

## EDUCATIONAL PROGRAM ADVERTISING

<b>1 – GENERAL INFORMATION</b>	
<b>Full name of IHE and structural unit</b>	State University of Trade and Economics Faculty of Trade and Marketing Department of Journalism and Advertising
<b>Academic degree and qualification title in the original</b>	Second (Master's degree) level of education Qualification – Master’s degree in Journalism
<b>Field of study</b>	S Social Sciences, Journalism, Information and International Relations
<b>Specialty</b>	C7 Журналістика
<b>Name of educational programme</b>	Advertising
<b>Restrictions on forms of education</b>	No restrictions are in place
<b>Compliance with the standard of higher education of the Ministry of Education and Science of Ukraine</b>	Complies with the standard of higher education of the Ministry of Education and Science of Ukraine (Order No. 994 dated 08.11.2022) )
<b>Qualification Title (Degree), programme credits and duration</b>	Master’s degree, single. Educational and professional programme scope – 90 ECTS credits. Standard training period: 1 year 4 months
<b>Accreditation</b>	Certificate of Accreditation for the specialty UD11017009, valid until 01.07.2025, issued by the Accreditation Commission of the Ministry of Education and Science of Ukraine.
<b>Cycle/ Level</b>	EQF of Ukraine – 7 level, FQ-EHEA- second cycle, EQF-LLL- 7 level
<b>Academic Background</b>	Bachelor’s Degree (EQF – 6 level) or higher level
<b>Language(s) of instruction</b>	Ukrainian, English
<b>Programme duration</b>	Till the approval of the new edition of the educational and professional programme
<b>Educational Programme Link</b>	<a href="https://knute.edu.ua">https://knute.edu.ua</a>
<b>2 – EDUCATIONAL PROGRAMME AIM</b>	
Training of highly qualified specialists who possess professional knowledge and practical skills necessary for effectively solving tasks related to the creation of journalistic products, conducting journalistic investigations, developing	

advertising messages, and carrying out advertising activities. An advertiser researches applied social communications, determines advertising strategies in competitive conditions, prepares proposals for the advertising promotion of goods and services, develops original layouts for advertisements and other communication messages, and identifies advertising placement opportunities.

### **3 – ХАРАКТЕРИСТИКА ОСВІТНЬОЇ ПРОГРАМИ**

#### ***Предметна область***

***Object of study and/or activity:*** the regularities of the functioning of journalism in its various manifestations, types, forms, technologies, and areas of use (journalism itself, publishing activities, editing, media communications, media production, advertising, public relations, etc.) in retrospective, current, and prospective dimensions.

***Goals of training:*** to acquire the ability to solve research and/or innovative tasks in the field of journalism.

***Theoretical content of the subject area:*** communication processes in society (journalistic, publishing, advertising, and other activities) and their representation in a wide range of media products; typology, structure, and social functions of modern communication technologies; media in the system of social governance and self-organization of society; media influences on mass consciousness at global, regional, and local levels.

***Methods, methodologies, and technologies:*** collection, processing and analysis/verification of factual information, typology and classification of studied objects; content analysis of media products; monitoring the representation of social processes in the media; methodologies for diagnostics, expertise, and forecasting; communication technologies; modern digital technologies.

***Tools and equipment:*** Modern computer technology and multimedia equipment, information and library resources, as well as specialized software used for data processing and visualization in various areas of journalistic activity.

#### ***Educational programme orientation***

Educational and professional, applied

#### ***Educational programme main focus***

Formation of professional competencies necessary for creating and managing media institutions, managing advertising activities of companies, researching applied social communications, developing media products, and applying innovative communication technologies in the field of journalism and advertising.

***Keywords:*** media communications, media product, advertising, digital advertising technologies.

#### ***Programme features***

The educational program ensures the ability to solve tasks in the field of journalism, particularly in advertising and media management, creation of media products, application of digital advertising technologies, and studying the

advertising influence on the consciousness and behavior of recipients through practical training in media studios and enterprises of all types.

