

3. EDUCATIONAL PROGRAM «Digital Marketing» Specialty D5 Marketing

Program guarantor:

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3.1 Program Profile

1 – GENERAL INFORMATION	
Full name of the higher education institution and structural unit	State University of Trade and Economics Faculty of Trade and Marketing Department of Marketing
Level of higher education and qualification title in the original language	Second (master's) level of higher education Qualification – Master of Marketing
Field of Study	D Business, Administration and Law
Specialty	D5 Marketing
Name of the educational program	Digital Marketing
Restrictions on the form of study	No restrictions
Compliance with the higher education standard of the Ministry of Education and Science of Ukraine	Complies with the higher education standard of the Ministry of Education and Science of Ukraine (Order No. 960 dated July 10, 2019)
Type of diploma and scope of the educational program	Master's degree, single diploma. Scope of the educational and professional program – 90 ECTS credits. Standard duration of study: 1 year and 4 months
Accreditation	Accreditation certificate No. УД 11015999, valid until 01.07.2026, issued by the Accreditation Commission of the Ministry of Education and Science of Ukraine.
Cycle, level of higher	NQF of Ukraine – level 7, FQ-EHEA – second cycle,

education	EQF-LLL – level 7
Admission requirements	Bachelor's degree
Language(s) of instruction	Ukrainian
Validity period of the educational program	Until a new version of the educational and professional program is approved
Permanent web link to the program description	https://knute.edu.ua/

2 – PURPOSE OF THE EDUCATIONAL PROGRAM

Training of modern specialists with innovative and creative thinking, capable of solving managerial strategic and tactical tasks in the field of digital marketing. A marketer masters socio-economic and information and technological processes related to marketing activities in the digital environment, forms and improves digital marketing strategies using digital technologies, channels, methods, and tools.

3 – CHARACTERISTICS OF THE EDUCATIONAL PROGRAM

Subject area

Object of study and/or activity: marketing activity as a form of interaction between market actors to satisfy their economic and social interests.

Learning objectives: training specialists who possess modern economic thinking and relevant competencies necessary to solve problems and solve complex marketing tasks that involve conducting research and/or implementing innovations and are characterized by uncertainty of conditions and requirements.

Theoretical content of the subject area: the essence of marketing as a modern concept of business management; conceptual and categorical apparatus, principles, functions, concepts of marketing and their historical prerequisites; specifics of the activities of market entities in various areas and on different types of markets; the content of marketing activities, development of marketing strategies and forming management decisions in the field of marketing.

Methods, techniques and technologies: general scientific and special methods, professional techniques and technologies necessary to ensure effective marketing activities.

Tools and equipment: modern universal and specialized information systems and software products necessary for making and implementing marketing management decisions.

Orientation of the educational program

Educational and professional, applied.

The main focus of the educational program

Formation of a system of professional knowledge and practical skills regarding the ability to implement and manage the marketing activities of an enterprise in a digital environment using a strategic approach to solving management tasks in order to increase the efficiency of digital marketing and business as a whole.

Keywords: marketing, digital technologies, digital environment, digital marketing, digital marketing strategy, digital marketing tools, digital marketing and business effectiveness.

Features of the program

The presence of a variable component of professionally oriented disciplines for work in the field of digital marketing; an interdisciplinary approach to preparing a master's degree in the field of digital marketing through a set of educational components; practical training at enterprises that carry out marketing activities using digital technologies, channels, methods, and tools.

4 – GRADUATES' SUITABILITY FOR EMPLOYABILITY AND FURTHER EDUCATION

Employability

Graduates of this educational and professional program can find employment at enterprises, institutions and organizations or engage in entrepreneurial activity. According to the classifier of professions CP 003:2010 with amendments approved by the order of the Ministry of Economic Development and Trade of Ukraine dated December 13, 2024 No. 27751:

1233. Heads of marketing departments: marketing director; commercial director; head of sales (marketing) department; head of commercial department.

1234. Heads of advertising and public relations departments: head of department (advertising, public relations).

131. Managers of small enterprises without a management apparatus: director (manager) of a small enterprise.

1317. Managers of small enterprises without a management apparatus in commercial services: director (manager) of a small trading firm.

1475.3. Market research and public opinion managers: marketing manager.

1475.4.) Managers for commercial activities and administration: public relations manager; sales manager.

1476.1. Advertising managers.

2419.1. Research Associates (Marketing): Junior Research Associate (Marketing); Research Associate (Marketing); Research Associate-Consultant (Marketing).

2419.2. Professionals in the field of marketing, business efficiency): consultant on business efficiency; marketing consultant; advertiser; specialist in methods of expanding the sales market (marketer); specialist in public relations and press; specialist in public relations and press; specialist-analyst in commodity market research.

