

3. EDUCATIONAL PROGRAMME «ADVERTISING BUSINESS» IN SPECIALTY D5 MARKETING

Guarantor of the educational programme

PhD in Economics, Professor, Professor of the Department of Marketing –
Olena Zaitseva

3.1. Profile of the educational 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	Master's degree in higher education Qualification – Master of Marketing
Field of knowledge	D Business, Administration and Law
Speciality	D5 Marketing
Study programme title	Advertising Business
Restrictions on mode of education	No restrictions are in place
Standards of conformity	Conforms to the Higher Education Standard of the Ministry of Education and Science of Ukraine (Order No. 960 of 10.07.2019 p.)
Qualification title (degree), programme credits and duration	Master's degree, single. 90 credits ECTS. Training period – 1 year 4 Months
Accreditation status	Certificate of Accreditation of the Speciality UD 11015999, valid until 31.12.2027, issued by the Accreditation Commission of the Ministry of Education and Science of Ukraine
Cycle/Level	HPK of Ukraine – level 7, FQ-EHEA – second cycle, EQF-LLL – level 7
Academic backgrounds	Persons who have obtained a Bachelor's degree (HPK of Ukraine – level 6) or 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 – EDUCATIONAL PROGRAMME AIM	
Training of competitive, highly qualified marketing specialists who possess	

innovative, critical thinking, general and special competencies necessary for: effective management of marketing activities in the advertising business, solving non-standard analytical tasks, producing creative ideas, and forming strategic communications using digital technologies.

3 – EDUCATIONAL PROGRAMME GENERAL INFORMATION

Subject Area

Object of study: marketing activity as an interaction pattern among subjects of market relations aimed at satisfying their economic and social interests.

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

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

Methods, methodologies and techniques: general scientific and special methods, professional methodologies and techniques required for carrying out an effective marketing activity.

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

Educational programme orientation

Educational and professional

Educational programme main focus

The focus of the educational programme is on the formation of creative leaders for the advertising sector, capable of: using marketing as a tool for increasing business value, applying relevant legal norms and restrictions when forming a marketing strategy and tactics of an advertising business entity, choosing and implementing digital technologies in communications and advertising, taking into account trends and prospects for the development of the advertising business in the context of globalization changes.

Keywords: advertising, business, advertising activities, advertising management, marketing communications, digital technologies in advertising, strategies in the advertising business.

Features of the Programme

The presence of a variable component of professionally oriented disciplines for work in the advertising business; practical training at enterprises engaged in

advertising activities.
4 – CAREER OPPORTUNITIES AND FURTHER LEARNING
<i>Career Opportunities</i>
Graduates are prepared and able to perform professional activities in sections in accordance with the DK 009:2010 National Classification of Occupations: 70.21. Public relations activities (providing consulting services, management and operational support, including lobbying activities to support companies and other organizations in their public relations and interaction). 73.11. Advertising agencies (providing a full range of advertising services using their own capabilities or on a contractual basis, including consulting, advertising design services, production of advertising materials, their purchase, namely: 1) creation and implementation of advertising campaigns; 2) implementation of marketing campaigns and other advertising services to attract and retain customers. 73.20. Market research and public opinion research (study of market potential, awareness, product acceptability, popularity of a specific product and service, and consumer purchasing habits to promote sales and develop new types of products and services, including statistical analysis of results; study of public opinion on political, economic, and social events, statistical analysis of results). 82.30. Organization of congresses and trade fairs (organization, promotion and/or holding of various events such as business shows, assemblies, conferences and meetings, with or without the provision of staff to work at the venues of such events). Graduates are eligible for employment in positions in accordance with the DK 003:2010 National Classification of Occupations with amendments approved by Order No. 27751 of the Ministry of Economic Development and Trade of Ukraine dated 13 December 2024: <i>«12 Heads of enterprises, institutions and organizations»:</i> 1233. Marketing Director; Commercial Director; Head of Sales (Marketing) Department; Head of Commercial Department. 1234. Head of Department (advertising, public relations). <i>«13 Managers of small businesses without a management apparatus»:</i> 1317. Managers of small businesses without a management apparatus in commercial services. <i>«14 Managers (directors) of enterprises, institutions, organizations and their divisions»:</i> 1474. Communications Technology Manager. 1475. Marketing Manager. 1475.4. Sales Manager; Public Relations Manager. 1476.1. Advertising Manager. <i>«24 Other professionals»:</i>

