	Elective educational component 3	6	Exam
EC 4.	Elective educational component 4	6	Exam
Total credits for elective components		24	
TOTAL CREDITS FOR THE STUDY PROGRAMME		90,0	

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 Forms of certification

Master’s certification is carried out in the form of a public defence of a final qualification paper. The final qualification paper should suggest solving a complex, specialised assignment or practical situation in the field of marketing and advertising, which requires research and/or innovation and is characterised by uncertainty of conditions and requirements. The final qualification paper must not contain academic plagiarism, incorrect copied texts, fabricated and false information. The final qualification paper should be published in the SUTE repository.

3.2.2 The SP structural and logic network



3.4. THE PROGRAMME COMPETENCES AND THE SP COMPULSORY COMPONENTS MATRIX

	CC 1.	CC 2.	CC 3.	CC 4.	CC 5.	CC 6.	CC 7.	CC 8.	CC 9.
TC1	+	+	+	+	+	+	+	+	+
TC2		+	+	+	+	+	+	+	+
TC3		+	+		+			+	+
TC4	+	+	+	+	+		+	+	+
TC5		+		+			+	+	+
TC6			+	+	+		+	+	+
TC7								+	+
TC8		+	+	+	+		+		+
SC1		+		+	+	+	+	+	+
SC2		+	+	+	+	+	+	+	+
SC3			+	+	+		+	+	+
SC4			+	+	+	+	+	+	+
SC5		+	+	+	+		+	+	+
SC6	+	+	+	+	+	+	+	+	+
SC7		+	+	+	+		+	+	+
SC8		+	+	+	+	+	+	+	+
SC9		+		+	+	+	+	+	+
SC10	+				+				+
SC11			+	+	+	+			+
SC12	+	+	+	+	+		+		+

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

	CC 1.	CC 2.	CC 3.	CC 4.	CC 5.	CC 6.	CC 7.	CC 8	CC 9
O1		+			+	+		+	+
O2		+		+	+	+	+	+	+
O3			+						+
O4			+		+		+		+
O5					+				+
O6		+		+	+		+		+
O7			+		+				+
O8							+	+	+
O9				+	+	+		+	+
O10		+	+		+				+
O11			+					+	+
O12			+		+		+		+
O13		+	+		+				+
O14		+		+					+
O15			+	+	+		+	+	+
O16	+				+				+
O17			+	+	+	+			+
O18	+	+	+	+	+		+		+

3.6. LIST OF RECOMMENDED ELECTIVE COMPONENTS

Code	Educational components	ECTS credits
EC 1.	Business engineering	6
EC 2.	Information wars	6
EC 3.	Corporate law	6
EC 4.	Marketing analysis	6
EC 5.	Advertising and media management	6
EC 6.	Marketing risks	6
EC 7.	Customer loyalty management	6

CONTENTS

Introduction

1. General information about the university

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- 1.2. Description of the institution (type and status)
- 1.3. University administration
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- 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)
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2. General information for students

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- 2.2. Accommodation conditions
- 2.3. Catering
- 2.4. Accommodation cost
- 2.5. Student financial support
 - 2.5.1. Student scholarship support
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3. Study programme

4. Information about educational components (courses)