## **CAREER OPPORTUNITIES AND FURTHER LEARNING**

### *Career opportunities*

Graduates of this educational and professional program can be employed in enterprises, institutions, and organizations.

According to the State Classification of Professions DK 003:2010 with amendments approved by the order of the Ministry of Economic Development and Trade of Ukraine dated February 15, 2019, No. 259:

- 1210 Managers of enterprises, institutions, and organizations
- 1234 Managers of advertising and public relations departments
- 1238 Project and program managers
- 2419.2 Professionals in the field of marketing, business efficiency, production rationalization, intellectual property, and innovative activities
- 2451 Journalist, writer, editor, film advertising editor, scientific editor, artistic editor, reviewer, correspondent, special correspondent, responsible announcer, editorial board member, program host.

### *Further learning*

Graduates have the right to continue their studies at the third (educational and scientific) cycle of higher education. Acquisition of additional qualifications in the system of postgraduate education.

## **5 – TEACHING AND ASSESSMENT**

### *Teaching and learning*

A balanced combination of classroom activities (lecture-discussions, seminar sessions, practical classes in the form of role plays, case studies, group projects, independent work with information sources, consultations with instructors), distance learning, and self-study based on problem-oriented, interactive learning, and self-learning.

<i>Assessment</i>	
<p>The evaluation of students' learning outcomes is carried out in accordance with the "Regulations on the Assessment of Learning Outcomes of Students and Postgraduates at DTEU" and includes the following control measures: current and final assessments, and certification. Current assessment is conducted during practical/laboratory classes and based on the results of independent work assignments. It involves evaluating students' theoretical preparation during seminar sessions and the practical skills acquired while completing laboratory/practical tasks. Final assessment consists of control measures that establish the conformity (measurement, evaluation) of the learning outcomes achieved by a person with the requirements of the educational program in relation to the corresponding educational component. This is carried out at the university in the form of credit and examination. Students' learning outcomes at DTEU are evaluated on a 100-point scale, where: 60-100 points indicate satisfactory learning outcomes that grant the student the right to earn ECTS credits; 0-59 points indicate unsatisfactory learning outcomes that do not grant the student the right to earn ECTS credits.</p>	
<b>6 – PROGRAMME COMPETENCIES</b>	
<i>Integral competence</i>	
The ability to solve research and/or innovative tasks in the field of journalism.	
<i>General competence (GC)</i>	
GC01	The ability for abstract thinking, analysis, and synthesis.
GC02	The ability to plan and manage time.
GC03	The ability to generate new ideas (creativity).
GC04	The ability to communicate in a foreign language, both orally and in writing.
GC05	The ability to search, process, and analyze information from various sources.
GC06	The ability to make informed decisions.
GC07	The ability to develop projects and manage them.
GC08	The ability to communicate with representatives of other professional groups at various levels.
GC09	The ability to evaluate and ensure the quality of work performed.
<i>Special (professional, subject) competencies (SC)</i>	
SC01	The ability to use specialized conceptual knowledge in the theory and history of journalism, as well as the latest technological advancements to address research and/or innovative tasks in the field of journalism.
SC02	The ability to critically reflect on issues in journalism and related interdisciplinary problems.
SC03	The ability to make effective decisions in the field of journalism.

