

# 1. THE EDUCATIONAL PROGRAMME

Head of the project team (Director  
of the Master's degree programme)

Doctor of Sciences (Economics),  
Professor, Professor of the  
Department of World Economy  
M. KORZH

1 – GENERAL INFORMATION	
<b>Full name of a HEI and a structural unit</b>	State University of Trade and Economics Faculty of International Trade and Law Department of World Economy
<b>Higher Education Level and qualification name in the original language</b>	Second (Master) Cycle Qualification - Master of Marketing
<b>Field of Study</b>	D Business, Administration and Law
<b>Subject Area</b>	D5 Marketing
<b>Educational programme official name</b>	Global Marketing
<b>Restrictions on Modes of Study</b>	There are no restrictions
<b>Compliance with the Higher Education Standard of the Ministry of Education and Science of Ukraine</b>	Meets the Standard of Higher Education of the Ministry of Education and Science of Ukraine (Order No. 960 of 10.07.2019)
<b>Diploma type and the Educational programme scope</b>	Master diploma, unitary, 90 ECTS credits, training period - 1 year 4 months
<b>Accreditation Availability</b>	Certificate of accreditation of the Subject Area UD 11015999 until 1.07.2026.
<b>Higher Education Cycle/Level</b>	National Qualification Frameworks of Ukraine – level 7, FQ-EHEA – the second cycle, EQF-LLL –level 7
<b>Prerequisites for Admission to the Educational Programme</b>	A person has the right to obtain a master's degree provided that he or she has a bachelor's degree (NQF cycle 6) or higher cycle
<b>Language(s) of training</b>	Ukrainian, English
<b>Programme validity period</b>	Until the approval of the new edition of the educational programme
<b>Internet address for permanent placement of the Educational programme description</b>	<a href="https://knute.edu.ua/">https://knute.edu.ua/</a>
2 – THE PURPOSE OF THE EDUCATIONAL PROGRAMME	
Training of highly qualified specialists with in-depth knowledge in the field of global marketing, practical skills and competences for the effective operation of enterprises in the context of internationalisation of economic activity and the ability to carry out research and teaching activities	
3 – EDUCATIONAL PROGRAMME CHARACTERISTICS	
<b>Subject area</b>	- <i>Object of study and activity</i> : marketing activity as a form of interaction between market participants to meet their economic and social interests.

	<p>- <b>Learning objectives:</b> training of specialists who have modern economic thinking and relevant competencies necessary to solve problems and solve complex problems of marketing activities that involve research and/or innovation and are characterised by uncertainty of conditions and requirements.</p> <p>- <b>Theoretical content of the subject area:</b> the essence of marketing as a modern concept of business management; conceptual and categorical apparatus, principles, functions, marketing concepts and their historical background; specifics of the activities of market participants in various fields and in different types of markets; content of marketing activities, development of marketing strategies and formation of management decisions in the field of marketing.</p> <p>- <b>Methods, techniques and technologies:</b> general scientific and special methods, professional techniques and technologies necessary to ensure effective marketing activities.</p> <p>- <b>Tools and equipment:</b> modern universal and specialised information systems and software products necessary for making and implementing marketing management decisions.</p>
<b>Educational programme orientation</b>	Educational and professional; professional and applied.
<b>The main focus of the Educational programme</b>	<p>The programme is aimed at obtaining higher education in the field of management and administration with in-depth study of global marketing tools and technologies, mechanisms for implementing marketing projects of multinational corporations in the context of digitalisation of production and management, algorithms for organising marketing research in international markets with fragmentation of production and sales processes in global value chains, development and implementation of international information and communication marketing activities.</p> <p>Keywords: global marketing, digital marketing, world markets of goods and services</p>
<b>Programme features</b>	<p>The competences developed as a result of the study are necessary for analysts and experts whose activities are related to relations in the field of global marketing at the international and national levels. The ability to analyse and apply in practice innovative tools ("Digital Marketing Technologies") to determine the regional characteristics of the creative environment of an organisation ("Creative Economy"), as well as to acquire key skills in the use of global branding methods in real and virtual space through integrated marketing communications to ensure the growth of global brand value and enhance the image - own, of enterprises or organisations ("Project Brand Management"), which is related to the programme's research and/or innovation activities form the basis for the development of both academic and professional careers of its graduates.</p> <p>The programme introduced bilingual educational components "Global Marketing" and "Strategic Marketing".</p>
<b>4 – GRADUATES EMPLOYABILITY AND SUITABILITY FOR FURTHER LEARNING</b>	
<b>Employability</b>	Graduates of this study and professional programme can be employed at enterprises, institutions and organisations or carry out entrepreneurial activities.