2419.1. Researcher (marketing); Researcher-consultant (marketing).
 2419.2. Specialist in methods of expanding the sales market (marketer); Public relations and press specialist; Product market research analyst.
 2451.2. Speechwriter; Copywriter.

Based on the Professional Standard «Advertiser» (Order No. 81-22 of the Ministry of Economy of Ukraine dated 11 January 2022) and the DK 003:2010 National Classification of Occupations with amendments by Order of the Ministry of Economic Development and Trade of Ukraine dated 13 December 2024 No. 27751 the professional qualification «Advertiser» and the name of the standard item 2419.2 Advertiser may be applied.

According to existing vacancies and requests on the labor market, a Master of Marketing is suitable for employment in the following positions: director of a media agency, creative director (creator, ART director), head of the 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

Teaching is carried out in the integration of traditional, innovative, analytical and research and scientific methods:

- traditional (lectures-discussions, practical classes in small and large groups, consultations with teachers);
- innovative (creative and problem-oriented tasks, case methods, digests, business games, debates, discussions);
- analytical and research and scientific (preparation of qualification work, preparation of theses and public speeches at conferences, preparation of scientific articles, preparation of scientific works for the competition, preparation of grant projects and startups).

The basic learning strategies are: student-centeredness, problem-orientedness, individual trajectory, multi-vector, self-study and scientific research using the resource base of the university and partners.

Assessment

Current control is carried out in a practical lesson based on the results of completing independent work tasks in the form of testing, essays, presentations, cases, individual projects, situational tasks, business games, etc.

Final control is carried out in the form of an exam.

Master's certification - public defense of qualification work.

Assessment is carried out in accordance with the «Regulations on the Evaluation of the Learning Outcomes of Applicants and Postgraduate Students at the State University of Trade and Economics», «Regulations on the Organization of the Educational Process of Applicants».

Learning outcomes are assessed on a 100-point scale, where: 60-100 points – learning outcomes that give the student the right to obtain ECTS credits; 0-59 points – unsatisfactory learning outcomes that do not give the student the right to obtain ECTS credits.

6 - PROGRAMME COMPETENCIES

Integral Competencies

The ability to solve complex tasks and problems in the field of marketing and *advertising* business in professional activities or in the process of learning, which involves conducting research and/or implementing innovations and is characterized by uncertainty of conditions and requirements.

General Competencies (GC)

GC 1	Ability to make informed decisions.
GC 2	The ability to generate new ideas (creativity).
GC 3	Ability to evaluate and ensure the quality of work performed.
GC 4	The ability to adapt and act in a new situation.
GC 5	Interpersonal skills.
GC 6	Ability to search, process and analyze information from various sources.
GC 7	Ability to show initiative and entrepreneurship.
GC 8	Ability to develop and manage projects.

Professional Competencies (PC)

PC 1	The ability to logically and consistently reproduce and apply knowledge from the latest theories, methods and practical techniques of marketing.
PC 2	The ability to correctly interpret the results of the latest theoretical research in the field of marketing and the practice of their application.
PC 3	The ability to conduct independent research and interpret their results in the field of marketing.
PC 4	The ability to apply a creative approach to work in the specialty.
PC 5	The ability to diagnose the marketing activities of a market entity, carry out marketing analysis and forecasting.