SC04	The ability to manage working or educational processes in journalism that are complex, unpredictable, and require new strategic approaches.
SC05	The ability to clearly and unambiguously communicate one's conclusions on journalism issues, as well as the knowledge and explanations that support them, to specialists and non-specialists, including learners.
SC06	The ability to integrate knowledge and solve complex journalism tasks in broad and/or multidisciplinary contexts, under conditions of incomplete or limited information while considering aspects of social and ethical responsibility.
SC07	The ability to ensure and evaluate the strategic development of a team.
<i>Special (professional, subject) competencies (SC)</i>	
SC01	Make effective decisions on journalism issues, including under conditions of multiple criteria, incomplete or conflicting information and requirements.
SC02	Analyze and evaluate the potential impact of technology development on the current state and development of journalism.
SC03	Conduct collection, integrated analysis, and generalization of materials from various sources, including scientific and professional literature, databases, and verify their validity using modern research methods.
SC04	Communicate fluently in state and foreign languages both orally and in writing for discussing professional activities, research findings, and innovations, as well as searching for and analyzing relevant information.
SC05	Generate new ideas and use modern technologies in the creation of media products.
SC06	Assess the reliability of information and the credibility of sources, effectively process and utilize information for scientific research and practical activities.
SC07	Engage in discussions on complex communication problems, offering and justifying solutions.
SC08	Use advanced knowledge and methodologies during the research of activities and the creation of new media institutions.
SC09	Conduct comparative analysis of legislative frameworks and the activities of specific media institutions in Ukraine and European Union countries.
SC10	Possess practical skills in solving problems related to the organization of new media establishments and institutions.

SC11	Productively participate in the development of regulatory documents governing activities in all areas of journalism, justify the societal need for their adoption, and forecast the outcomes of their impact on society.
SC12	Develop and implement innovative and research projects in journalism, considering legal, social, economic, and ethical aspects.
SC13	Organize the team's work, ensure the professional development of its members, and achieve set goals.
<b>8-RESOURCE SUPPORT FOR PROGRAMME IMPLEMENTATION</b>	
<i>Academic staff</i>	
Fully complies with the licensing requirements for educational activities. The implementation of the educational and professional program "Advertising" is carried out by scientific and pedagogical staff with academic degrees and/or academic titles who meet the requirements of current legislation of Ukraine and possess a sufficient level of scientific and professional qualifications. Practicing specialists are also involved in the educational process. All scientific and pedagogical staff undergo internship/retraining every five years.	
<i>Material and technical support</i>	
Fully complies with the licensing requirements for educational activities. For the convenience of higher education students, a corporate distance learning system and an automated educational process management system "MIA: Education" are in operation. The university is equipped with modern computer classrooms with specialized software, a Smart library, and has a laboratory for advertising and media technologies. All conditions have been created for the education of individuals with disabilities. There is a social and domestic infrastructure at DTEU.	
<i>Informational, teaching and learning materials</i>	
An Information Package for each educational program is developed at the university. Each student can view and create their own individual plan, access the curriculum, check earned grades for courses, view the schedule, and communicate with participants in the educational process through their personal account in the Automated Educational Process Management System "MIA: Education." Programs, course outlines, syllabi, and assessment criteria for educational components are available on the corporate distance learning platform. The university's electronic repository provides full-text access to scientific and educational literature from DTEU, as well as manuscripts of qualification works and dissertations for obtaining academic degrees. For the convenience of higher education students, the university has developed a Catalog of Educational Disciplines, according to which students have the right to choose elective educational components.	
<b>9 – ACADEMIC MOBILITY</b>	
<i>National credit mobility</i>	
National credit mobility is carried out within the framework of agreements on	

cooperation between DTEU and other higher education institutions (research institutions) in Ukraine in accordance with legislation.

***International credit mobility***

The university has established cooperation agreements between DTEU and foreign higher education institutions, within which student exchange and learning are conducted through international programs and projects under the Erasmus+ program.

***Training of foreign students***

Carried out in accordance with the requirements of current legislation.