	<p>According to the classification of professions DK 003:2010 as amended by the order of the Ministry of Economic Development and Trade of Ukraine dated 15 February 2019, No. 259:</p> <p>1233 Heads of marketing departments, namely marketing director, commercial director, head of sales (marketing) department, head of commercial department;</p> <p>1234 heads of advertising and public relations departments;</p> <p>1319 heads of small enterprises without a management apparatus;</p> <p>1238 project and programme managers;</p> <p>14 manager (administrator) of enterprises, institutions, organisations and their subdivisions;</p> <p>1473 in particular, a manager (administrator) in the field of information provision;</p> <p>1474 manager (administrator) of regional development;</p> <p>1474 manager (manager) of communication technologies;</p> <p>1475 marketing manager (manager);</p> <p>1475.4 sales manager (manager);</p> <p>1475.4 manager (manager) of public relations;</p> <p>1476.1 advertising manager (manager);</p> <p>2419.1 junior researcher (marketing);</p> <p>2419.2 marketing consultant;</p> <p>2419.2 specialist in methods of expanding the sales market (marketer);</p> <p>2419.2 specialist in public relations and press</p>
<b>Further learning</b>	They 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.
<b>5 – TEACHING AND ASSESSMENT</b>	
<b>Teaching and learning</b>	A balanced combination of classroom studies (lectures, discussions, seminars, small group workshops, independent work with information sources, and teacher consultations), distance learning, and independent work based on problem-based, interactive learning and self-study.
<b>Assessment</b>	<p>The assessment of students' learning outcomes is carried out in accordance with the Regulations on Assessment of Undergraduate and Postgraduate Students' Learning Outcomes at SUTE and includes the following control measures: current and final examinations, and certification.</p> <p>Current control is carried out during practical/laboratory classes and based on the results of independent work. It involves the assessment of students' theoretical training during seminars and acquired practical skills during laboratory/practical work.</p> <p>Final control is a control measure that involves establishing the compliance (measurement, evaluation) of the learning outcomes obtained by a person with the requirements of the Educational programme in terms of the relevant educational component, which is carried out at the university in the form of a test and an exam.</p> <p>Students' learning outcomes at SUTE are assessed on a 100-point scale, where: 60-100 points - learning outcomes that give a student the right to receive ECTS credits; 0-59 points - unsatisfactory learning outcomes that do not give a student the right to receive ECTS credits.</p>
<b>6 - PROGRAMME COMPETENCES</b>	
<b>Integral competence</b>	Ability to solve complex tasks and problems in the field of marketing in the world markets of goods and services in professional activities or

	in the process of study, which involves research and/or innovation and is characterised by uncertainty of conditions and requirements of the international economic environment
<b>Generic competences (GC)</b>	GC1. Ability to make informed decisions. GC2. Ability to generate new ideas (creativity). GC3. Ability to evaluate and ensure the quality of work performed. GC4. Ability to adapt and act in a new situation. GC5. Interpersonal interaction skills. GC6. Ability to search, process and analyse information from various sources. GC7. Ability to take initiative and entrepreneurship. GC8. Ability to develop and manage projects. <i>GC9. Ability to teach students in higher education (conduct seminars and practical classes)</i>
<b>Special (professional, subject) competences (SC)</b>	SC1. Ability to logically and consistently reproduce and apply knowledge of the latest theories, methods and practices of marketing. SC2: Ability to correctly interpret the results of the latest theoretical research in the field of marketing and the practice of their application. SC3. Ability to conduct independent research and interpretation of their results in the field of marketing. SC4. Ability to apply a creative approach to work in the speciality. SC5. Ability to diagnose the marketing activities of a market entity, conduct marketing analysis and forecasting. SC6. Ability to select and apply effective means of managing the marketing activities of a market participant at the level of an organisation, unit, group, network. SC7. Ability to develop and analyse the marketing strategy of a market participant and ways to implement it, taking into account inter-functional relationships. SC8. Ability to form a marketing system of a market participant and evaluate the effectiveness and efficiency of its functioning SC9. Ability to carry out theoretical and applied research in the field of marketing at the appropriate level. <i>SC10. Ability to collect, analyse and process statistical data, scientific and analytical materials necessary to solve complex problems in the field of global marketing.</i> <i>SC11. Ability to choose the design and organise activities on WEB-analytics based on national and international sources of trade and economic information</i>
<b>7 – PROGRAMME LEARNING OUTCOMES</b>	
	PLO1. To know and be able to apply in practice modern principles, theories, methods and practices of marketing. PLO2. To be able to adapt and apply new achievements in marketing theory and practice to achieve specific goals and solve problems of a market entity. PLO3. To plan and conduct own research in the field of marketing, analyse its results and justify the adoption of effective marketing decisions under conditions of uncertainty. PLO4. Be able to develop a strategy and tactics of marketing activities, taking into account the cross-functional nature of its implementation. PLO5. Present and discuss the results of scientific and applied research, marketing projects in the state and foreign languages.

