

3. Educational Programme “Digital Marketing” in Specialty D5 – Marketing

Educational Programme Director
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3.1 Educational Programme Profile

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	Second (Master’s) level of higher education Qualification – Master in Marketing
Field of knowledge	D Business, Administration and Law
Speciality	D5 Marketing
Educational programme title	Digital Marketing
Restrictions on mode of study	No restrictions
Standards of conformity	Complies with the Standard of Higher Education of the Ministry of Education and Science of Ukraine (Order No. 960 dated 10 July 2019)
Qualification title (degree), programme credits and duration	Master’s degree diploma, single. Scope of the educational-professional programme – 90 ECTS credits. Standard period of study: 1 year 4 months.
Accreditation status	Accreditation Certificate of the specialty UD 11015999, valid until 01 July 2026, issued by the Accreditation Commission of the Ministry of Education and Science of Ukraine.
Cycle/Level	NQF of Ukraine – Level 7, FQ-EHEA – Second cycle, EQF-LLL – Level 7
Academic backgrounds	Bachelor’s degree required

Language(s) of instruction	Ukrainian
Programme duration	Until the approval of a new version of the educational-professional programme
Educational programme link	https://knute.edu.ua/
2 – PURPOSE OF THE EDUCATIONAL PROGRAMME	
Training modern professionals with innovative and creative thinking, capable of solving strategic and tactical management tasks in the field of digital marketing. A marketer acquires knowledge of socio-economic and information-technology processes related to marketing activities in the digital environment and develops and improves digital marketing strategies using digital technologies, channels, methods, and tools.	
3 – CHARACTERISTICS OF THE EDUCATIONAL PROGRAMme	
<i>Subject Area</i>	
<i>Object of study:</i> marketing activity as a form of interaction between participants in market relations aimed at satisfying their economic and social interests. <i>Learning objectives:</i> to prepare specialists with modern economic thinking and relevant competencies required to address problems and solve complex tasks in marketing activities, involving research and/or innovation, and characterized by uncertainty of conditions and requirements. <i>Theoretical content of the subject area:</i> the essence of marketing as a modern business management concept; the conceptual and categorical framework, principles, functions, concepts of marketing and their historical foundations; the specifics of the activities of market participants in various sectors and types of markets; the content of marketing activities, development of marketing strategies, and formation of managerial decisions in the field of marketing. <i>Methods, techniques and technologies:</i> general scientific and specialized methods, professional techniques and technologies required to ensure effective marketing activities. <i>Tools and equipment:</i> modern general-purpose and specialized information systems and software products required for making and implementing marketing management decisions.	
<i>Programme Orientation</i>	
Educational-professional, applied.	
<i>Main Focus of the Educational Programme</i>	
Formation of a system of professional knowledge and practical skills in carrying out and managing a company's marketing activities in the digital environment, applying a strategic approach to solving managerial tasks aimed at improving the effectiveness of digital marketing and business.	

Key words: marketing, digital technologies, digital environmentdigital marketing, digital marketing strategy, digital marketing tools, and the effectiveness of digital marketing and business performance.

Key Features of the Programme

The availability of an elective component of professionally oriented courses for work in the field of digital marketing; an interdisciplinary approach to preparing a master's graduate in digital marketing through a range of educational components; practical training at enterprises engaged in marketing activities using digital technologies, channels, methods, and tools.

4- GRADUATES' EMPLOYABILITY AND OPPORTUNITIES FOR FURTHER EDUCATION

Employability

Graduates of this educational and professional programme may be employed at enterprises, institutions, and organizations, or engage in entrepreneurial activities. According to the National Classification of Occupations of Ukraine (**DK 003:2010**), as amended and approved by the Order of the Ministry of Economic Development and Trade of Ukraine No. 27751 of December 13, 2024:

1233. Marketing Department Managers: Marketing Director; Commercial Director; Head of Sales (Marketing) Department; Head of Commercial Department.

1234. Advertising and Public Relations Department Managers: Head of Advertising Department; Head of Public Relations Department.

131. Managers of Small Enterprises without Administrative Staff: Director (Manager) of a Small Enterprise.

1317. Managers of Small Enterprises without Administrative Staff in Commercial Services: Director (Manager) of a Small Trading Company.

1475.3. Market Research and Public Opinion Research Managers: Marketing Manager.

1475.4. Commercial Operations and Management Managers: Public Relations Manager; Sales Manager.

1476.1. Advertising Managers, Advertising Manager.

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

2419.2. Professionals in Marketing and Business Performance, Enterprise Efficiency Consultant; Marketing Consultant; Advertising Specialist; Market Development Specialist (Marketing Specialist); Public Relations and Press Specialist; Market Research Analyst.

