

1. EDUCATIONAL PROGRAMME PROFILE INTERNATIONAL MARKETING

Subject Area D5 Marketing

Field of knowledge D Business, Administration and Law

Cycle of higher education – First (Bachelor's)

1- GENERAL INFORMATION	
Full name of HEI and structural subdivision	State University of Trade and Economics Faculty of International Trade and Law Department of World Economy
Level of higher education and qualification name in original language	First (Bachelor's) cycle of higher education Qualification – Bachelor in Marketing
Field of knowledge	D Business, administration and law
Subject Area	D5 Marketing
Educational programme name	International Marketing
Restrictions on modes of study	There are no restrictions
Compliance with higher education standards of the Ministry of Education and Science of Ukraine	Complies with higher education standards of the Ministry of Education and Science of Ukraine (Order No. 1343 dated 05.12.2018)
Diploma type and volume of educational programme	Bachelor's diploma, single. Volume of educational-professional programme – 240 ECTS credits. Standard preparation period: 3 years 10 months.
Accreditation availability	Valid until 31 December 2027
Cycle, level of higher education	NQF of Ukraine – 6 level, FQ-EHEA – first cycle, EQF-LLL – 6 level
Prerequisites for admission to educational programme	Complete general secondary education or higher level.
Language(s) of instruction	Ukrainian, English
Term of educational programme validity	Until approval of new edition of educational-professional programme
Internet address for permanent placement of educational programme description	https://knute.edu.ua/file/NTUz/1f68cf210b59fa2713a67a07bd4312b0.pdf
2-EDUCATIONAL PROGRAMME PURPOSE	
Training of highly qualified specialists capable of conducting marketing research of foreign markets, implementing analysis of all types of marketing activities of enterprises, making strategic and operational decisions regarding forms of enterprise entry into foreign markets, developing marketing complex for enterprise activities in	

international competitive environment and effectively using specific marketing instruments to influence consumers and competitors.

3-EDUCATIONAL PROGRAMME CHARACTERISTICS

Subject Area

Object of study: marketing activity as a form of interaction between market relations subjects to satisfy their economic and social interests.

Learning objectives: training of marketing bachelors who possess modern economic thinking and relevant competencies necessary for conducting effective marketing activities.

Theoretical content of the subject area: the essence of marketing as a modern business management concept; conceptual-categorical apparatus, principles, functions, marketing concepts and their historical prerequisites; specifics of market subjects' activities in various spheres and different types of markets; content of marketing activities, development of marketing strategies and formation of management decisions in the field of marketing.

Methods, methodologies and technologies: general scientific and special methods, professional methodologies and technologies necessary for ensuring effective marketing activities.

Tools and equipment: modern universal and specialised information systems and software products necessary for making and implementing marketing management decisions.

Educational Programme Orientation

Educational-professional, applied

Main Focus of Educational Programme

The programme focuses on obtaining a bachelor's qualification in marketing with in-depth study of international marketing features, marketing activities of multinational enterprises, organization of marketing research in foreign markets, development and implementation of international marketing cross-cultural communications systems.

Keywords: international marketing, foreign markets, new market entry strategy, advertising, public relations, social networks, digital marketing, marketing policy.

Programme Features

In-depth study and knowledge of modern international business practice, its economic and organizational foundations with simultaneous mastering of marketing tools in foreign markets. Practical training 1 and practical training 2 in the third and fourth years of study; prevalence of variable component of professionally oriented disciplines in the second-fourth years of study; in-depth study of English language and possibility of studying a second foreign language, mastering specialized computer programmes for data analysis and marketing research.

Formation of hard skills (professional skills) and soft skills (non-specialized, supra-professional skills) in students of higher education based on the Educational-Scientific Center of Business Simulations, classes based on virtual enterprise using BAS software product.