Graduates are prepared and able to perform professional activities in sections in accordance with OKVED codes 009:2010:

70.21. Activities in the field of public relations (providing consulting services, managerial and operational support, which includes lobbying activities to support companies and other organizations in interaction and relations with the public).

73.11. Advertising agencies (providing a full range of advertising services using their own capabilities or on a contractual basis, including consulting, services for artistic design of advertising, production of advertising materials, their purchase, namely: creation and execution of advertising campaigns; conducting marketing campaigns and other advertising services to attract and retain clients).

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

According to the professional standard “Advertiser” (Order of the Ministry of Economy of Ukraine No. 81-22 dated 11.01.2022) and in accordance with the classifier of professions DK 003:2010 with amendments approved by the Order of the Ministry of Economic Development and Trade of Ukraine dated December 13, 2024 No. 27751, the professional qualification “Advertiser” and the corresponding typical job title 2419.2 Advertiser may be applied.

According to existing job openings and labor market demands, a Master of Marketing is suitable for employment in the following positions:

- Owner, head of a consulting digital agency
- Head of a marketing or digital marketing department
- Head of a marketing division
- Marketing director
- Digital marketing consultant
- Advertising manager
- Head, manager, or consultant in digital branding
- Digital Project Manager
- Digital Marketing Manager
- Digital marketer
- Content producer, content manager
- PPC specialist, contextual advertising specialist
- SEO specialist
- SMM specialist
- Startup marketer.

Further education

Graduates of this educational program have the right to continue their studies at the third (educational-scientific) level of higher education and obtain additional qualifications within the system of postgraduate education.

5 – TEACHING AND ASSESSMENT

Teaching and learning

Problem-oriented learning with the acquisition of general and professional competencies sufficient for generating innovative and creative ideas, solving complex problems in the professional field. Mastery of scientific research methodology, and skills for presenting its results. Conducting independent scientific research using the resource base of the university and its partners.

Student-centered learning, individual learning trajectory, self-learning, lectures including open lectures by industry practitioners, practical classes, situational tasks, discussions, case study method, project work in small groups, preparation of a qualification paper.

Assessment

Assessment of students' learning outcomes is carried out in accordance with the "Regulations on the assessment of learning outcomes of students and postgraduates at SUTE" and provides for the implementation of the following control activities: ongoing and final assessments, attestation.

Ongoing assessment is conducted during practical/laboratory classes and based on the results of independent work assignments. It includes the evaluation of students' theoretical preparation during seminar classes and the practical skills acquired while completing laboratory/practical tasks.

Final assessment – control activities that involve determining compliance (measurement, evaluation) of the acquired learning outcomes with the requirements of the educational program for a specific educational component, conducted at the university in the form of an exam.

Learning outcomes at SUTE are evaluated on a 100-point scale, where:

- 60–100 points – learning outcomes that entitle the student to receive ECTS credits;
- 1–59 points – unsatisfactory learning outcomes that do not entitle the student to receive ECTS credits.

6 – PROGRAM COMPETENCIES

Integral competency

The ability to solve complex tasks and problems in the field of digital marketing in professional activity or during training, which involves conducting research and/or implementing innovations, and is characterized by uncertainty of conditions and requirements.

General competencies

GC1	Ability to make informed decisions.
GC2	Ability to generate new ideas (creativity).
GC3	Ability to evaluate and ensure the quality of performed work.
GC4	Ability to evaluate and ensure the quality of performed work.
GC5	Interpersonal interaction skills.
GC6	Ability to search for, process, and analyze information from various

	sources.
GC7	Ability to show initiative and entrepreneurship.
GC8	Ability to develop and manage projects.
<i>Special (Professional) Competencies (PC)</i>	
PC1	Ability to logically and consistently reproduce and apply knowledge of the latest theories, methods, and practical techniques of marketing.
PC2	Ability to correctly interpret the results of the latest theoretical research in marketing and their practical application.
PC3	Ability to conduct independent research and interpret its results in the field of marketing.
PC4	Ability to apply a creative approach in the profession.
PC5	Ability to diagnose marketing activity of a market entity, perform marketing analysis and forecasting.
PC6	Ability to form a marketing system for a market entity and evaluate the effectiveness and performance of its operation.
PC7	Ability to conduct proper theoretical and applied research in marketing.
PC8	Ability to define enterprise marketing policy based on innovation in a digital environment.
PC9	Ability to justify strategic and tactical management decisions in digital marketing.
PC10	Ability to apply in practice modern principles, theories, methods, and practical techniques of marketing.
PC11	Ability to develop marketing strategy and tactics considering its cross-functional nature.
7 – PROGRAM LEARNING OUTCOMES	
O1	Know and be able to apply modern principles, theories, methods and practical techniques of marketing in practical activities.
O2	Be able to adapt and apply new achievements in marketing theory and practice to achieve specific goals and solve problems of a market entity.
O3	Plan and conduct your own research in the field of marketing, analyze its results and justify the adoption of effective marketing decisions in conditions of uncertainty.
O4	Be able to develop marketing strategy and tactics taking into account the cross-functional nature of its implementation.
O5	Present and discuss the results of scientific and applied research, marketing projects in the state and foreign languages.
O6	Be able to increase the effectiveness of marketing activities of a market entity at different levels of management, develop marketing projects and manage them.
O7	Be able to form and improve the marketing system of a market entity.
O8	Use interpersonal communication methods when solving collective