PC 6	The ability to choose and apply effective means of managing the marketing activities of a market entity at the level of the organization, division, group, network.
PC 7	The ability to develop and analyze the marketing strategy of a market entity and ways of its implementation, taking into account inter-functional relationships.
PC 8	The ability to form a marketing system of a market entity and evaluate the effectiveness and efficiency of its functioning.
PC 9	The ability to conduct theoretical and applied research in the field of marketing at the appropriate level.
PC 10	<i>The ability to use relevant legal norms and restrictions when forming the marketing strategy and tactics of an advertising business entity (PC PS «Advertiser» D.1, O.1.U.1).</i>
PC 11	<i>The ability to choose and apply digital technologies in advertising activities (PC PS «Advertiser» O.3.U.1, D.7.,U.3).</i>
PC 12	<i>The ability to take into account the trends and prospects for the development of the advertising business in the context of globalization changes (PC PS «Advertiser» O. 4, U.2).</i>
7 – PROGRAMME LEARNING OUTCOMES (PLO)	
PLO 1	To know and be able to apply modern principles, theories, methods and practical techniques of marketing in practical activities.
PLO 2	To be able to adapt and apply new achievements in the theory and practice of marketing to achieve specific goals and solve the problems of a market entity.
PLO 3	To plan and carry out own research in the field of marketing, analyze its results and justify the adoption of effective marketing decisions in conditions of uncertainty.
PLO 4	To be able to develop a strategy and tactics of marketing activities taking into account the cross-functional nature of its implementation.
PLO 5	To present and discuss the results of scientific and applied research, marketing projects in the state and foreign languages.
PLO 6	To be able to increase the effectiveness of marketing activities of a market entity at different levels of management, develop projects in the field of marketing and manage them.
PLO 7	To be able to form and improve the marketing system of a market entity.
PLO 8	To use methods of interpersonal communication in the course of solving collective problems, conducting negotiations, scientific discussions in the field of marketing.
PLO 9	To understand the essence and features of the application of marketing tools in the process of making marketing decisions.

PLO 10	To justify marketing decisions at the level of a market entity using modern management principles, approaches, methods, techniques.
PLO 11	To use methods of marketing strategic analysis and interpret its results in order to improve the marketing activities of a market entity.
PLO 12	To carry out diagnostics and strategic and operational management of marketing in order to develop and implement marketing strategies, projects and programs.
PLO 13	To manage the marketing activities of a market entity, as well as its divisions, groups and networks, to determine the criteria and indicators for its evaluation.
PLO 14	To form a marketing system of interaction, to build long-term mutually beneficial relationships with other market entities.
PLO 15	To collect the necessary data from various sources, to process and analyze their results using modern methods and specialized software.
<i>PLO 16</i>	<i>To use relevant legal regulations and restrictions when forming the marketing strategy and tactics of an advertising business entity.</i>
<i>PLO 17</i>	<i>To select and apply digital technologies in advertising activities.</i>
<i>PLO 18</i>	<i>To take into account trends and prospects for the development of the advertising business in the context of globalization changes.</i>
8 – RESOURCE SUPPORT FOR PROGRAMME IMPLEMENTATION	
<i>Academic staff</i>	
Fully complies with the Licensing requirements for conducting educational activities. The implementation of the educational and professional programme «Advertising Business» 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. All scientific and pedagogical workers undergo internships / advanced training every five years.	
<i>Facilities</i>	
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: Osvita» operate, modern computer classes with specialized software are equipped, a Business Simulation Educational and Scientific Center operates, and a Smart Library is operating. All conditions have been created for the education of people with special needs. The social and household infrastructure of SUTE is available.	
<i>Informational, Teaching and Learning Materials</i>	
During the implementation of the educational programme, technological	

requirements for educational, methodological and information support of educational activities were fully met. There is an official website of SUTE, which contains basic information about the activity (structure, licenses and certificates of accreditation, educational/educational-scientific/publishing/certification (of scientific personnel) activities, educational and scientific structural units and their composition, admission rules, contact information): <https://knute.edu.ua/>. An ECTS Information Package is being developed for each educational programme at the university. Higher education applicants can view their individual plan, curriculum, points earned by discipline, class schedule and communicate with participants in the educational process through their personal account in «MIA: Osvita». Programs, work programs, subject syllabi and assessment criteria for educational components are posted 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, manuscripts of qualification works and dissertations for obtaining scientific degrees. For the convenience of higher education applicants, the university has developed a Catalog of Academic Disciplines, according to which students have the right to choose optional educational components.