	<p>PLO6. To be able to increase the efficiency of marketing activities of a market entity at various levels of management, to develop and manage marketing projects.</p> <p>PLO7. To be able to form and improve the marketing system of a market entity.</p> <p>PLO8. To use methods of interpersonal communication in the course of solving collective problems, negotiations, scientific discussions in the field of marketing.</p> <p>PLO9. Understand the essence and features of the use of marketing tools in the process of making marketing decisions.</p> <p>PLO10. Justify marketing decisions at the level of a market entity using modern management principles, approaches, methods, techniques.</p> <p>PLO11. To use methods of marketing strategic analysis and interpret its results in order to improve the marketing activities of a market entity.</p> <p>PLO12. Carry out diagnostics and strategic and operational marketing management for the development and implementation of marketing strategies, projects and programmes.</p> <p>PLO13. Manage the marketing activities of the market participant, as well as its divisions, groups and networks, determine the criteria and indicators for its evaluation.</p> <p>PLO14. To form a marketing system of interaction, build long-term mutually beneficial relationships with other market participants.</p> <p>PLO15. Collect the necessary data from various sources, process and analyse their results using modern methods and specialised software</p> <p>PLO16. <i>To collect, analyse and process statistical data, scientific and analytical materials necessary for solving complex problems in the field of global marketing.</i></p>
<b>8 – RESOURCE SUPPORT FOR PROGRAMME IMPLEMENTATION</b>	
<b><i>Staffing</i></b>	<p>Fully complies with the Licensing requirements for conducting educational activities. The implementation of the study and professional programme "Global Marketing" is carried out by scientific and pedagogical workers with a scientific degree and/or academic title who meet the requirements of the current legislation of Ukraine, have a sufficient level of scientific and professional qualifications. Practitioners and representatives of professional associations and foreign partners are also involved in the educational process.</p> <p>All research and teaching staff undergo internships/professional development every five years.</p>
<b><i>Material and technical support</i></b>	<p>Fully complies with the Licensing Requirements for Educational Activities. For the convenience of higher education students, the corporate distance learning system and the automated educational process management system "MIA: Education". The university has modern computer labs with specialised software, a Business Simulation Training and Research Centre and a Smart Library. All conditions are created for the education of people with disabilities. SUTE's social infrastructure is available.</p>
<b><i>Information and educational-methodological support</i></b>	<p>The university develops an ECTS Information Package for each Educational programme.</p> <p>Each student can view his or her own individual plan through the personal account of the "MIA: Education" can review and create their own individual plan, view the curriculum, points obtained in disciplines,</p>

	<p>class schedule and communicate with participants in the educational process.</p> <p>Course summaries, course outlines, syllabi and assessment criteria for educational components are posted on the corporate e-learning platform.</p> <p>The university's electronic repository provides full-text access to SUTE's scientific and educational literature, manuscripts of qualification papers and dissertations for academic degrees.</p> <p>The university has developed a catalogue of academic disciplines for the convenience of students, which allows them to choose elective educational components.</p>
<b>9 – ACADEMIC MOBILITY</b>	
<b><i>National credit mobility</i></b>	National credit mobility is implemented within the framework of memoranda of cooperation concluded between SUTE and other higher education institutions (research institutions) in Ukraine under the law.
<b><i>International credit mobility</i></b>	The university has signed cooperation agreements between SUTE and foreign higher education institutions, which provide for partnership exchanges and training of students under international programmes and projects within the Erasmus+ programme.
<b><i>Foreign students training</i></b>	It is carried out in accordance with the requirements of the current legislation.