4 - GRADUATE EMPLOYABILITY AND FURTHER EDUCATION
<i>Employability</i>
Graduates of this educational-professional programme can be employed at enterprises, institutions and organizations or engage in entrepreneurial activities. In accordance with the National Classification of Occupations DK 003:2010, approved by Order No. 327 of the State Committee of Ukraine for Technical Regulation and Consumer Policy dated 28 July 2010, as amended: 1475 Marketing manager; 1475.4 Sales manager; Public relations manager; 1476.1 Advertising manager; 2419.2 Marketing consultant, market expansion specialist (marketing specialist); Public relations and press specialist; Analyst specialist in international commodity markets research; 3415 Commercial agent, sales agent, sales representative; 3429 Advertising representative, advertising agent.
<i>Further Education</i>
Graduates of this educational programme have the right to continue their studies at the second (Master's) cycle of higher education. Acquisition of additional qualifications in the Postgraduate Education system.
5-TEACHING AND ASSESSMENT
<i>Teaching and learning</i>
A balanced combination of classroom activities (discussion-based lectures, seminars, practical classes in small groups, individual work with information sources, and faculty consultations), distance learning, and self-study based on problem-oriented, interactive, and self-directed learning.
<i>Assessment</i>
Learning outcomes assessment is carried out in accordance with the Regulations on Assessment of Undergraduate and Postgraduate Students' Learning Outcomes at SUTE and includes the following assessment measures: current and final assessments, and attestation. Current assessment is carried out during practical/laboratory classes and based on the results of individual course work. It involves the assessment of students' theoretical training during seminars and acquired practical skills during laboratory/practical work. Final assessment is assessment measures that involve establishing the compliance (measurement, assessment) 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. 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 COMPETENCES
<i>Integral competence</i>

The ability to solve complex specialised tasks and practical problems in the field of marketing activities or in the learning process, which involves the application of relevant theories and methods and is characterised by complexity and uncertainty of conditions.

General competences (GC)

GC1	The ability to exercise one's rights and responsibilities as a member of society, to understand the values of civil (free democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine.
GC 2	The ability to preserve and enhance moral, cultural, scientific values and achievements of society based on an understanding of 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, technology and technologies, to use various types and forms of physical activity for active recreation and maintaining a healthy lifestyle.
GC 3	Ability to think abstractly, analyse and synthesise.
GC 4	Ability to learn and master modern knowledge.
GC 5	Definiteness and perseverance regarding tasks and responsibilities undertaken
GC 6	Knowledge and understanding of the subject area and professional activities.
GC 7	Ability to apply knowledge in practical situations.
GC 8	Ability to conduct research at the appropriate level.
GC 9	Skills in the use of information and communication technologies.
GC 10	Ability to communicate in a foreign language.
GC 11	Ability to work in a team.
GC 12	Ability to communicate with representatives of other professional groups at different levels (with experts from other fields of knowledge/types of economic activity).
GC 13	Ability to work in an international context.
GC 14	Ability to act in a socially responsible and conscious manner.
GC 15	Ability to make decisions and act in compliance with the principle of inadmissibility of corruption and any other manifestations of dishonesty.

Subject specific competences (SSC)

SSC 1	Ability to logically and consistently reproduce the acquired knowledge of the subject area of marketing.
SSC 2	Ability to critically analyse and generalise the principles of the subject area of modern marketing.
SSC 3	Ability to use the theoretical principles of marketing to interpret and predict phenomena and processes in the marketing environment.
SSC 4	Ability to carry out marketing activities based on an understanding of the nature and content of marketing theory and the functional relationships between its components.
SSC 5	Ability to correctly apply marketing methods, techniques and tools.
SSC 6	Ability to conduct marketing research in various areas of marketing activities.