Graduates are prepared and qualified to carry out professional activities in the sectors defined by the National Classification of Economic Activities (**KVED 009:2010**):

70.21. Public Relations Activities (providing consulting services, managerial and operational support, including lobbying activities to assist companies and other organizations in managing interactions and public relations). 73.11. Advertising Agencies (providing a full range of advertising services either through in-house capabilities or on a contractual basis, including consulting, advertising design services, production and procurement of advertising materials, namely: creating and conducting advertising campaigns; carrying out marketing campaigns and other promotional activities aimed at attracting and retaining customers). 73.20. Market Research and Public Opinion Polling (studying market potential, product awareness and acceptance, the popularity of specific goods and services, and consumer purchasing habits to support sales and the development of new products and services, including statistical analysis of results; conducting public opinion research on political, economic, and social issues, including statistical analysis of findings). According to the Professional Standard “Advertising Specialist” (Order of the Ministry of Economy of Ukraine No. 81-22 dated January 11, 2022) and in accordance with the National Classification of Occupations of Ukraine (DK 003:2010), as amended by the Order of the Ministry of Economic Development and Trade of Ukraine No. 27751 dated December 13, 2024, graduates may be awarded the professional qualification “Advertising Specialist” and hold the corresponding standard position title 2419.2 Advertising Specialist. In line with current vacancies and labor market demands, a Master’s graduate in Marketing is qualified for employment in the following positions: Owner or Director of a Digital Consulting Agency; Head of Marketing or Digital Marketing Department; Head of Marketing Division; Marketing Director; Digital Marketing Consultant; Advertising Manager; Digital Branding Manager, Consultant, or Team Leader; Digital Project Manager; Digital Marketing Manager; Digital Marketer; Content Producer; Content Manager; PPC Specialist (Pay-Per-Click Advertising Specialist); Contextual Advertising Specialist; SEO Specialist; SMM Specialist (Social Media Marketing Specialist); Startup Marketing Specialist.
<i>Further Study</i>
Graduates of this educational programme are eligible to continue their studies at the third (educational and research/doctoral) level of higher education and to obtain additional qualifications through the postgraduate education system.
5 – TEACHING AND ASSESSMENT
<i>Teaching and Learning</i>
Problem-based learning aimed at developing general and professional competencies sufficient for generating innovative and creative ideas and solving complex problems in the professional field. Acquisition of research methodology and skills

for presenting research results. Conducting independent research using the resource base of the university and its partners.

Student-centered learning, individualized learning pathways, self-directed learning, lectures (including guest lectures delivered by industry practitioners), practical classes, situational tasks, discussions, case-study methods, project work in small groups, and the preparation of a master's thesis.

Assessment

Assessment of students' learning outcomes is carried out in accordance with the Regulations on the Assessment of Learning Outcomes of Students and Doctoral Candidates at SUTE and includes the following forms of assessment: continuous assessment, final assessment, and certification. Continuous assessment is conducted during practical and/or laboratory classes and based on the results of independent study assignments. It involves evaluating students' theoretical knowledge demonstrated during seminar classes as well as the practical skills acquired through laboratory and practical assignments. Final assessment consists of assessment activities aimed at determining the extent to which a student's learning outcomes meet the requirements of the educational programme for a particular course component. At the university, final assessment is conducted in the form of an examination. Students' learning outcomes at SUTE are assessed using a 100-point grading scale, where: 60–100 points – satisfactory learning outcomes that entitle the student to receive ECTS credits; 0–59 points – unsatisfactory learning outcomes that do not entitle the student to receive ECTS credits.

6 – Programme Competencies

Integral Competence

The ability to solve complex tasks and problems in the field of digital marketing in professional practice or the learning process, involving research and/or innovation and characterized by uncertainty in conditions and requirements.

General Competences

GC1	The ability to make well-founded decisions.
GC2	Ability to generate new ideas (creativity).
GC3	The ability to evaluate and ensure the quality of work performed.
GC4	The ability to adapt to and operate effectively in new situations.
GC5	Interpersonal skills.
GC6	The ability to identify, process, and analyze information from diverse sources.
GC7	Ability to demonstrate initiative and entrepreneurship.
GC8	Ability to develop and manage projects.