## 2. LIST OF THE EDUCATIONAL PROGRAMME COMPONENTS AND THEIR LOGICAL SEQUENCE

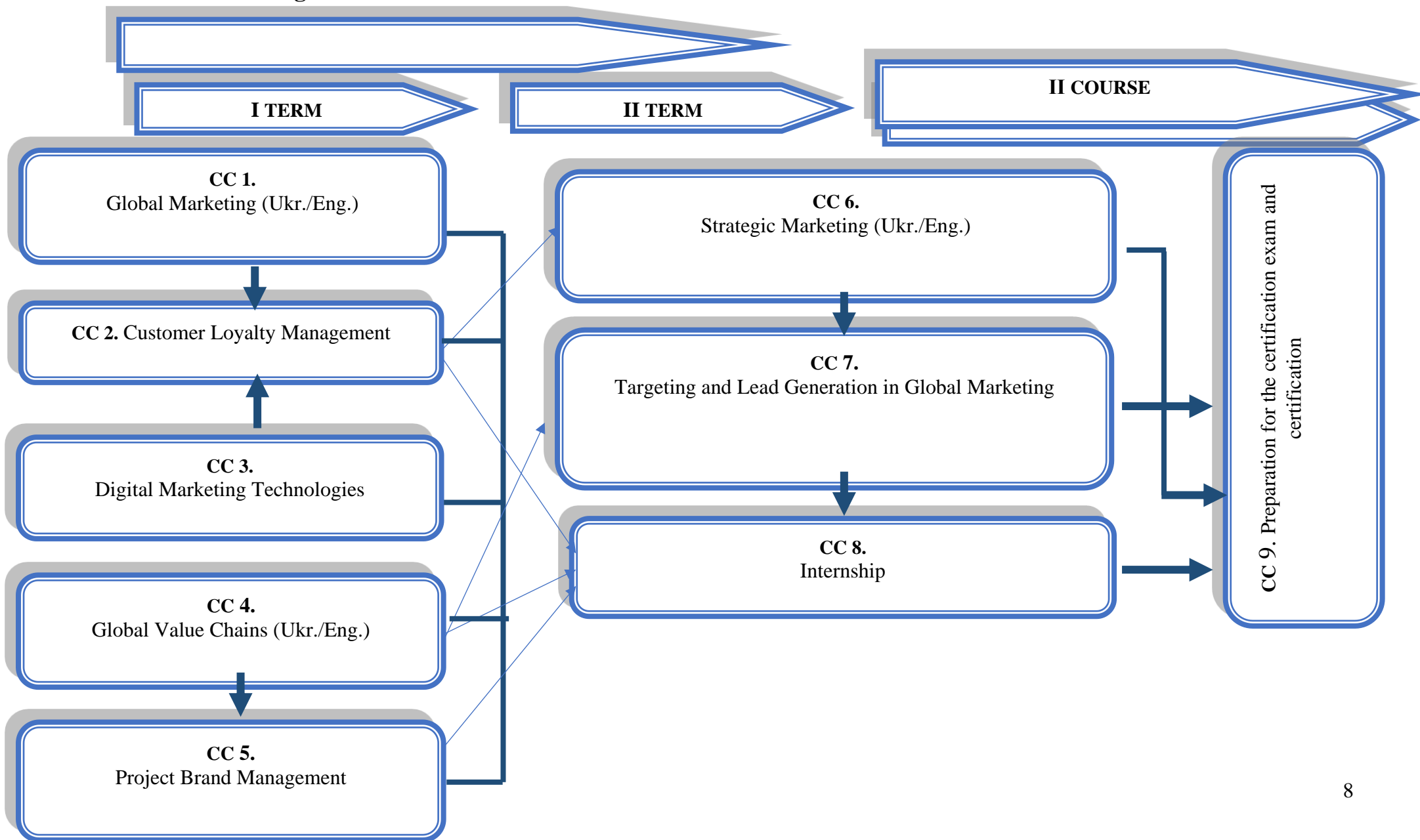
### 2.1 LIST OF EP COMPONENTS

Code	Educational programme components	The number of credits	Form of control
1	2	3	
<b><i>Educational Programme Compulsory Components</i></b>			
CC 1.	Global Marketing (Ukr./Eng.)	6	Exam
CC 2.	Customer Loyalty Management	6	Exam
CC 3.	Digital Marketing Technologies	6	Exam
CC 4.	Global Value Chains (Ukr./Eng.)	6	Exam
CC 5.	Project Brand Management	6	Exam
CC 6.	Strategic Marketing (Ukr./Eng.)	9	Exam
CC 7.	Targeting and Lead Generation in Global Marketing	6	Exam
CC 8.	Internship	9	Credit
CC 9.	Preparation for the certification exam and certification	12	Exam
<b>Total Volume of Compulsory Components:</b>		<b>66</b>	
<b><i>Educational Programme 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 Volume of Elective Components</b>		<b>24</b>	
<b>TOTAL SP VOLUME:</b>		<b>90</b>	