SSC 7	Ability to determine the impact of functional areas of marketing on the results of economic activity of market entities.
SSC 8	Ability to develop marketing provision for business development under conditions of uncertainty.
SSC 9	Ability to use marketing toolkit in innovative activities.
SSC 10	Ability to use marketing information systems in making marketing decisions and develop recommendations for improving their effectiveness.
SSC 11	Ability to analyse the behaviour of market entities and determine the characteristics of market functioning.
SSC 12	Ability to justify, present and implement the results of research in the field of marketing.
SSC 13	Ability to plan and conduct effective marketing activities of a market entity in a cross-functional perspective.
SSC 14	Ability to propose improvements regarding the functions of marketing activities.
SSC 15	<i>Ability to apply modern approaches to the formation of an international marketing mix of an enterprise under conditions of market volatility.¹</i>
SSC 16	<i>Ability to manage the organisation of product, pricing, distribution and promotional policy of the enterprise in foreign markets.</i>
SSC 17	<i>Ability to apply modern methodological toolkit for conducting and evaluating the effectiveness of marketing activities in domestic and international markets.</i>
7-PROGRAMME LEARNING OUTCOMES	
PLO1	Demonstrate knowledge and understanding of the theoretical foundations and principles of conducting marketing activities.
PLO2	Analyse and forecast market phenomena and processes based on the application of fundamental principles, theoretical knowledge and applied skills in conducting marketing activities.
PLO3	Apply the acquired theoretical knowledge to solve practical problems in the field of marketing.
PLO4	Collect and analyse the necessary information, calculate economic and marketing indicators, justify management decisions based on the use of the necessary analytical and methodological toolkit.
PLO5	Identify and analyse the key characteristics of marketing systems of different levels, as well as the behavioural characteristics of their entities.
PLO6	Determine the functional areas of marketing activities of a market entity and their interrelationships in the management system, calculate the relevant indicators that characterise the performance of such activities.
PLO7	Use digital information and communication technologies, as well as software products necessary for the proper implementation of marketing activities and practical application of marketing tools.

¹ The general, special (professional, subject-specific) competencies and program learning outcomes that reflect the focus of the educational program are provided in italics.

PLO8	Apply innovative approaches to conducting marketing activities of a market entity, flexibly adapt to changes in the marketing environment.
PLO9	Assess the risks of conducting marketing activities, determine the level of uncertainty of the marketing environment when making management decisions.
PLO10	Explain information, ideas, problems and alternative managerial decision-making options to specialists and non-specialists in the field of marketing, representatives of various structural units of a market entity.
PLO11	Demonstrate the ability to apply an interdisciplinary approach and perform the marketing functions of a market entity.
PLO12	Demonstrate skills in independent work, flexible thinking, openness to new knowledge, and critical and self-critical thinking.
PLO13	Take responsibility for the results of one's activities, demonstrate entrepreneurial and managerial initiative.
PLO14	Perform functional responsibilities in a group, propose sound marketing solutions.
PLO15	Act in a socially responsible and socially conscious manner based on ethical principles of marketing, respect for cultural diversity and the values of civil society, while observing the rights and freedoms of the individual.
PLO16	Meet the requirements that are placed on a modern marketer, enhance one's personal professional development.
PLO17	Demonstrate skills in written and oral professional communication in state and foreign languages, as well as the proper use of professional terminology.
PLO18	Demonstrate responsibility towards moral, cultural, and scientific values and achievements of society in professional marketing activities.
PLO19	<i>Analyse the dynamics of the volume and effectiveness of international marketing activities based on understanding the mechanisms of its organisation.</i>
PLO20	<i>Evaluate the competitiveness of products in domestic and global markets; develop measures to plan and optimise the enterprise's product range based on consumer preferences in foreign markets; assess marketing risks of introducing new products in foreign markets.</i>
PLO21	<i>Plan and organise international market research, including leveraging Internet technologies, social networks and modern software tools in statistics and marketing.</i>
PLO22	<i>Justify the enterprise's product policy within international marketing systems, select appropriate advertising methods and techniques, and assess their applicability in international markets. Use international marketing communication systems to ensure domestic business entities achieve high competitiveness in the context of intensifying globalisation processes.</i>
8 - RESOURCE SUPPORT FOR PROGRAMME IMPLEMENTATION	
<i>Staffing</i>	
Fully complies with the Licensing Requirements for Educational Activities. The implementation of the educational and professional programme "International Marketing" is carried out by academic staff with scientific degrees and/or academic	

titles who meet the requirements of current Ukrainian legislation and possess adequate scientific and professional qualifications. Industry experts, field specialists, representatives of professional associations, and foreign partners are also engaged in the educational process.

All academic staff undergo internships/professional development every five years.

Material and Technical Provision

Fully complies with the licensing requirements for the provision of educational activities. For the convenience of students, there operate a corporate distance learning system and an automated educational process management system “MIA: Education”. The university has modern computer classrooms with specialised software, operates an Educational and Research Centre for Business Simulation, and has a Smart Library. All necessary conditions have been created for the education of people with disabilities. SUTE’s social and welfare infrastructure is in place.

