

3. Study Programme

Project group lead

(Director of the study programme) Doctor of Sciences (Economics),
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3.1. Profile of the Bachelor's Degree Study Programme 'Advertising and Public Relations' in speciality 061 'Journalism'

1 - GENERAL INFORMATION	
Full name of IHE and structural unit	State University of Trade and Economics Faculty of Trade and Marketing Department of Journalism and Advertising
Academic degree and qualification title in the original	First (Bachelor's degree) level of education Qualification – Bachelor in Journalism
Field of knowledge	C Social Sciences, Journalism, Information and International Relations
Speciality	C7 Journalism
Study programme title	Advertising and Public Relations
Restrictions on modes of education	No restrictions are in place
Standards conformity	Conforms to the Higher Education Standard of the Ministry of Education and Science of Ukraine (Order No. 864 of 20.06.2019)
Qualification title (degree), programme credits and duration	Bachelor's degree, single. Study programme credits – 240 ECTS credits. Standard training period: 3 years 10 months
Accreditation status	Certificate of Accreditation of the study programme issued by the National Agency for Higher Education Quality Assurance, dated 23.06.2022, No. 3583, period of the certificate validity until 01.07.2027
Cycle/Level	NQF of Ukraine – level 6, FQ-EHEA – first cycle, EQF-LLL – level 6
Academic backgrounds	Complete general secondary education; Conditions for admission to the programme are regulated by the SUTE Rules of Admission.
Language(s) of instruction	Ukrainian, English
Programme duration	Valid till the approval of a new study programme edition
Study programme link	https://knute.edu.ua/
2 - STUDY PROGRAMME AIM	
Ensure that students acquire theoretical knowledge, practical skills and abilities sufficient to successfully implement the following: research principles of the market position of an enterprise, study of its strategies in the field of journalism, advertising and public relations in conditions of competition and uncertainty; proposals for promoting goods and services	

through advertising and public relations; communication appeals, visual and audiovisual content, advertising and PR products; relevant stages of an enterprise's advertising and public relations campaigns.

3 - STUDY PROGRAMME DESCRIPTION

Subject area

Objects of study and activities: social communications in their various manifestations and types; social communication products; audience and other consumers (users) of the aforementioned products.

Aims of training: to form the ability of the graduate to solve complex specialized assignments and practical problems in the field of social communications, which involves the use of provisions and methods of social communication and other sciences and is characterized by uncertainty of conditions.

Theoretical content of the subject area: the concept of journalism, advertising, and public relations, publishing and editing activities, and other types of communication activities as social communication institutions.

Methods, techniques and technologies: applied social and communication technologies; methods and techniques for collecting, processing and disseminating information, media planning, professional norms and standards and other special methods used in the field of social communications and narrow professional areas of social communication.

Tools and equipment: television and radio equipment, computer hardware, image, video, sound and layout processing software

Study programme orientation

Study, professional, applied and research

Study programme main focus

Specialised education in the field of knowledge 'Social Sciences, Journalism, Information and International Relations' in the speciality 'Journalism' with intensive study of theoretical and methodological foundations for building a system of professional knowledge and practical skills required for the effective solution to problems associated with the use of advertising and public relations technologies, as well as conducting advertising activities by enterprises in the trade sector and other areas of public life.

Key words: management of communications, corporate reputation and image; strategic and tactical planning of communication systems; creating media products for advertising programmes and relations with target public groups; monitoring and researching public opinion and attitudes towards corporate image and reputation; advertising technology and corporate public relations activities.

Programme features

The given study programme provides skills in solving complex, poorly structured and unstructured tasks in specialised areas of journalism, advertising and public relations. Practical training is provided at enterprises engaged in journalism, advertising and public relations.

