

3.THE EDUCATIONAL PROGRAMME

Head of the project team (Director of the Master's degree programme)
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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 Journalism and Advertising
Academic degree and qualification title in the original	Second (Master) Cycle Qualification – Master's degree in Journalism
Field of Study	C Social Sciences, Journalism, Information, and International Relations
Subject Area	C7 Journalism
Educational programme official name	Advertising
Restrictions on Modes of Study	There are no restrictions
Compliance with the Higher Education Standard of the Ministry of Education and Science of Ukraine	Educational Programme meets the Standard of Higher Education of the Ministry of Education and Science of Ukraine (Order No. 994 dated 08 November 2022)
Diploma type and the Educational programme scope	Master diploma, unitary, 90 ECTS credits, training period – 1 year 4 months
Accreditation Availability	Certificate of Accreditation for Subject Area UD11017009, valid until July 1, 2025 and certified by the Accreditation Commission of the Ministry of Education and Science of Ukraine
Higher Education Cycle/Level	National Qualification Frameworks of Ukraine – level 7, FQ-EHEA – the second cycle, EQF-LLL – level 7
Prerequisites for Admission to the Educational Programme	A person has the right to obtain a Master's degree provided that he or she has a Bachelor's degree (NQF of Ukraine, level 6) or higher level
Language(s) of training	Ukrainian, English

Programme validity period	Until the approval of the new edition of the educational programme
Internet address for permanent placement of the Educational programme description	https://knute.edu.ua
2 – EDUCATIONAL PROGRAMME AIM	
Training of highly qualified experts who have professional knowledge and practical skills to effectively tackle tasks related to the creation of journalistic products, conducting journalistic investigations, developing advertising messages and carrying out advertising activities. Advertising specialists study applied social communications, develop advertising strategies in a competitive environment, make proposals for the promotional marketing of goods and services, develop original advertising layouts and other communication materials, and determine advertising placement locations.	
3 – EDUCATIONAL PROGRAMME CHARACTERISTICS	
<i>Subject area</i>	
<i>Object of activity:</i> the principles of journalism functions and its types, forms, technologies, and areas of application (journalism, publishing, editing, media communications, media production, advertising, public relations, etc.) from retrospective, current, and future perspectives. <i>Learning objectives:</i> the ability to solve research and/or innovation-related problems in the field of journalism. <i>Theoretical content of the subject area:</i> communication processes in society (journalistic, publishing, advertising and other activities) and their representation in a wide range of media products; the typology, structure, and social functions of modern communication technologies; the media within the system of social governance and society self-organization; and the influence of the media on public consciousness at the global, regional, and local levels. <i>Methods, techniques and technologies:</i> collection, processing, and analysis/verification of factual information; typology and classification of research subjects; content analysis of media products; monitoring of social processes in the media; methods of diagnosis, expert assessment, and forecasting; communication technologies; modern digital technologies. <i>Tools and equipment:</i> modern computer technology and multimedia equipment, information and library resources, and specialized software used for data processing and visualization in various areas of journalism.	
<i>Educational programme orientation</i>	
Educational and professional, applied and research	
<i>The main focus of the Educational programme</i>	
Developing of the professional competencies for establishing and managing media institutions, managing corporate advertising activities, researching of applied	

social communications, developing media products, and applying innovative communication technologies in the fields of journalism and advertising.
Keywords: media communications, media product, advertising, digital advertising technologies

Programme features

The educational program trains students to solve problems in the field of journalism, in advertising and media management, develop media product and use digital advertising technologies, study the impact of advertising on the minds and behavior of audiences through practical training at companies of all types.

4 – GRADUATES EMPLOYABILITY AND SUITABILITY FOR FURTHER LEARNING

Employability

Graduates of this educational programme can be employed at enterprises, institutions and organisations.