Information and Educational-Methodological Support

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

Each student, through their personal account in the “MIA: Education” system, can review and create their own individual plan, view the curriculum, review marks achieved in disciplines, check the class timetable, and communicate with participants in the educational process.

Course programmes, working programmes, syllabi, and assessment criteria for educational components are available on the corporate distance learning platform.

The university’s electronic repository provides full-text access to SUTE’s academic and educational literature, manuscripts of qualification works, and dissertations for academic degrees.

For the convenience of students, the university has developed a Catalogue of Academic Disciplines in accordance with which students may choose elective educational components.

9-ACADEMIC MOBILITY

National Credit Mobility

National credit mobility is carried out within the framework of memoranda of cooperation between SUTE and other higher education institutions (and research institutions) of Ukraine in accordance with legislation.

International Credit Mobility

The University has concluded cooperation agreements with foreign higher education institutions, under which partnership exchange and training of students takes place through international programmes and projects within the Erasmus+ programme.

Education of Foreign Higher Education Students

This is carried out in accordance with the requirements of current legislation.

2. LIST OF EDUCATIONAL PROGRAMME COMPONENTS AND THEIR LOGICAL SEQUENCE

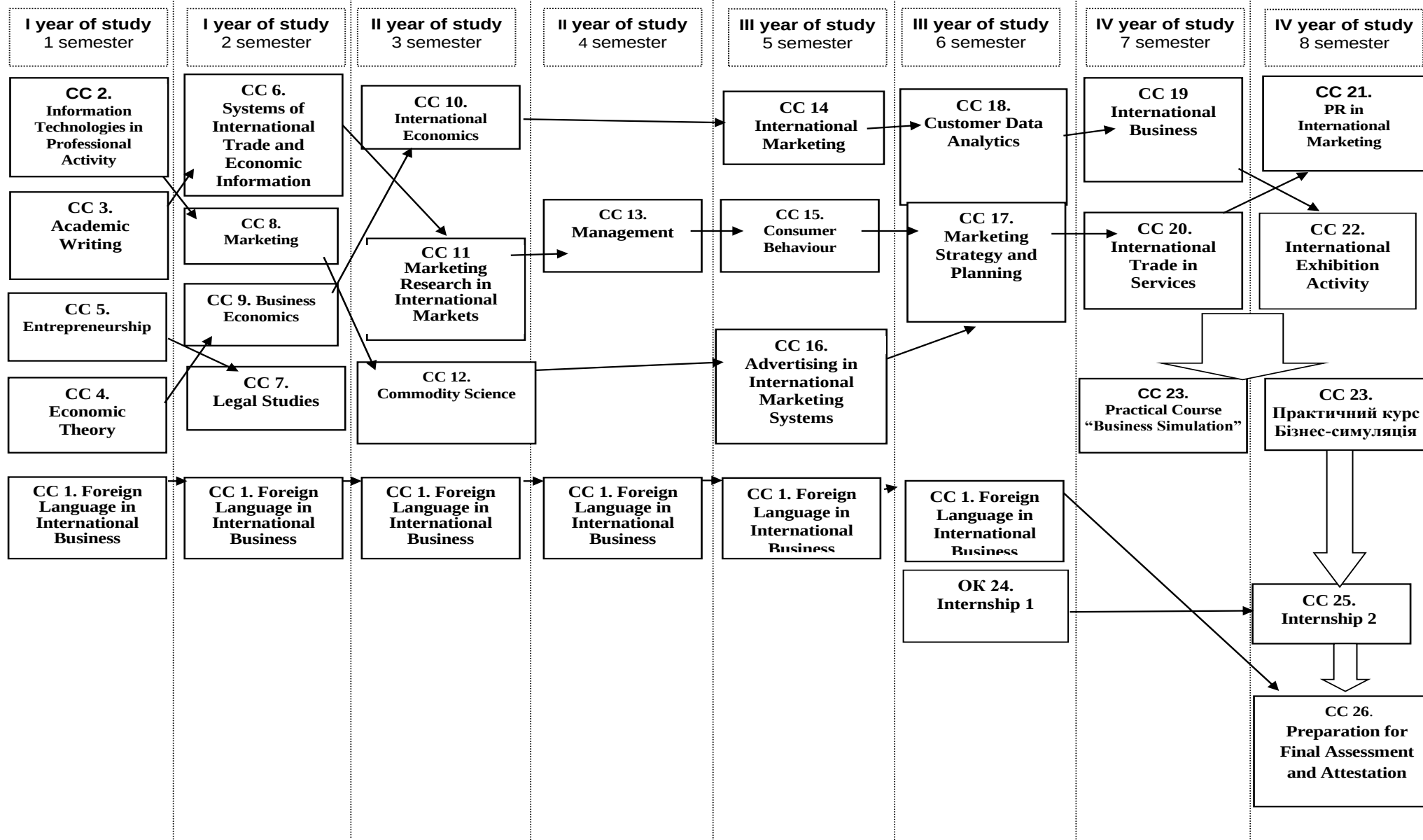
2.1 LIST OF EDUCATIONAL PROGRAMME COMPONENTS