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** Classification of occupations:

2451 Journalist, writer, editor, film advertising editor, scientific editor, art editor, reviewer, correspondent, special correspondent, chief announcer, member of the editorial board, programme host;	
2419.2 Professionals in the field of marketing, economic efficiency, production rationalisation, intellectual property and innovation;	
3429 Commercial services agents and trade brokers;	
3436 Executive assistants	
<i>Further learning</i>	
Graduates of the given study programme are eligible to continue their studies in the second cycle of the FQ-EHEA, EQF-LLL level 7, and NQF of Ukraine level 7.	
5 - TRAINING AND ASSESSMENT	
<i>Teaching and learning</i>	
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.	
<i>Assessment</i>	
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	
<i>Integral competence</i>	
Ability to solve complex specialized tasks and practical problems in the field of social communications involving the application of principles and methods of social communication and other sciences, characterised by uncertainty in conditions.	
<i>Transferable competences (TC)</i>	
TC01	Ability to apply knowledge in practical situations.
TC02	Knowledge and understanding of the subject area and awareness of professional activities.
TC03	Ability to be critical and self-critical.
TC04	Ability to search, process, and analyse information from various sources.
TC05	Proficiency in using information and communication technologies.
TC06	Ability to adapt and perform in a new situation.
TC07	Ability to work in a team.
TC08	Ability to learn and acquire up-to-date knowledge.

TC09	Ability to exercise their rights and responsibilities as a member of society, to be aware of the values of a civil (free democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine.
TC10	Ability to preserve and increase moral, cultural, scientific values and achievements of society by understanding the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, engineering and technologies, to practise various types and forms of exercise for active leisure and healthy lifestyle.
TC11	Ability to communicate in the state language.
TC12	Ability to communicate in a foreign language.
TC13	Ability to make decisions and act respecting the principle of zero tolerance for corruption and any other manifestations of dishonesty.
TC14	<i>Ability to confidently use verbal (language culture, sociability, tolerance) and non-verbal communication means (sign systems, appearance, facial expressions, gestures, behaviour style, artistry), ability for public activity.</i> ¹
<i>Special (professional, subject) competences (SC)</i>	
SC01	Ability to apply knowledge of social communications in their professional activities.
SC02	Ability to generate informational content.
SC03	Ability to create a media product.
SC04	Ability to organize and control the team's professional activities.
SC05	Ability to effectively promote a created media product.
SC06	Ability to conduct safe media activities.
SC07	<i>Ability to apply technologies for shaping public opinion, recognize and prevent manipulative technologies.</i>
SC08	<i>Ability to create effective newsbreaks and develop their scenarios, as well as to manage the entire process cycle to prepare and conduct communication events.</i>
SC09	<i>Ability to anticipate trends and prospects for the development of advertising and PR businesses in the context of globalization and global transformation, predict reputational risks, and develop plans for crisis management measures.</i>
7 - PROGRAMME LEARNING OUTCOMES	
PO01	Explain their production activities and operations based on the acquired knowledge.
PO02	Apply expertise in the field of subject specialization to create an information product or conduct an information campaign.
PO03	Evaluate their own or someone else's information product, information campaign organized and conducted independently or with colleagues.
PO04	Search, process and analyse information from various sources.
PO05	Use up-to-date information and communication technologies along with specialized software to address professional tasks.
PO06	Plan their own and team activities considering goals, constraints, and

¹ The transferable, special (professional, subject) competencies and programme learning outcomes indicated in italics reflect the focus of the study programme.