Professional (Subject-Specific) Competences (PC)

PC1	The ability to logically and systematically reproduce and apply knowledge of contemporary marketing theories, methods, and practical techniques.
PC2	The ability to accurately interpret the findings of recent theoretical research in marketing and apply them in practice.
PC3	The ability to conduct independent research and interpret research findings in the field of marketing.
PC4	The ability to apply a creative approach in professional practice.
PC5	The ability to assess and diagnose the marketing activities of business entities, conduct marketing analysis, and develop forecasts.
PC6	The ability to select and apply effective methods and tools for managing the marketing activities of business entities at the organizational, departmental, team, and network levels.
PC7	The ability to develop and analyze a business entity's marketing strategy and its implementation pathways, taking into account cross-functional interactions.
PC8	The ability to develop a marketing system for a business entity and assess its effectiveness and operational efficiency.
PC9	The ability to carry out theoretical and applied research in marketing at a high professional standard.
PC10	<i>The ability to develop and determine an enterprise's marketing policy based on innovations within the digital environment.</i>
PC11	<i>The ability to justify and make strategic and tactical management decisions in the field of digital marketing.</i>
7 – Programme Learning Outcomes	
P1	Demonstrate knowledge of and apply contemporary principles, theories, methods, and practical techniques of marketing in professional practice.
P2	Demonstrate the ability to adapt and apply recent advances in marketing theory and practice to achieve specific goals and address the challenges faced by business entities.
P3	Demonstrate the ability to plan and carry out independent marketing research, analyze research findings, and substantiate effective marketing decisions in conditions of uncertainty.
P4	Demonstrate the ability to develop and implement marketing strategies and tactics, considering cross-functional interactions and coordination.
P5	Present and discuss the results of scientific and applied research and marketing projects in the state language and a foreign language.

P6	Demonstrate the ability to improve the effectiveness of marketing activities at different management levels and to develop and manage marketing projects.
P7	Demonstrate the ability to develop and continuously improve a business entity's marketing system.
P8	Demonstrate the ability to apply interpersonal communication methods when addressing collaborative tasks, conducting negotiations, and engaging in scholarly discussions in the field of marketing.
P9	Demonstrate an understanding of the nature and application of marketing tools in marketing decision-making processes.
P10	Demonstrate the ability to substantiate marketing decisions at the organizational level through the application of modern management principles, approaches, methods, and practices.
P11	Demonstrate the ability to apply strategic marketing analysis methods and interpret their results for the purpose of enhancing a business entity's marketing performance.
P12	Conduct marketing diagnostics and perform strategic and operational marketing management for the development and implementation of marketing strategies, projects, and programmes.
P13	Manage the marketing activities of a business entity, as well as its departments, teams, and networks, and determine the criteria and indicators for evaluating their performance.
P14	Develop a marketing interaction system and build long-term mutually beneficial relationships with other market participants.
P15	Collect the necessary data from various sources, process and analyze the results using modern methods and specialized software.
P16	<i>Demonstrate the ability to apply marketing tools enhanced by innovations and digital technologies to achieve the strategic and operational objectives of a business entity.</i>
P17	<i>Develop a digital marketing strategy and justify the selection of digital channels, methods, and tools for its implementation.</i>

8 – Resource Support for Programme Implementation

Human Resources Provision

The Department of Marketing of SUTE serves as the graduating department and is responsible for the delivery and administration of the Master's degree programme in Digital Marketing.

Staffing provision complies with the Licensing Requirements for Educational Activities. One hundred percent of the academic staff involved in teaching professionally oriented courses hold academic degrees in the relevant field and demonstrate a high level of professional expertise. To maintain and enhance their

professional qualifications, all academic and teaching staff undertake professional development or internships at least once every five years. Employment contracts have been concluded with all academic and teaching staff members.

Facilities and Technical Resources

The material and technical resources fully comply with the Licensing Requirements for Educational Activities. For the convenience of students, the university operates a corporate distance learning system and the “MIA: Education” automated educational process management system. The provision of teaching facilities, computer workstations, and multimedia equipment fully meets educational needs. All necessary social and residential infrastructure is available, and the number of places in student dormitories meets established requirements. The availability of premises for conducting classes and assessment activities is 4 square meters per student. Forty percent of classrooms are equipped with multimedia equipment. All necessary conditions have been created to support the education of students with disabilities. SUTE’s infrastructure includes libraries, including a reading room and a Smart Library, dining facilities, an assembly hall, sports halls, a stadium, a medical center, and student dormitories.

Information and Learning Resources

SUTE fully complies with the technological requirements for educational, methodological, and information support of educational activities. Through their personal account in the “MIA: Education” automated educational management system, each student can view and create an individual study plan, access the curriculum, review grades earned in courses, view class schedules, and communicate with participants in the educational process. The university’s MOODLE distance learning system supports independent and individualized learning. Educational programme descriptions, course specifications, syllabi, and assessment criteria for all educational components are available on the university’s corporate distance learning platform: <https://cdn.knute.edu.ua/>.