According to the classification of professions DK 003:2010 graduates may hold the following positions:

1210 Heads of enterprises, institutions and organizations

1234 Heads of Advertising and PR Departments

1238 Project and Program Managers

2419.2 Professionals in the fields of marketing, business, production rationalization, intellectual property, and innovation

2451 Journalist, writer, editor, film editor, academic editor, literary editor, columnist, correspondent, special correspondent, announcer, editorial board member, program presenter.

Further learning

Graduates of this educational programme have the right to continue their studies at the third (educational and scientific) cycle of higher education and obtain additional qualifications in the adult education system.

5 – TEACHING AND ASSESSMENT

Teaching and learning

A balanced combination of classroom studies (lectures, discussions, seminars, small group workshops, case studies, students' independent study with information sources, and teacher consultations), distance learning, and independent study based on problem-based, interactive learning and self-study.

Assessment	
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. 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. 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 credit and an exam. 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.	
6 – PROGRAMME COMPONENTS	
<i>Integral competence</i>	
Ability to solve research and/or innovation-related problems in the field of journalism	
<i>General competences (GC)</i>	
GC 01	Ability to think abstractly, analyze, and summarize.
GC 02	Ability to plan and manage time.
GC 03	Ability to generate new ideas (creativity).
GC 04	Ability to communicate in a foreign language, orally and in writing.
GC 05	Ability to search, process and analyse information from various sources.
GC 06	Ability to make rational decisions.
GC 07	Ability to develop and manage projects.
GC 08	Ability to communicate with representatives of other professional groups of different levels.
GC 09	Ability to evaluate and ensure the quality of performed work.
<i>Special (professional, subject) competences (SC)</i>	
SC 01	Ability to use specialized conceptual knowledge of the theory and history of journalism, as well as the latest technological innovations, to solve research and/or innovation-related problems in the field of journalism.
SC 02	Ability to analyze critically issues in the field of journalism and related interdisciplinary areas.
SC 03	Ability to make effective decisions in the field of journalism.
SC 04	Ability to manage work or educational processes in the field of journalism that are complex, unpredictable, and require new strategic approaches.

SC 05	Ability to clearly and explicitly communicate own conclusions on journalism-related issues, as well as knowledge and explanations that support them, to experts and non-experts, including students.
SC 06	Ability to integrate knowledge and solve complex journalistic challenges in broad and/or multidisciplinary contexts, using incomplete or limited information, considering aspects of social and ethical responsibility.
SC 07	Ability to facilitate and evaluate the team's strategic development.
7 – PROGRAMME LEARNING OUTCOMES	
PLO 01	To make effective decisions on journalism problems, including multiple criteria, incomplete or contradictory information, and various requirements.
PLO 02	To analyse and evaluate the potential impact of technological developments on the current state and future progress journalism.
PLO 03	To collect, analyse and summarize materials from various sources, including academic and professional literature and databases, and to verify their authenticity using modern research methods.
PLO 04	To speak and write freely in the official language and foreign languages when discussing professional issues, research findings and innovations, and analysing relevant information.
PLO 05	To produce new ideas and use modern technologies in the creation of media products.
PLO 06	To evaluate the authenticity of information and the reliability of sources, and to process and use information effectively for scientific research and practice.
PLO 07	To discuss difficult communication problems, and to offer and justify possible solutions.
PLO 08	To use advanced knowledge and methodologies in the process of researching the activities and establishing new media institutions.
PLO 09	To carry out a comparative analysis of the legislative framework and the activities of certain media organisations in Ukraine and the European Union.
PLO 10	To have skills to solve problems in the establishment of new media organisations and institutions.
PLO 11	To participate in the development of draft legislation governing activities in journalism, to justify the public need for their adoption, and to anticipate the impact they will have on society.
PLO 12	To develop and implement innovative and research-based projects in the field of journalism, considering legal, social, economic and ethical aspects.
PLO 13	To organise the team's work, ensure the professional development of its members and the achievement of the goals.
8 – RESOURCE SUPPORT FOR PROGRAMME IMPLEMENTATION	