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 applicants is carried out under international programs and projects within the framework of the Erasmus+ programme.

Training of Foreign Students

Training of foreign students is carried out in accordance with the current legislation requirements and rules of SUTE.

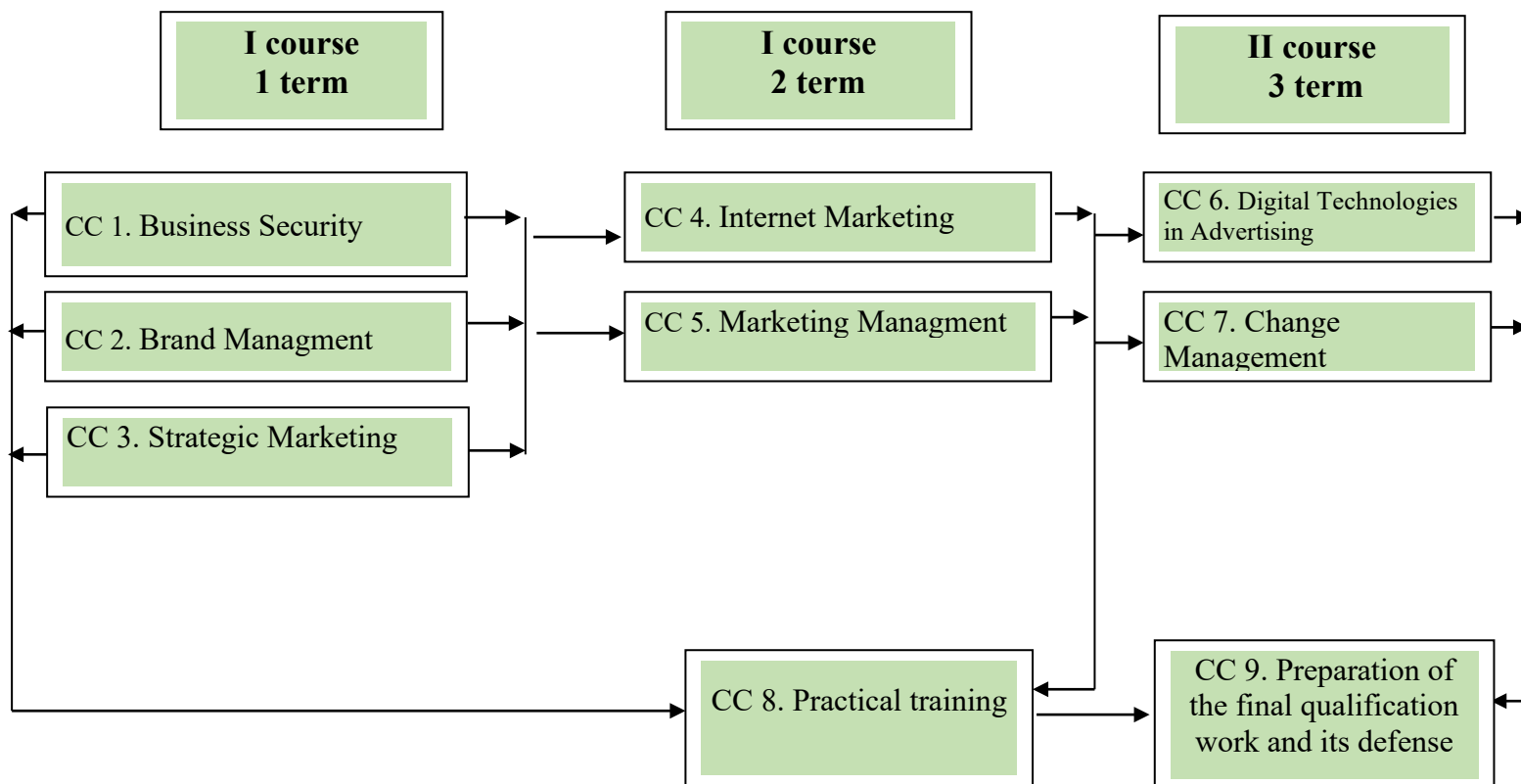
3.2. LIST OF EDUCATIONAL PROGRAMME COMPONENTS AND THEIR LOGICAL ORDER

3.2.1. Educational Programme Components

№	Educational Programme Components	Credits ECTS	Control form
<i>Compulsory Components (CC) of EP</i>			
CC 1.	Business Security	6	Exam
CC 2.	Brand Management	6	Exam
CC 3.	Strategic Marketing (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.	Change Management	6	Exam
CC 8.	Practical Training	9	Залік
CC 9.	Preparation of the final qualification work and its defense	12	Defense
Total Credits for Compulsory Components:		66	
<i>Optional Components (OC) of EP</i>			
OC 1.	Optional Educational Component 1	6	Exam
OC 2.	Optional Educational Component 2	6	Exam
OC 3.	Optional Educational Component 3	6	Exam
OC 4.	Optional Educational Component 4	6	Exam
Total Credits for Optional Components:		24	
TOTAL NUMBER OF EP CREDITS		90,0	

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

3.2.2 Structural and logical scheme of EP



3.3 The Form of Certification of Applicants for Higher Education

Certification of Masters in Marketing is carried out in the form of a public defense of the qualification work.

The qualification work must involve solving a complex specialized task or problem in the field of modern marketing and *advertising*, which involves conducting research and/or implementing innovations and is characterized by uncertainty of conditions and requirements.

The qualification work must not contain academic plagiarism, including incorrect text borrowings, fabrication and falsification.