SUTE maintains an official website where key information about the university’s activities is published, including its organizational structure, licenses and accreditation certificates, educational, educational and research, publishing, and academic certification activities, academic and research departments and their staff, the list of courses offered, admission requirements, and contact information: <https://knute.edu.ua/>.

For each educational programme, the university develops an ECTS Information Package.

To facilitate students’ academic planning, the university provides a Course Catalogue, through which students may select elective educational components.

The university’s electronic repository provides full-text access to SUTE’s academic and educational publications, as well as manuscripts of qualification theses and

dissertations submitted for academic degrees. Students and staff also have access to databases of English-language scholarly journals relevant to the programme or related fields (including shared access arrangements with other higher education institutions where applicable).
9 – Academic Mobility
<i>National Credit Mobility</i>
National credit mobility is implemented within the framework of cooperation agreements concluded between SUTE and other higher education institutions (research institutions) of Ukraine in accordance with applicable legislation.
<i>International Credit Mobility</i>
The University has concluded cooperation agreements with foreign higher education institutions, within the framework of which student exchange and study opportunities are implemented through international programmes and projects, including those under the Erasmus+ Programme.
<i>Education of International Students</i>
The education of international students is carried out in accordance with the requirements of applicable legislation.

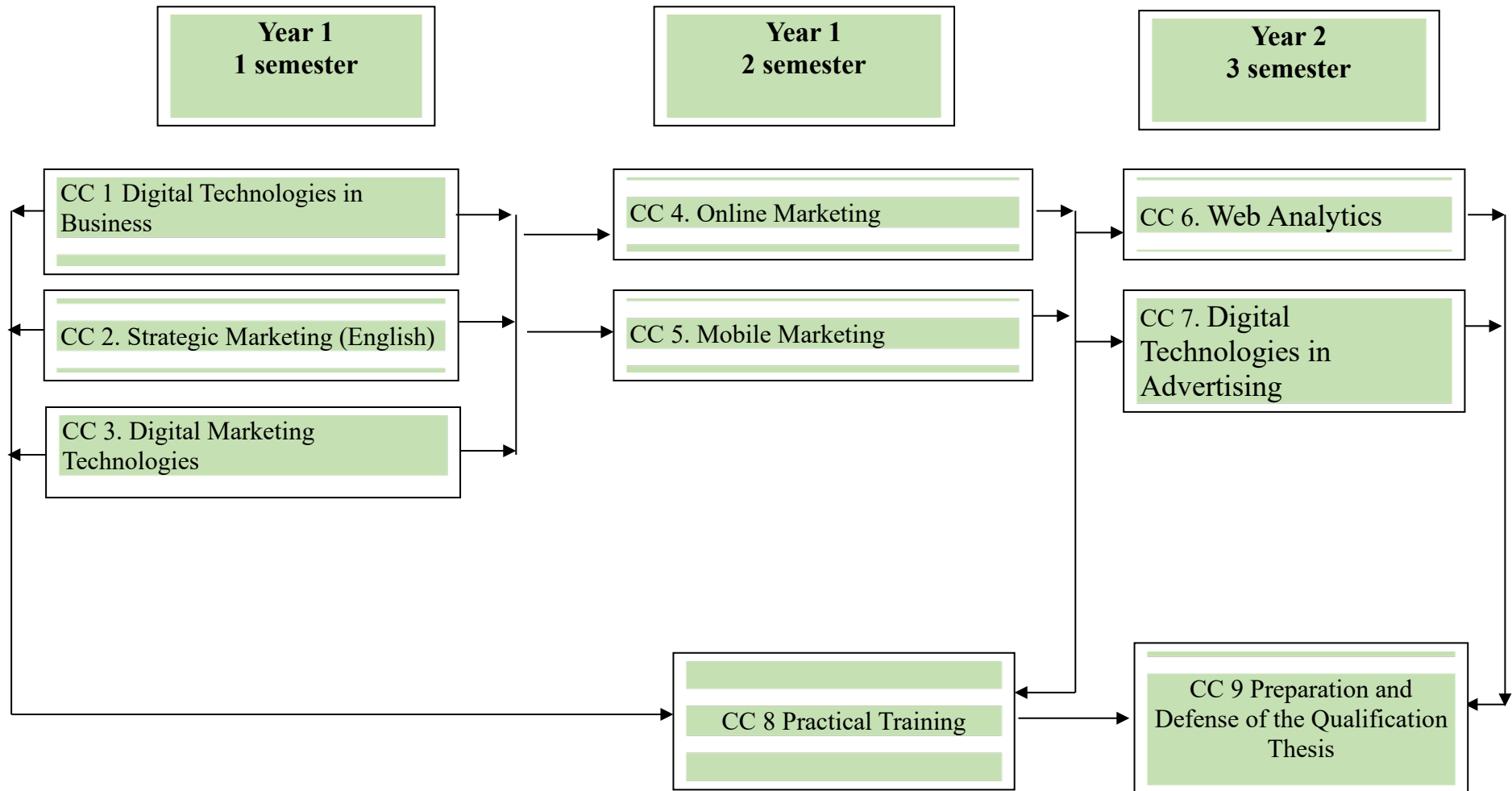
3.2. List of Programme Components and Their Logical Sequence