	anticipated risks.
PO07	Coordinate the performance of a personal task with colleagues' tasks.
PO08	In working situations, separate the facts, events, information, and processes that lack knowledge, and reveal the methods and sources for acquiring that knowledge.
PO09	Evaluate the activities of colleagues as those bearing the rights and responsibilities of members of society and representatives of civil society.
PO10	Evaluate the activities of colleagues in terms of preservation and enhancement of social and cultural values and achievements.
PO11	Be fluent in using the Ukrainian language while discussing professional issues including verbal, written and electronic communication.
PO12	Be fluent in using a foreign language while discussing professional issues including verbal, written and electronic communication.
PO13	Anticipate the audience's response to an information product or to information actions taking into account the concepts and methods of social and communication sciences.
PO14	Generate information content on a given topic using available and mandatory sources of information.
PO15	Create a competent media product on a given topic, of a specified genre taking into account the distribution channel or publication platform.
PO16	Plan their own and their colleagues' work aimed at both generating information content and creating a media product, as well as its promotion.
PO17	Post up-to-date information about your media product on available internet platforms.
PO18	Use the necessary knowledge and techniques to resolve crisis communication situations based on tolerance, dialogue and cooperation.
PO19	<i>Plan and anticipate the results of collaboration with clients in the media sphere, identify development trends and functioning of domestic and international media systems.</i>
PO20	<i>Develop communication event scenarios, possess creative methods for generating new ideas, apply image technologies in advertising and PR activities, provide consulting on image-making, and apply brand development technologies.</i>
PO21	<i>Use strategic management models in the field of advertising and PR, skills to draw up implementation plans for advertising and PR campaigns, evaluate the effectiveness of advertising and PR activities.</i>
8 - SUPPORT FOR PROGRAMME IMPLEMENTATION	
<i>Academic staff</i>	
The academic staff are fully compliant with Licensing requirements for carrying out educational activities. To implement the study programme 'Advertising and Public Relations', 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.
<i>Facilities</i>
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 and relevant multimedia equipment, a Smart Library, and an Advertising and Media Technologies Laboratory. There have been created all conditions for training students with disabilities. Social and domestic facilities are also available at SUTE.
<i>Information, teaching and learning materials</i>
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
<i>National credit mobility</i>
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.
<i>International credit mobility</i>
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.
<i>Training of foreign students</i>
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

