

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

director of the Master’s degree study programme, Professor, Doctor of Sciences  
(Economics), Professor of the Department of Marketing Kateryna Yu.  
YAHELSKA

#### 3.1. Profile of the study programme

<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 Marketing
<b>Academic degree and qualification title in the original</b>	<i>Second (Master’s degree) cycle of higher education</i> <b>Qualification – Master of Marketing</b>
<b>Field of knowledge</b>	<b>D Business, Administration and Law</b>
<b>Speciality</b>	<b>D5 Marketing</b>
<b>Study programme title</b>	Brand Marketing
<b>Restrictions on education forms</b>	No restrictions are in place
<b>Standards conformity</b>	Conforms to the Higher Education Standard of the Ministry of Education and Science of Ukraine (Order No. 960 of 10.07.2019)
<b>Qualification title (degree), programme credits and duration</b>	Master’s degree, single. Study programme credits – 90 ECTS credits. Standard training period – 1 year 4 months
<b>Accreditation</b>	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
<b>Cycle/Level</b>	NQF of Ukraine – level 7, FQ-EHEA – second cycle, EQF-LLL – level 7
<b>Academic backgrounds</b>	Bachelor’s degree (NQF – level 6) or a higher level
<b>Language(s) of instruction</b>	Ukrainian, English
<b>Study programme duration</b>	Valid till the approval of a new study programme edition
<b>Study programme link</b>	<a href="https://knute.edu.ua/">https://knute.edu.ua/</a>
<b>2 – STUDY PROGRAMME AIM</b>	
Training qualified, competitive specialists in the field of marketing who possess a modern system of professional knowledge and practical skills for solving management tasks related to brand-oriented activities, have modern economic	

thinking and use professional competencies to solve complex brand marketing tasks and adjust strategic guidelines while developing economic entities with the support of marketing technologies.

### 3 – STUDY PROGRAMME DESCRIPTION

#### *Subject area*

**Object of study:** 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 involves research and/or innovation and are characterized 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*

Building a modern system of professional knowledge and skills enabling to solve complex marketing tasks and problems, which involves mastering the competences necessary for making informed management decisions in various areas of brand-oriented business and the ability to manage brand marketing activities at all levels of business under conditions of uncertainty through the application of marketing technologies and brand communications.

Keywords: brand, branding, brand marketing, brand management, brand-oriented enterprise, brand tracking, reputation, brand communications, brand positioning, brand strategy.

#### *Programme features*

The study programme provides for building a system of knowledge and skills necessary for managing brand marketing activities at all levels of business through the application of marketing technologies and brand communications, as well as the acquisition of unique competences in the development and implementation of brand strategies, brand communications and reputation management using modern digital tools and innovative technologies.

### 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, the graduates are suitable to hold the following positions:

12 Heads of enterprises, institutions and organizations

122 Heads of production and other key departments

123 Heads of functional departments

1233 Heads of Marketing departments

1234 Heads of Advertising and Public Relations departments

1239 Heads of other functional departments

1475.3 Market research and public opinion survey managers (administrators)

1476.1 Advertising managers (administrators)

241 Experts in public service, auditing, accounting, labour and employment, marketing, business efficiency, production rationalisation, and intellectual property

2419 Experts in public service, marketing, business efficiency, production optimisation, intellectual property, and innovation

2419.1 Researchers (marketing, economic efficiency, production rationalisation, intellectual property)

2419.2 Experts in marketing, business efficiency, production optimisation, intellectual property, and innovation

3415 Technical and sales representatives (Appendix A) (*commercial agent, merchandiser, commercial salesperson, industrial salesperson, sales representative*) (Appendix B)

3416 Procurement specialists

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 services and advertising)*) (Appendix B)

3436.1 Assistants to heads of enterprises, institutions and organisations

3436.2 Assistants to heads of production and other key departments

3436.3 Assistant managers of small enterprises (with no management team)

3436.9 Other assistants

5 Specialists in the trade and services sector

According to the Professional Standard ‘Specialist in Market Expansion (Marketer)’, graduates with a degree in Marketing are eligible hold the following typical positions: marketer, brand marketer, trade marketer, digital marketer, targetologist, SMM marketer, and other relevant typical job titles.