<i>Staffing</i>
The programme fully complies with the Licensing requirements for conducting educational activities. The implementation of the study and professional programme «Advertising» 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 are also involved in the educational process. All research and teaching staff undergo internships/professional development every five years.
<i>Material and technical support</i>
The programme fully complies with the Licensing Requirements for educational activity. There are corporate distance learning system and the automated educational process management system «MIA: Education» for the students' convenience. The university has modern computer labs with specialised software, Business Simulation Training and Research Centre and Smart Library. All conditions are created for the education of people with disabilities. SUTE's social infrastructure is available.
<i>Information and educational methodological support</i>
The university develops an ECTS Information Package for each Educational programme. Each student can view his or her own individual plan through the personal account of the «MIA: Education» and create own individual plan, view the curriculum, obtained points in disciplines, class schedule and communicate with participants in the educational process. Course summaries, course outlines, course syllabuses and assessment criteria for educational components are on the corporate e-learning platform. 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. The university has developed a catalogue of academic disciplines for the convenience of students, which allows them 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 concluded between SUTE and other higher education institutions (research institutions) in Ukraine under 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 training of students under international programmes and projects within the Erasmus+ programme.
<i>Foreign students training</i>
It is carried out in accordance with the requirements of the current legislation.

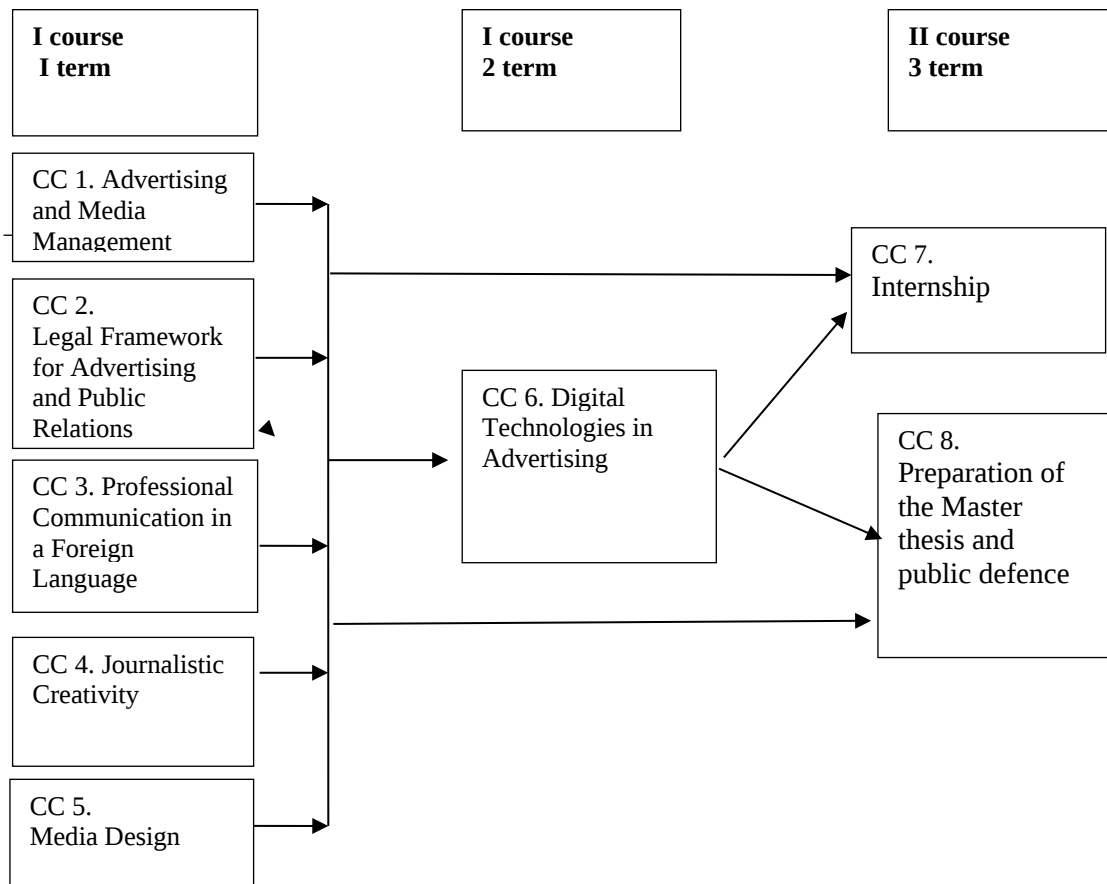
3.2. LIST OF THE EDUCATIONAL PROGRAMME COMPONENTS AND THEIR LOGICAL SEQUENCE

3.2.1. List of educational programme components

Code	Educational programme components	ECTS credits	Form of control
<i>Educational Programme Compulsory Components</i>			
CC 1	Advertising and Media Management	6	Exam
CC 2	Legal Framework for Advertising and Public Relations	6	Exam
CC 3	Professional Communication in a Foreign Language	6	Exam