Higher education applicants choose their elective disciplines through the personal account of the portal "MIA: Education" portal. Descriptions of the disciplines and their prerequisites are available in the SUTE Catalogue of Disciplines

## 2.2 Structural and logical scheme of EP



### **3. FORMS OF ATTESTATION OF HIGHER EDUCATION STUDENTS**

Attestation is carried out in the form of a public defence of a qualification work. The qualification work should provide for the solution of a complex specialised task or problem in the field of modern marketing, which involves research and/or innovation and is characterised by uncertainty of conditions and requirements. The qualification work must not contain academic plagiarism, including incorrect textual borrowings, fabrication and falsification. The qualification work must be published on the official website of the higher education institution, its subdivision or placed in its repository. The publication of qualification papers containing information with restricted access is carried out in accordance with the requirements of the current legislation.

#### 4. MATRIX OF CORRESPONDENCE BETWEEN PROGRAM COMPETENCIES AND COMPULSORY COMPONENTS OF THE EDUCATIONAL PROGRAMME

Components / Competences	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8	CC 9
GC1	+	+					+		+
GC2	+		+	+			+		+
GC3		+		+		+			+
GC4	+			+		+	+	+	+
GC5			+				+		+
GC6	+				+	+	+		+
GC7		+	+	+					+
GC8	+	+		+	+	+	+		+
GC 9	+		+	+		+		+	
SC1	+						+		+
SC2	+			+			+		+
SC3			+		+		+		+
SC4			+	+		+	+		+
SC5	+	+							+
SC6	+			+			+	+	+
SC7		+				+	+		+
SC8	+	+				+	+	+	+
SC9					+	+	+	+	+
SC10	+	+		+					+
SC11			+		+	+		+	+

## 5. MATRIX OF CORRELATION BETWEEN PROGRAM LEARNING OUTCOMES AND COMPULSORY COMPONENTS OF THE EDUCATIONAL PROGRAMME

Components / Programme Learning Outcomes	CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9
PLO1	+	+		+			+		+
PLO2	+	+					+		+
PLO3									+
PLO4	+		+	+			+		+
PLO5			+	+	+	+	+	+	+
PLO6	+	+					+		+
PLO7	+	+				+			+
PLO8				+		+	+		+
PLO9	+	+	+			+			+
PLO10	+	+					+	+	+
PLO11	+	+							+
PLO12				+	+	+	+	+	+
PLO13				+		+	+		+
PLO14	+	+		+			+	+	+
PLO15	+	+	+						+
PLO16				+	+	+		+	

*Developed by a project team consisting of*

1. Maryna Korzh, Doctor of Sciences (Economics), Professor, Professor of the Department of World Economy, **Director of the Master's degree programme**
2. Liudmyla Kudyenko PhD in Economics, Professor, Professor of the Department of World Economy
3. Kateryna Ladychenko PhD in Economics, Associate Professor, Associate Professor of the Department of World Economy
4. Olena Novak PhD in Economics, Associate Professor, Associate Professor of the Department of World Economy
5. Myroslava Sokolova 1st year student, group 8, Master's degree, Faculty of International Trade and Law, Global Marketing Educational Programme

*Reviews and feedback from external stakeholders:*

1. Volodymyr Shchelkunov, the President of the ICC Ukraine
2. Oksana Zakharchenko, Head of Public Relations Department, IT-Integrator LLC

## LIST OF RECOMMENDED ELECTIVE COMPONENTS

<b>Code</b>	<b>EDUCATIONAL PROGRAMME COMPONENTS</b>	<b>The number of credits</b>
<b>EC 1.</b>	Audio&Video Production	6
<b>EC 2.</b>	Business Engineering	6
<b>EC 3.</b>	International Economic Development Strategies	6
<b>EC 4.</b>	The Global Market for Creative Products	6
<b>EC 5.</b>	Trade Negotiations and Commercial Diplomacy	6
<b>EC 6.</b>	WEB Analytics	6