According to the Professional Standard ‘Advertiser’, graduates can hold a typical

position of Advertiser.  
Based on the current job openings, graduates are suitable to hold the following positions: brand marketers, brand managers, advertising managers, advertisers, advertising and communications specialists, social media advertising specialists, market expansion specialists (marketers), creative project manager, PR manager, event marketer, and commodity market research analyst.

***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***

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.

***Assessment***

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.

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.

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.

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.

**6 – PROGRAMME COMPETENCES**

***Integral competence***

Ability to solve complex specialized tasks and problems in the field of marketing, which involves 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
<b><i>Special (professional, subject) competences (SC)</i></b>	
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 its 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 make informed management decisions when developing brand strategies and tactics in various business areas under conditions of uncertainty, taking into account relevant legislation and restrictions</i>
SC11	<i>Ability to develop and improve the brand management system at all managerial levels by applying marketing technologies and brand communications based on brand tracking results</i>
<b>7 – PROGRAMME LEARNING OUTCOMES</b>	
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, 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
10	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 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 specialized software.
O16	<i>To make informed management decisions when developing brand strategies and tactics in various business areas under conditions of uncertainty, taking into account relevant legislation and restrictions</i>
O17	<i>To develop and improve the brand management system at all managerial levels by applying marketing technologies and brand communications based on brand tracking results</i>
<b>8 – RESOURCE SUPPORT FOR PROGRAMME IMPLEMENTATION</b>	
<i>Academic staff</i>	
The academic staff are fully compliant with Licensing requirements for carrying out educational activities. To implement the study programme ‘Brand	

Marketing’, 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.

All the academic staff members undergo advanced training and professional development courses every five years.

### ***Facilities***

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. 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.

### ***Information, teaching and learning materials***

An ECTS Information Package is developed for each study programme at the university. 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. Course summaries, outlines, and syllabi, along with assessment criteria for educational components, are available on the corporate distance learning platform. The university’s electronic repository provides full-text access to SUTE scientific and educational literature, qualification work 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
<b><i>Compulsory components</i></b>			
CC1	Brand management	6	Exam
CC2	Digital marketing technologies	6	Exam
CC3	Value-based management	6	Exam
CC4	Strategic marketing ( <i>taught in English</i> )	7,5	Exam
CC5	Project management	7,5	Exam
CC6	Brand strategies	6	Exam
CC7	Reputation management	6	Exam
CC8	Practical training	9	Credit
CC9	Final qualification paper preparation and defence	12	Defence
<b>Total credits for compulsory components</b>		<b>66</b>	
<b><i>Elective components</i></b>			
EC1	Educational component 1	6	Exam
EC2	Educational component 2	6	Exam
EC3	Educational component 3	6	Exam
EC4	Educational component 4	6	Exam
<b>Total credits for elective components</b>		<b>24</b>	
<b>TOTAL CREDITS FOR THE STUDY PROGRAMME</b>		<b>90</b>	