3.2.1. List of Educational Programme Components

Code	Educational Programme Components	Кредити ЄКТС	Form of Assessment
<i>Compulsory Components</i>			
CC 1	Digital Technologies in Business	6	Exam
CC 2	Strategic Marketing (English)	6	Exam
CC 3	Digital Marketing Technologies	6	Exam
CC 4	Online 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 Thesis	12	Final Assessment
Total Credits for Compulsory Components		66	
<i>Elective Components</i>			
OC 1.	Educational Component 1	6	Exam
OC 2.	Educational Component 2	6	Exam
OC 3.	Educational Component 3	6	Exam
OC 4.	Educational Component 4	6	Exam
Total Credits for Elective Components		24	
TOTAL CREDITS FOR THE EDUCATIONAL PROGRAMME		90,0	

Students select elective courses through their personal account on the “MIA: Education” portal. Course descriptions and their prerequisites are provided in the SUTE Course Catalogue

3.2.2. Structural and Logical Scheme of the Educational



3.3. FORM OF ASSESSMENT FOR HIGHER EDUCATION STUDENTS

The final assessment of Master's degree students in Marketing is conducted in the form of a public defense of the qualification thesis in accordance with the Regulations on the Assessment of Higher Education Students and the Examination Board for Assessment at the State University of Trade and Economics (<https://knute.edu.ua/file/MjkwNQ==/877b04805c5064af32d94fa1e46bdffb.pdf>).

A qualification thesis must involve solving a complex specialized task, a *complex practical problem*, or an issue in the field of digital marketing that requires research and/or innovation and is characterized by uncertainty in conditions and requirements.

A qualification thesis must not contain academic plagiarism, including improper textual borrowings, fabrication, or falsification.

The qualification thesis must be published on the official website of the higher education institution, its relevant subdivision, or deposited in its institutional repository. The publication of a qualification thesis containing restricted-access information shall be carried out in accordance with the requirements of applicable legislation.

3.4. COMPETENCY–COURSE MATRIX FOR MANDATORY EDUCATIONAL PROGRAMME COMPONENTS

Competencies	Educational Programme 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			+	+	+		+	+	+
PC 10	+	+		+			+	+	+
PC 11		+	+	+	+	+	+	+	+

3.5. MATRIX OF PROGRAMME LEARNING OUTCOMES ACHIEVEMENT THROUGH THE CORRESPONDING MANDATORY COMPONENTS OF THE EDUCATIONAL PROGRAMME

Programme Learning Outcomes	Educational Programme Components								
	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8	CC 9
P1			+				+	+	+
P2	+			+	+		+	+	+
P3		+			+	+			+
P4	+	+							+
P5			+			+			+
P6	+			+					+
P7		+	+						+
P8					+			+	+
P9				+	+	+	+	+	+
P10	+	+	+						+
P11		+	+					+	+
P12	+	+							+
P13		+	+						+
P14	+			+					+
P15	+	+	+	+	+	+		+	+
P16	+	+		+			+	+	+
P17		+	+	+	+	+	+	+	+

LIST OF RECOMMENDED ELECTIVE COMPONENTS

Code	Educational Components	ECTS Credits
OC 1.	Бренд-менеджмент/Brand-management	6
OC 2.	Консьюмерське право/Consumer Law	6
OC 3.	Маркетинг інновацій/Marketing of innovation	6
OC 4.	Медіадизайн/Media design	6
OC 5.	Ризики в маркетингу/Risks in marketing	6
OC 6.	Таргетована реклама/Targeted advertising	6
OC 7.	Управління лояльністю споживачів/Consumer loyalty management	6

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3. Educational Programme

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