Code	Educational Components of the Programme	ECTS Credits	Form of Assessment
<i>Compulsory Components</i>			
CC 1.	Foreign Language in International Business	36	Exam
CC 2.	Information Technologies in Professional Activity	6	Exam
CC 3.	Academic Writing	6	Exam
CC 4.	Economic Theory	6	Exam
CC 5.	Entrepreneurship	6	Exam
CC 6.	Systems of International Trade and Economic Information	6	Exam
CC 7.	Legal Studies	6	Exam
CC 8.	Marketing	6	Exam
CC 9.	Business Economics	6	Exam
CC 10.	International Economics (Ukr/Eng)	6	Exam
CC 11.	Marketing Research in International Markets	6	Exam
CC 12.	Commodity Science	6	Exam
CC 13.	Management	6	Exam
CC 14.	International Marketing	6	Exam
CC 15.	Consumer Behaviour	6	Exam
CC 16.	Advertising in International Marketing Systems	6	Exam
CC 17.	Marketing Strategy and Planning	4.5	Exam
CC 18.	Customer Data Analytics	4.5	Exam
CC 19.	International Business	6	Exam
CC 20.	International Trade in Services	6	Exam

CC 21.	PR in International Marketing	6	Exam
CC 22.	International Exhibition Activity	6	Exam
CC 23.	Practical Course “Business Simulation”	9	Exam
CC 24	Internship 1	3	Credit
CC 25	Internship 2	6	Credit
CC 26	Preparation for Final Assessment and Attestation	3	Exam
Total Volume of 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 Volume of Elective Components		60	
EDUCATIONAL PROGRAMME TOTAL VOLUME		90,0	

Students choose elective disciplines through their personal accounts on the “MIA: Education” portal. Descriptions of academic disciplines and their prerequisites are available in the SUTE Catalogue of Academic Disciplines.

2.2 STRUCTURAL AND LOGICAL SCHEME OF EP



3. FORM OF ATTESTATION OF STUDENTS

The attestation is carried out in the form of a final examination.

The attestation must include assessment of learning outcomes defined by Ukraine's Higher Education Standards and the corresponding educational and professional programme.

4. MATRIX OF PROGRAMME COMPETENCES CORRESPONDING TO COMPULSORY COMPONENTS

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.
GC1								+																		+
GC2					+			+																		+
GC3			+	+						+						+				+						+
GC4			+			+																	+			+
GC 5					+						+									+			+	+	+	+
GC6								+						+	+	+		+		+	+					+
GC7																+				+		+	+	+	+	+
GC8		+	+	+		+					+			+		+			+							+
GC9		+	+			+		+						+	+	+	+						+	+	+	+
GC10	+					+				+																+
GC11	+				+			+			+		+					+			+	+	+	+	+	+
GC12					+		+		+	+		+	+				+						+	+	+	+
GC13														+					+							+
GC14							+													+						+
GC15							+																+	+	+	+
SSC1								+						+		+		+			+					+
SSC2																+			+	+			+			+
SSC3														+	+	+				+		+				+
SSC4								+			+			+		+		+						+	+	+
SSC5								+			+			+			+	+		+	+	+	+	+	+	+
SSC6		+	+			+					+			+		+										+
SSC7																+	+		+			+				+
SSC8														+	+				+	+						+
SSC9		+															+		+	+			+	+	+	+
SSC10		+				+														+						+
SSC11						+									+	+	+	+								+
SSC12			+					+			+			+		+			+							+
SSC13										+				+		+			+	+			+	+	+	+
SSC14																		+		+			+	+	+	+
SSC15										+							+	+	+		+			+	+	+
SSC16						+			+		+	+		+									+	+	+	+
SSC17								+			+			+			+		+				+	+	+	+