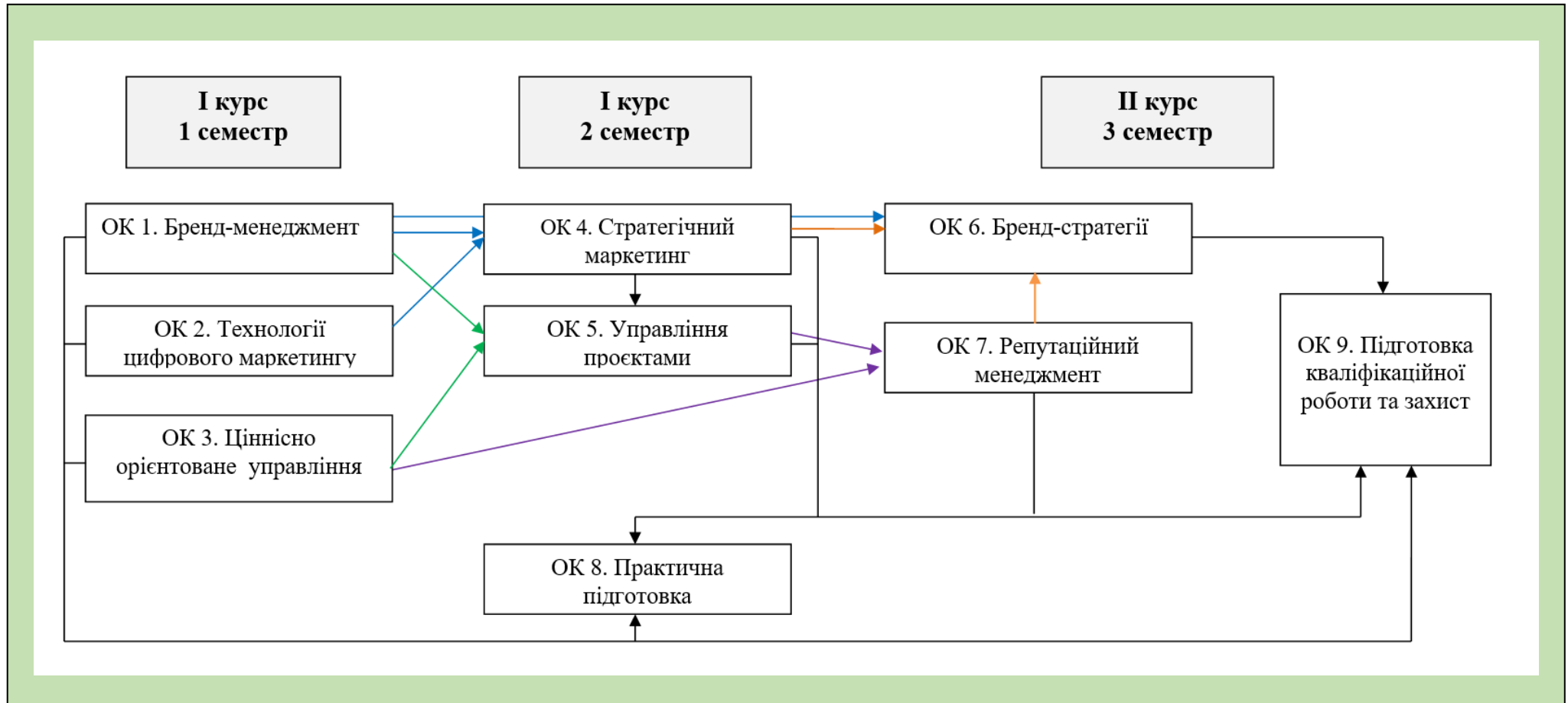
Students choose elective courses through their personal accounts on the ‘MIA: Osvita’ portal. The description and prerequisites of the academic courses are provided in the SUTE Catalogue of Academic Courses.

### 3.3 FORM OF CERTIFICATION

Certification is carried out in the form of a certification 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

	CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9
TC1	*	*	*	*	*	*	*	*	*
TC2	*	*	*	*	*	*	*	*	*
TC3	*	*	*	*	*		*	*	*
TC4	*		*	*		*	*	*	*
TC5	*		*		*		*	*	*
TC6		*	*	*	*	*		*	*
TC7		*						*	*
TC8	*	*		*	*	*			*
SC1	*	*	*		*	*	*	*	*
SC2	*	*	*	*	*	*	*	*	*
SC3		*		*	*			*	*
SC4		*	*	*	*	*	*	*	*
SC5	*	*	*	*	*	*	*	*	*
SC6	*	*	*	*	*	*	*	*	*
SC7	*	*	*	*	*	*	*	*	*
SC8	*	*	*	*	*	*	*	*	*
SC9	*	*	*				*	*	*
SC10	*			*		*	*		*
SC11	*	*				*			*

### 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	*	*				*			*

### 3.6. LIST OF RECOMMENDED ELECTIVE COMPONENTS

<b>Code</b>	<b>Educational components</b>	<b>ECTS credits</b>
<b>EC 1</b>	Internet marketing	<b>6</b>
<b>EC 2</b>	Commercial law	<b>6</b>
<b>EC 3</b>	Marketing analysis	<b>6</b>
<b>EC 4</b>	Advertising and media management	<b>6</b>
<b>EC 5</b>	Marketing risks	<b>6</b>
<b>EC 6</b>	Changes management	<b>6</b>
<b>EC 7</b>	Customer loyalty management	<b>6</b>

# 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)**