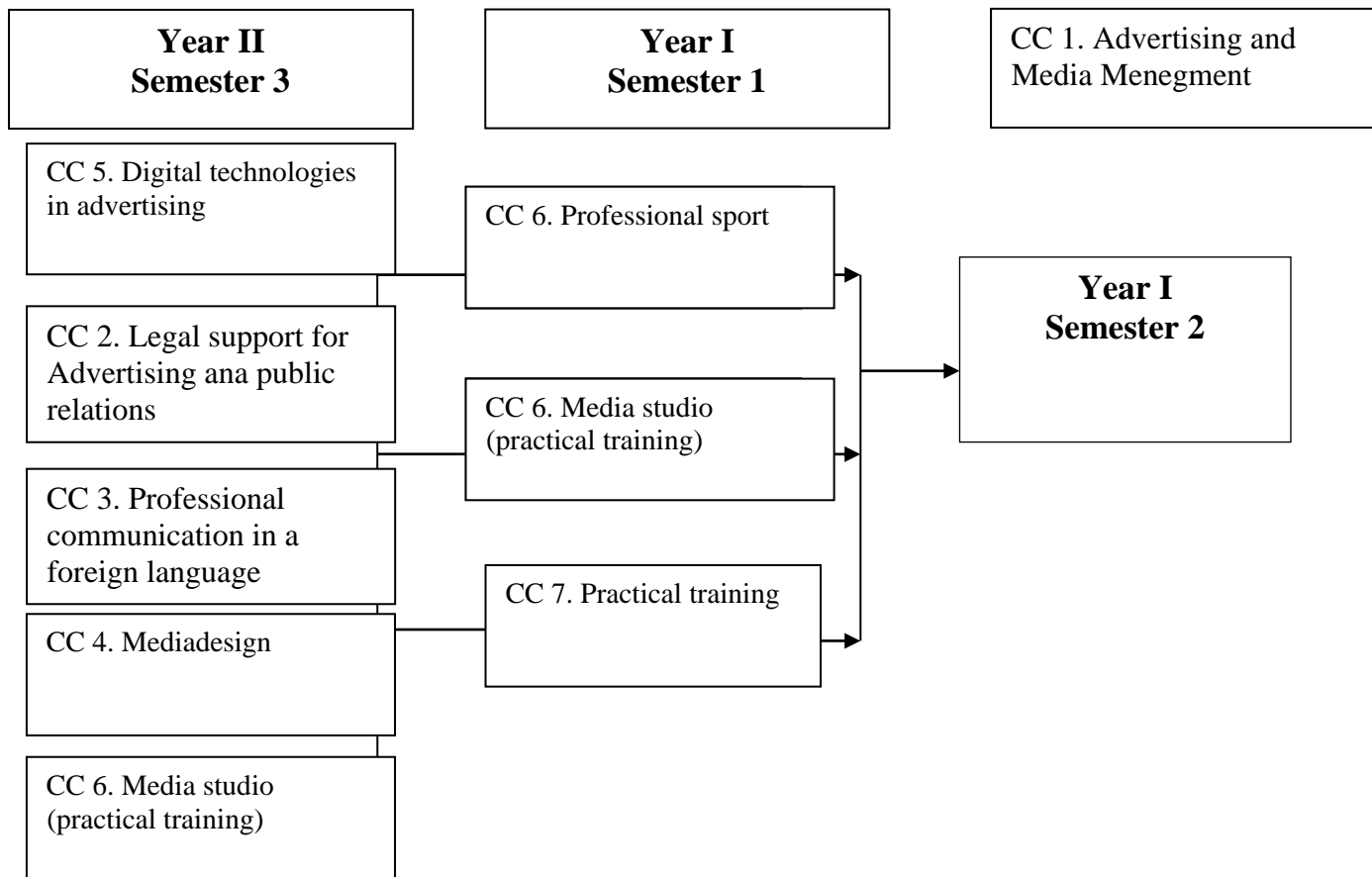
## LIST OF THE EDUCATIONAL PROGRAMME COMPONENTS AND THEIR LOGICAL ORDER

### 2.1. List of the OP components

Code	Programme educational components	ECTS credits	Form of control
<i>Compulsory components (CC)</i>			
CC 1	Advertising and mediamanagement	6	Exam
CC 2	Legal support of advertising and public relations	6	Exam
CC 3	Foreign language professional communication	6	Exam
CC 4	Mediadesign	6	Exam
CC 5	Digital technologies in advertising	6	Exam
CC 6	Media Studies (Practical Training)	15	Credit
CC 7	Practical Training	9	Credit
CC 8	Preparation of Qualification Work and Defense	12	Defense
<b>Total credits for compulsory components</b>		<b>66</b>	
<i>Elective components (EC)</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	6	Exam
<b>Total credits for selected components</b>		<b>24</b>	
<b>TOTAL NUMBER OF THE EP CREDITS</b>		<b>90</b>	

Higher education applicants choose elective courses through the personal account of the 'MIA: Osvita' portal. The description of academic disciplines and their prerequisites are presented in the SUTE Catalogue of Academic Courses

## 2.2. The EP structural and logic network



## 3. CERTIFICATION OF GRADUATES

The assessment is conducted in the form of a public defense of the qualification work. The qualification work should address a research and/or innovative problem in the field of journalism. The qualification work in the educational and professional