	problems, conducting negotiations, and conducting scientific discussions in the field of marketing.
O9	Understand the essence and features of the application of marketing tools in the process of making marketing decision.
O10	Justify marketing decisions at the level of a market entity using modern management principles, approaches, methods, and techniques.
O11	Use methods of marketing strategic analysis and interpret its results in order to improve the marketing activities of a market entity.
O12	Perform diagnostics and strategic and operational marketing management to develop and implement marketing strategies, projects and programs.
O13	Manage the marketing activities of a market entity, as well as its divisions, groups and networks, determine the criteria and indicators.
O14	Form a marketing system of interaction, to build long-term mutually beneficial relationships with other market entities.
O15	Collect the necessary data from various sources, process and analyze their results using modern methods and specialized software.
O16	<i>Use marketing tools using innovations and digital technologies to achieve the goals of a market entity.</i>
O17	<i>Develop a digital marketing strategy and justify digital channels, methods, and tools for its implementation.</i>

8 – RESOURCE PROVISION FOR PROGRAM IMPLEMENTATION

Staff support

The Department of Marketing of SUTE is the graduate department and is responsible for the training of masters studying in the Digital Marketing educational program. Staffing complies with the Licensing Conditions for Educational Activities 100% of the teaching staff involved in teaching professionally-oriented disciplines have academic degrees in their specialty and are distinguished by a high level of professional training. In order to improve their professional level, all scientific and pedagogical employees undergo internships once every five years. Employment contracts have been concluded with all scientific and pedagogical employees.

Technical support

Fully complies with the Licensing requirements for conducting educational activities. For the convenience of higher education applicants, a corporate distance learning system and an automated educational process management system “MIA: Education” operate. The provision of educational premises, computer workstations, and multimedia equipment meets the needs. All necessary social and household infrastructure is available, the number of places in dormitories meets the requirements. Provision of premises for conducting training sessions and control measures – 4 sq. meters per person. 40% of classrooms are equipped with multimedia equipment. All conditions for the education of persons with disabilities

have been created. The infrastructure of SUTE is available: libraries, including a reading room and a Smart library, catering points, an assembly hall, sports halls, a stadium, a medical center, and dormitories.

Information, educational and methodological support

SUTE fully complies with technological requirements for educational, methodological and information support of educational activities.

Each higher education student can review and form his own individual plan through the personal account of the ACS "MIA: Education", review the curriculum, points earned by disciplines, class schedule and communicate with participants in the educational process.

Діюча система дистанційного навчання MOODLE забезпечує самостійну та індивідуальну підготовку. The current MOODLE distance learning system provides independent and individual training. Programs, work programs, subject syllabi, and assessment criteria for educational components are posted on the corporate distance learning platform: <https://cdn.knute.edu.ua/>.

There is an official website of DTEU, which contains basic information about its activities (structure, licenses and accreditation certificates, educational/educational-scientific/publishing/certification (of scientific personnel) activities, educational and scientific structural units and their composition, list of academic disciplines, admission rules, contact information): <https://knute.edu.ua/>.

For each educational program at the university, an ECTS Information Package is developed.

For the convenience of higher education applicants, the university has developed a Catalog of Academic Disciplines, according to which applicants have the right to choose selective educational components.

The university's electronic repository provides full-text access to SUTE scientific and educational literature, manuscripts of qualification papers and dissertations for obtaining scientific degrees. There is access to databases of periodical scientific publications in English of the corresponding or related profile (shared use of databases by several educational institutions is allowed).

9 – ACADEMIC MOBILITY

National credit mobility

National credit mobility is carried out within the framework of the concluded memorandums of cooperation between SUTE and other higher education institutions (scientific institutions) of Ukraine in accordance with the legislation.