CC 4	Journalistic Creativity	6	Exam
CC 5	Media Design	6	Exam
CC 6	Digital Technologies in Advertising	6	Exam
CC 7	Internship	21	Credit
CC 8	Preparation of the Master thesis and public defence	9	Defence
Total Volume of Compulsory Components		66	
<i>Educational Programme 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
Total Volume of Elective Components		24	
TOTAL VOLUME OF EDUCATIONAL PROGRAMME		90	

Students choose their elective courses through the personal account of the portal «MIA: Education» portal. Descriptions of the courses and their prerequisites are available in the SUTE Catalogue of Disciplines.

3.2.2. Structural and logical scheme of EP



3.2.3. Form of students' attestation

Attestation is carried out in the form of a public defence of a qualification work.

The qualification work involves the solution of a research and/or innovative problem in the field of journalism.

The qualification work of the educational programme may have two forms: a research (academic) work or a project.

The qualification work must not contain academic plagiarism, fabrication and falsification. The qualification work must be publicly available on the official website of the higher education institution or its division.

3.3.4. Matrix of correspondence between program competencies and compulsory components of the educational programme

Components / Competencies	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8
GC01	+	+		+	+	+	+	+
GC 02	+			+	+	+	+	+
GC 03	+	+		+	+	+	+	+
GC 04	+	+	+	+	+		+	+
GC 05	+	+	+	+	+	+	+	+
GC 06	+	+	+	+	+	+	+	+
GC 07	+	+			+	+	+	+
GC 08	+				+	+	+	+
GC 09	+	+		+	+	+	+	+
SC 01	+	+		+	+	+	+	+
SC 02	+	+	+	+	+		+	+
SC 03	+	+	+	+	+	+	+	+
SC 04	+		+	+		+	+	+
SC 05	+	+		+	+	+	+	+
SC 06	+	+		+	+	+	+	+
SC 07	+					+	+	+

3.3.5. Matrix of correlation between program learning outcomes and compulsory components of the educational programme

Components / Programme learning outcomes	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8
PLO 01		+		+	+	+	+	+
PLO 02				+	+	+	+	+
PLO 03	+			+	+		+	+
PLO 04	+		+			+	+	+
PLO 05				+	+	+	+	+
PLO 06	+			+			+	+
PLO 07	+			+			+	+
PLO 08	+						+	+
PLO 09		+					+	+
PLO 10	+				+		+	+
PLO 11		+					+	+
PLO 12	+						+	+
PLO 13	+					+	+	+

LIST OF RECOMMENDED ELECTIVE COMPONENTS

Code	EDUCATIONAL PROGRAMME COMPONENTS	ECTS credits
EC 1.	Audio & Video Production	6
EC 2.	Brand Management	6
EC 3.	Blogging	6
EC 4.	Industry Advertising	6
EC 5.	Information Wars	6
EC 6.	Photojournalism and Photography	6