The qualification work must be published on the official website of the higher education institution, its division or placed in its repository. The publication of qualification works containing information with limited access is carried out in accordance with the requirements of current legislation.

3.4. MATRIX OF CORRESPONDENCE OF PROGRAMME COMPETENCES TO COMPULSORY EP COMPONENTS

	CC 1.	CC 2.	CC 3.	CC 4.	CC 5.	CC 6.	CC 7.	CC 8.	CC 9.
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	+	+	+	+	+	+	+	+	+
PC 7		+	+	+	+		+	+	+
PC 8		+	+	+	+	+	+	+	+
PC 9		+		+	+	+	+	+	+
<i>PC 10</i>	+				+				+
<i>PC 11</i>			+	+	+	+			+
<i>PC 12</i>	+	+	+	+	+		+		+

3.5. MATRIX OF CORRESPONDENCE OF PROGRAMME LEARNING OUTCOMES BY COMPULSARY COMPONENTS OF THE EP

	CC 1.	CC 2.	CC 3.	CC 4.	CC 5.	CC 6.	CC 7.	CC 8	CC 9
PLO1		+			+	+		+	+
PLO2		+		+	+	+	+	+	+
PLO3			+						+
PLO4			+		+		+		+
PLO5					+				+
PLO6		+		+	+		+		+
PLO7			+		+				+
PLO8							+	+	+
PLO9				+	+	+		+	+
PLO10		+	+		+				+
PLO11			+					+	+
PLO12			+		+		+		+
PLO13		+	+		+				+
PLO14		+		+					+
PLO15			+	+	+		+	+	+
<i>PLO16</i>	+				+				+
<i>PLO17</i>			+	+	+	+			+
<i>PLO18</i>	+	+	+	+	+		+		+

APPENDIX**LIST OF RECOMMENDED OPTIONAL COMPONENTS**

№	Educational components	Credits ЄKTC
OP 1.	Business Engineering	6
OP 2.	Luxury Goods	6
OP 3.	Information Wars	6
OP 4.	Corporate Law	6
OP 5.	Advertising and Media Management	6
OP 6.	Marketing Risks	6
OP 7.	Consumer 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 management mechanisms

2. General information for students

- 2.1. Student registration department
- 2.2. Accommodation conditions
- 2.3. Food
- 2.4. Cost of living
- 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 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 programme

4. Information on educational components (disciplines)