International credit mobility

The university has concluded cooperation agreements between SUTE and foreign higher education institutions, within the framework of which partner exchange and training of students is carried out under international programs and projects within the framework of the Erasmus+ program.

Education of foreign higher education applicants

It is carried out in accordance with the requirements of current legislation.

3.2. LIST OF COMPONENTS OF THE EDUCATIONAL PROGRAM AND THEIR LOGICAL SEQUENCE

3.2.1. List of Components of the Educational Program (EP)

Code	Educational components of the program	ECTS credits	Form of control
<i>Compulsory components</i>			
CC 1	Digital Technologies in Business	6	Exam
CC 2	Strategic Marketing (taught in English)	6	Exam
CC 3	Digital Marketing Technologies	6	Exam
CC 4	Internet Marketing	7,5	Exam
CC 5	Mobile Marketing	7,5	Exam
CC 6	Web Analytics	6	Exam
CC 7	Digital Technologies in Advertising	6	Exam
CC 8	Practical Training	9	Exam
CC 9	Preparation and Defense of the Qualification Paper	12	Certification
Total volume of mandatory components		66	
<i>Mandatory Components</i>			
MC 1.	Educational component 1	6	Exam
MC 2.	Educational component 2	6	Exam
MC 3.	Educational component 3	6	Exam
MC 4.	Educational component 4	6	Exam
Total volume of mandatory components		24	
TOTAL VOLUME OF THE EDUCATIONAL PROGRAM		90,0	

Higher education applicants choose elective academic disciplines through their personal account on the portal "MIA: Education". Descriptions of academic disciplines and their prerequisites are presented in the Catalog of Academic Disciplines of SUTE.

3.3. FORM OF ATTESTATION FOR STUDENTS OF HIGHER EDUCATION

The attestation of master's students in marketing is carried out in the form of a public defense of the qualification paper, in accordance with the Regulation on the Attestation of Higher Education Applicants and the Examination Commission for Attestation at the State University of Trade and Economics (SUTE) No. 45 dated February 3, 2022

(<https://knute.edu.ua/file/MjkwNQ==/877b04805c5064af32d94fa1e46bdffb.pdf>).

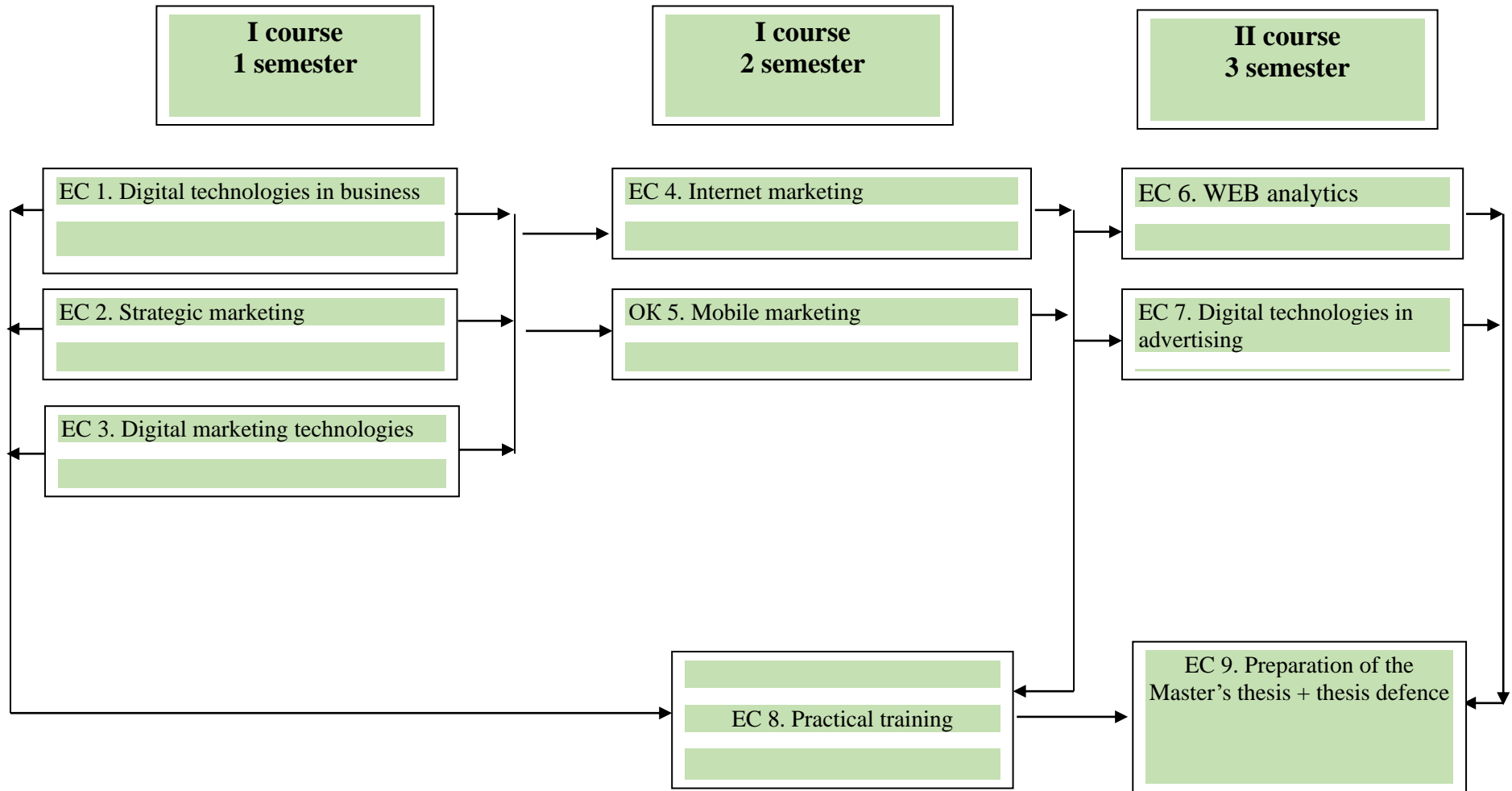
The qualification paper must involve solving a complex specialized task or a practical complex problem in the field of marketing and advertising, which requires