5. MATRIX OF PROGRAMME LEARNING OUTCOMES PROVIDED BY COMPULSORY COMPONENTS

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
PLO1								+						+	+	+		+	+	+	+	+	+	+	+	+
PLO2		+		+		+		+		+	+			+	+		+	+	+	+	+	+	+	+	+	+
PLO3		+			+	+	+	+		+	+			+			+	+	+	+		+	+	+	+	+
PLO4		+	+	+		+		+	+		+			+	+	+	+	+	+	+		+	+	+	+	+
PLO5				+		+		+	+	+	+			+	+		+	+	+	+	+	+	+	+	+	+
PLO6		+		+		+		+	+	+	+			+	+	+	+	+	+	+	+	+	+	+	+	+
PLO7		+				+		+						+	+		+	+	+	+			+	+	+	+
PLO8		+		+	+	+		+		+	+			+	+		+	+		+	+	+	+	+	+	+
PLO9								+		+				+	+			+	+	+	+	+	+	+	+	+
PLO10	+	+	+	+		+		+		+	+			+	+	+	+	+	+	+			+	+	+	+
PLO11				+	+	+	+	+	+	+	+	+	+	+	+		+	+	+	+	+	+	+	+	+	+
PLO12	+		+		+	+		+			+		+	+	+		+	+		+	+	+	+	+	+	+
PLO13					+		+				+			+	+			+	+	+			+	+	+	+
PLO14	+		+		+	+	+	+			+		+	+				+		+	+	+	+	+	+	+
PLO15					+		+	+		+				+					+	+			+	+	+	+
PLO16			+			+		+			+			+			+	+		+	+	+	+	+	+	+
PLO17	+		+			+		+			+			+				+	+	+	+	+		+	+	+
PLO18					+		+	+		+											+			+	+	+
PLO19								+						+						+			+	+	+	+
PLO20											+			+	+		+		+				+	+	+	+
PLO21			+			+					+			+			+			+			+	+	+	+
PLO22												+		+			+	+	+		+		+	+	+	+

Developed by a working group comprising:

1. Kateryna Ladychenko, PhD in Economics, Associate Professor, Associate Professor of the Department of World Economy, **Educational Programme Director**.
2. Ganna Duginets, Doctor of Sciences (Economics), Professor, Head of the Department of World Economy.
3. Lyudmyla Kudyenko, PhD in Economics, Professor of the Department of World Economy.
4. Daria Sai, PhD in Economics, Associate Professor, Associate Professor of the Department of World Economy.
5. Yehor Priadko, 4th-year Bachelor's student, group 14.2, International Marketing programme, Faculty of International Trade and Law.
6. Viktoriia Yakovets, 1st-year Bachelor's student, group 17, International Marketing programme, Faculty of International Trade and Law.

External Stakeholder Reviews and Feedback:

1. Tetiana Zholudenko, Executive Director, Medical Data Management.
2. Kseniia Zakharchenko, Communications and Marketing Manager, JV Nibulon LLC.

LIST OF RECOMMENDED ELECTIVE COMPONENTS

Code	Educational Components	ECTS Credits
EC 1.	Digital Marketing in International Relations	6
EC 2.	Second Foreign Language	12
EC 3.	Design in Advertising	6
EC 4.	Electronic Trading	6
EC 5.	European Integration	6
EC 6.	Cross-Cultural Marketing	6
EC 7.	Marketing Information Systems	6
EC 8.	International Trade and Economic Law	6
EC 9.	International Logistics	6
EC 10.	International Trade in High-Tech Products	6
EC 11.	International Trade in Arms	6
EC 12.	Accounting and Taxation	6
EC 13.	Startup Development Technologies	6
EC 14.	Business Psychology	6
EC 15.	Communication English Tailored Course	6