program can be of two types: a research (scientific) paper or a practical project. The qualification work must not contain academic plagiarism, fabrication, or falsification. The qualification work must be published on the official website of the higher education institution or its division.

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#### 4. THE PROGRAMME COMPETENCES AND THE EP COMPULSORY COMPONENTS MATRIX

Components / Competences	CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8
<b>GC01</b>	+	+		+	+	+	+	+
<b>GC02</b>	+			+	+	+	+	+
<b>GC03</b>	+	+		+	+	+	+	+
<b>GC04</b>	+	+	+	+		+	+	+
<b>GC05</b>	+	+	+	+	+	+	+	+
<b>GC06</b>	+	+	+	+	+	+	+	+
<b>GC07</b>	+	+		+	+	+	+	+
<b>GC08</b>	+			+	+	+	+	+
<b>GC09</b>	+	+		+	+	+	+	+
<b>SC01</b>	+	+		+	+	+	+	+
<b>SC02</b>	+	+	+	+		+	+	+
<b>SC03</b>	+	+	+	+	+	+	+	+
<b>SC04</b>	+		+		+	+	+	+
<b>SC05</b>	+	+		+	+	+	+	+
<b>SC06</b>	+	+		+	+	+	+	+
<b>SC07</b>	+				+	+	+	+

**5. THE PROGRAMME LEARNING OUTCOMES AND THE EP  
COMPULSORY COMPONENTS MATRIX**

<b>Components/ Programme learning outcomes</b>	<b>CC1</b>	<b>CC2</b>	<b>CC3</b>	<b>CC4</b>	<b>CC5</b>	<b>CC6</b>	<b>CC7</b>	<b>CC8</b>
<b>01</b>		+		+	+	+	+	+
<b>02</b>				+	+	+	+	+
<b>03</b>	+			+		+	+	+
<b>04</b>	+		+			+	+	+
<b>05</b>				+	+	+	+	+
<b>06</b>	+					+	+	+
<b>07</b>	+					+	+	+
<b>08</b>	+					+	+	+
<b>09</b>		+				+	+	+
<b>10</b>	+			+		+	+	+
<b>11</b>		+				+	+	+
<b>12</b>	+					+	+	+
<b>13</b>	+				+	+	+	+