research and/or innovation and is characterized by uncertainty of conditions and requirements.

The qualification paper must not contain academic plagiarism, including incorrect textual borrowings, fabrication, or falsification.

The qualification paper is published in the SUTE repository.

3.3.1. Structural and logical diagram of the educational program



3.4. MATRIX OF CORRESPONDENCE OF PROGRAM COMPETENCES TO MANDATORY COMPONENTS OF THE EDUCATIONAL PROGRAM

Competences	Educational program components								
	EC1	EC2	EC3	EC4	EC5	EC6	EC7	EC8	EC9
GC 1	+	+	+	+	+	+	+	+	+
GC 2	+	+	+	+	+		+	+	+
GC 3		+	+					+	+
GC 4	+	+		+				+	+
GC 5	+			+	+			+	+
GC 6	+	+	+	+	+	+		+	+
GC 7	+		+					+	+
GC 8	+	+	+	+	+	+			+
PC 1	+		+	+	+	+	+	+	+
PC 2	+	+	+	+	+	+	+	+	+
PC 3	+	+	+	+	+	+		+	+
PC 4		+	+	+	+	+	+	+	+
PC 5	+	+	+	+	+	+		+	+
PC 6	+	+	+	+	+	+	+	+	+
CK 7	+	+	+	+	+	+		+	+
PC 8	+	+	+	+	+	+	+	+	+
PC 9			+	+	+		+	+	+
<i>PC 10</i>	+	+		+			+	+	+
<i>PC 11</i>		+	+	+	+	+	+	+	+

**3.5. MATRIX FOR PROVIDING PROGRAM LEARNING OUTCOMES
WITH CORRESPONDING MANDATORY CURRICULUM COMPONENTS**

Program learning outcomes	Educational program components								
	MC 1	MC 2	MC 3	MC 4	MC 5	MC 6	MC 7	MC 8	MC 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

Код	Educational components	ECTS credits
EC 1.	Brand management	6
EC 2.	Consumer law	6
EC 3.	Innovation marketing	6
EC 4.	Media design	6
EC 5.	Risks in marketing	6
EC 6.	Targeted advertising	6
EC 7.	Customer loyalty management	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 educational programs
- 1.6. Admission requirements, including 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 registration department
- 2.2. Accommodation conditions
- 2.3. Food
- 2.4. Cost of accommodation
- 2.5. Financial support for students
 - 2.5.1. Scholarships for students
 - 2.5.2. Preferential payment for accommodation in dormitories
 - 2.5.3. Financial support for students from among orphans and children deprived of parental care
- 2.6. Medical services
- 2.7. Conditions for students with disabilities and special needs
- 2.8. Educational equipment
- 2.9. Library
- 2.10. Organization of student mobility according to educational programs
- 2.11. Higher education institutions-partners of the university
- 2.12. Programs taught in English
- 2.13. Language courses
- 2.14. Opportunities for practical training
- 2.15. Dual form of education
- 2.16. Conditions for creative development, sports and recreation
- 2.17. Student organizations

3. Educational program

4. Information about educational components (disciplines)