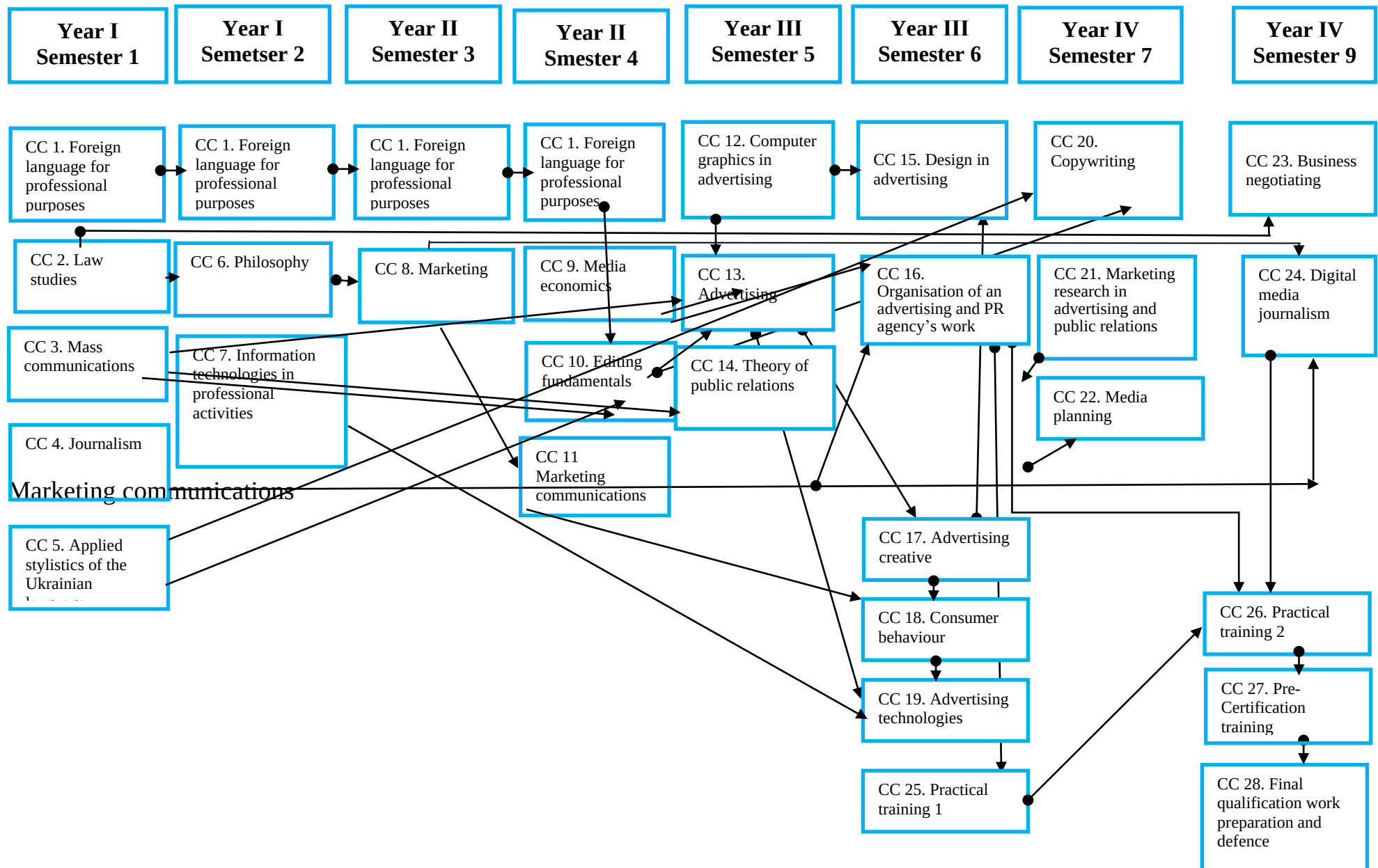
3.2.1. List of the SP components

Code	Programme educational components	ECTS credits	Form of control
<i>Compulsory components</i>			
CC 1.	Foreign language for professional purposes	24	Exam
CC 2.	Law studies	6	Exam
CC 3.	Mass communications	6	Exam
CC 4.	Journalism	6	Exam
CC 5.	Applied stylistics of the Ukrainian language	6	Exam
CC 6.	Philosophy	6	Exam
CC 7.	Information technologies in professional activities	6	Exam
CC 8.	Marketing	6	Exam
CC 9.	Media economics	6	Exam
CC 10.	Editing fundamentals	6	Exam
CC 11.	Marketing communications	6	Exam
CC 12.	Computer graphics in advertising	6	Exam
CC 13.	Advertising	6	Exam
CC 14.	Theory of public relations	6	Exam
CC 15.	Design in advertising	6	Exam
CC 16.	Organisation of an advertising and PR agency's work	6	Exam
CC 17.	Advertising creative	4,5	Exam
CC 18.	Consumer behaviour	6	Exam
CC 19.	Advertising technologies	4,5	Exam
CC 20.	Copywriting	6	Exam
CC 21.	Marketing research in advertising and public relations	6	Exam

CC 22.	Media planning	6	Exam
CC 23.	Business negotiating	7,5	Exam
CC 24.	Digital media journalism	7,5	Exam
CC 25.	Practical training 1	3	Credit
CC 26.	Practical training 2	6	Credit
CC 27.	Pre-Certification training	3	
CC 28.	Final qualification work preparation and defence	6	Defence
	Total credits for compulsory components	180	
<i>Elective components</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 4	6	Exam
EC 5.	Educational component 5	6	Exam
EC 6.	Educational component 6	6	Exam
EC 7.	Educational component 7	6	Exam
EC 8.	Educational component 8	6	Exam
EC 9.	Educational component 9	6	Exam
EC 10.	Educational component 10	6	Exam
Total credits for elective components		60	
TOTAL CREDITS FOR THE STUDY PROGRAMME		240	

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. The SP Structural and Logic Network



3.4. Final assessment of graduates

The final assessment is carried out in the form of a public defence of a final qualification work.

The final qualification work represents a completed information product, an information campaign draft or an information campaign itself, along with an explanatory note attached.

The final qualification work should suggest a solution to a complex, specialised assignment or practical problem in the field of social communications characterised by comprehensiveness and uncertainty of conditions.

The final qualification work must not contain academic plagiarism, fabricated, or false information.

The final qualification work should be published on the official website of the higher education institution or in its repository.