*Developed by a working group consisting of:*

1. Olena Mykolaivna Melnykovyich - Doctor of Economic Sciences, Professor, Professor of the Department of Journalism and Advertising, guarantor of the educational program.
2. Tetiana Vitaliivna Dubovyk - Doctor of Economic Sciences, Professor, Professor of the Department of Journalism and Advertising.
3. Iryna Vyacheslavivna Onofriichuk - Doctor of Economic Sciences, Associate Professor, Professor of the Department of Journalism and Advertising.
4. Dmytro Vasylovych Yatsyuk - Candidate of Economic Sciences, Associate Professor, Associate Professor of the Department of Journalism and Advertising.
5. Oksana Vasylivna Holik - Candidate of Social Communications, Associate Professor, Associate Professor of the Department of Journalism and Advertising.
6. Halyna Vyacheslavivna Briukhanova - Candidate of Pedagogical Sciences, Associate Professor, Associate Professor of the Department of Journalism and Advertising.
7. Anastasiia Mykolaivna Savchuk - Candidate of Economic Sciences, Associate Professor, Associate Professor of the Department of Journalism and Advertising.
8. Yevhen Vladlenovych Shkurkov - Candidate of Philological Sciences, Associate Professor of the Department of Journalism and Advertising.
9. Elina Oleksandrivna Poliah - first-year student of the 2m group, Master's degree, Faculty of Trade and Marketing, educational program "Advertising."
10. Sofiya Volodymyrivna Viatkina - first-year student of the 2m group, Master's degree, Faculty of Trade and Marketing, educational program "Advertising."
11. Valeriia Spichak - first-year student of the 2m group, Master's degree, Faculty of Trade and Marketing, educational program "Advertising."

*External stakeholders' reviews and feedback:*

1. Oleksandr Samardak - Director of the advertising agency "Big Time" LLC.
2. Vasyl Kalka - Executive Director of "Building the Future Together" LLC.

## Appendix

### LIST OF RECOMMENDED ELECTIVE COMPONENT

<b>Code</b>	<b>Educational components</b>	<b>ICTS credits</b>
<b>EC 1.</b>	Audio & Video Production	<b>6</b>
<b>EC 2.</b>	Brand-management	<b>6</b>
<b>EC 3.</b>	Branch Advertising	<b>6</b>
<b>EC 4.</b>	Journalistic work	<b>6</b>
<b>EC 5.</b>	Information Wars	<b>6</b>
<b>EC 6.</b>	Photojournalism and fotografics	<b>6</b>



**LETTER OF AGREEMENT**  
**of the educational and professional program and curricula "Advertising"**  
**for the second (Master's) level of higher education at the DTEU**

**Agreed**

First Vice-Rector for scientific and academic work

\_\_\_\_\_ Natalia PRYTULSKA

\_\_\_\_\_ 20

**Agreed**

Vice-Rector for scientific and academic work and International relations

(посада)

\_\_\_\_\_ Anzhelica HERASYMENKO

\_\_\_\_\_ 20

**Agreed**

Head of the Educational division of DTEU

\_\_\_\_\_ Serhiy KAMINSKY

\_\_\_\_\_ 20

**Agreed**

Head of Educational and Methodological division of DETU

\_\_\_\_\_ Tetiana Bozhko

\_\_\_\_\_ 20

**Agreed**

Dean of the faculty of Trade and Marketing of DETU

\_\_\_\_\_ Victor OSYCA

\_\_\_\_\_ 2024.

**Agreed**

Head of the department of Journalism and Advertising of DETU

\_\_\_\_\_ Diana FAIVISHENKO

\_\_\_\_\_ 2024

**Agreed**

Specialty support group leader

\_\_\_\_\_ Olena MELNYCOVYCH

\_\_\_\_\_ 20 p.

**Agreed**

Garantor of the Educational program of DTEU

\_\_\_\_\_ Olena MELNYCOVYCH

\_\_\_\_\_ 20

**Agreed**

Director of the Advertising Agency "Big Time" LLT

\_\_\_\_\_ Oleksandr SAMARDAK

\_\_\_\_\_ 20

**Agreed**

Executive Director of "Building the future together" LLT

\_\_\_\_\_ Vasyl KALKA

\_\_\_\_\_ 20

**Agreed**

Representative of the faculty/Specialty Academic council

\_\_\_\_\_ Dmytro VAKULENKO

\_\_\_\_\_ 20