3.5. The programme competences and SP compulsory components matrix

Components / Competences	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8	CC 9	CC 10	CC 11	CC 12	CC 13	CC 14	CC 15	CC 16	CC 17	CC 18	CC 19	CC 20	CC 21	CC 22	CC 23	CC 24	CC 25	CC 26	CC 27	CC 28
TC01	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
TC02	•	•	•	•	•	•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
TC03			•			•										•							•		•	•	•	•
TC04		•	•	•			•	•			•		•	•	•			•	•	•	•	•				•	•	•
TC05			•				•			•	•	•	•	•	•		•			•			•	•	•	•	•	•
TC06					•											•							•			•	•	•
TC07																•							•			•	•	
TC08	•	•			•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			•	•	•	•
TC09		•	•																						•	•	•	•
TC10		•	•	•	•	•								•	•						•				•	•	•	•
TC11			•	•	•					•	•		•	•			•				•			•	•	•	•	•
TC12	•			•										•			•				•			•	•	•	•	•
TC13	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
TC14			•	•				•					•	•		•							•			•	•	•
SC01								•	•		•		•	•	•		•	•	•	•	•	•		•	•	•	•	•
SC02	•	•	•	•	•							•	•	•	•	•	•	•		•	•				•	•	•	•
SC03	•	•	•	•	•			•		•	•	•	•	•	•	•	•	•	•	•	•				•	•	•	•
SC04									•				•	•		•										•	•	•
SC05								•			•	•	•	•		•		•	•	•		•	•			•	•	•
SC06	•	•	•	•		•					•			•									•	•		•	•	•
SC07									•				•	•		•			•	•		•	•			•	•	•
SC08	•				•					•	•	•	•	•		•	•				•	•			•	•	•	•
SC09											•		•	•		•						•				•	•	•

3.5. The programme learning outcomes and SP compulsory components matrix

Components/ Programme learning outcomes	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8	CC 9	CC 10	CC 11	CC 12	CC 13	CC 14	CC 15	CC 16	CC 17	CC 18	CC 19	CC 20	CC 21	CC 22	CC 23	CC 24	CC 25	CC 26	CC 27	CC 28
PO01	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
PO02	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
PO03			•			•										•							•		•	•	•	•
PO04		•	•	•			•	•			•		•	•	•			•	•	•	•	•	•			•	•	•
PO05			•				•			•	•	•	•	•	•			•		•			•	•	•	•	•	•
PO06					•											•							•		•	•	•	•
PO07																•							•		•	•		
PO08	•	•			•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			•	•	•	•
PO09		•	•																					•	•	•	•	•
PO10		•	•	•	•	•								•	•					•				•	•	•	•	•
PO11			•	•	•					•	•		•	•				•			•			•	•	•	•	•
PO12	•			•										•				•			•			•	•	•	•	•
PO13								•			•	•	•	•	•		•	•	•	•	•	•			•	•	•	•
PO14	•	•	•	•	•							•	•	•	•	•	•	•		•	•			•	•	•	•	•
PO15	•	•	•	•	•			•		•	•	•	•	•	•		•	•	•	•	•	•	•		•	•	•	•
PO16									•				•	•		•									•	•	•	•
PO17								•			•	•	•	•		•		•	•		•	•			•	•	•	•
PO18	•	•	•	•		•					•			•									•	•	•	•	•	•
PO19									•				•	•		•				•		•	•			•	•	•
PO20	•				•					•	•	•	•	•		•	•			•	•			•	•	•	•	•
PO21											•		•	•		•	•					•			•	•	•	•

LIST OF RECOMMENDED ELECTIVE COMPONENTS

Code	Educational components	ECTC ECTS credits
EC 1.	Blogging	6
EC 2.	Sectoral journalism	6
EC 3.	Imageology	6
EC 4.	Intellectual property	6
EC 5.	Infographics	6
EC 6.	Information wars	6
EC 7.	History of advertising and public relations	6
EC 8.	Crisis communications	6
EC 9.	Critical thinking	6
EC 10.	Management	6
EC 11.	International journalism	6
EC 12.	Public speaking	6
EC 13.	Fundamentals of cybersecurity	6
EC 14.	Direct marketing	6
EC 15.	Psychology of advertising	6
EC 16.	Targeted advertising	6
EC 17.	Communication English tailored course	6

