

3. BACHELOR'S DEGREE EDUCATIONAL PROGRAMME 'MARKETING' IN SPECIALITY D5 MARKETING

Director of the study programme
Associate Professor, PhD in Economics,
Associate Professor of the Department of Marketing
PONOMARENKO I.V.

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	<i>Second (Master) Cycle</i> Qualification - Master of Marketing
Field of knowledge	D Business, Administration and Law
Speciality	D5 Marketing
Educational programme title	Marketing
Restrictions on modes of education	No restrictions are in place
Standards of conformity	Educational Programme meets 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 diploma, unitary, 90 ECTS credits, training period – 1 year 4 months
Accreditation status	
Cycle/Level	National Qualification Frameworks of Ukraine – level 7, FQ-EHEA – the second cycle, EQF-LLL – level 7
Academic backgrounds	Bachelor's degree (NQF – level 6) or a higher level
Language(s) of instruction	Ukrainian, English
Education programme duration	Until the approval of the new edition of the educational programme
Education programme link	https://knute.edu.ua

2 – EDUCATIONAL PROGRAMME AIM
Formation of a modern professional knowledge system and gaining of practical skills for their application in specialised, pedagogical and research activities for the effective solution of management tasks in the field of marketing. A marketer masters operational economic, creative, commercial, organisational and technological processes related to the main areas of marketing of an enterprise and develops or adjusts strategic guidelines for its development with the support of marketing technologies.
3 – EDUCATIONAL PROGRAMME CHARACTERISTICS
<i>Subject area</i>
Object of study: marketing activity as a form of interaction between market participants to meet their economic and social interests. Learning objectives: training of specialists who have modern economic thinking and relevant competencies necessary to solve problems and solve complex problems of marketing activities that involve research and/or innovation and are characterised by uncertainty of conditions and requirements. Theoretical content of the subject area: the essence of marketing as a modern concept of business management; conceptual and categorical apparatus, principles, functions, marketing concepts and their historical background; specifics of the activities of market participants in various fields and in different types of markets; content of marketing activities, development of marketing strategies and formation of management decisions in the field of marketing. Methods, techniques and technologies: general scientific and special methods, professional techniques and technologies necessary to ensure effective marketing activities. Tools and equipment: modern universal and specialized information systems and software products required for making and implementing marketing management decisions.
<i>Educational programme orientation</i>
Educational and professional, applied and research.
<i>Educational programme main focus</i>
Special education in the field of marketing. Formation of professional competence to manage the marketing activities of the enterprise. Keywords: marketing activity, marketing analysis, strategic marketing, marketing channels.
<i>Programme features</i>
Availability of a variable component of professionally oriented disciplines for work in the field of marketing; practical training at enterprises carrying out marketing activities.
4 – EMPLOYABILITY AND FURTHER LEARNING
<i>Employability</i>

Graduates of this professional programme can be employed at enterprises, institutions and organisations or carry out entrepreneurial activities. According to the classification of professions DK 003:2010 as amended by the order of the Ministry of Economic Development and Trade of Ukraine dated 13 December 2024, No. 27751:	
1210	Heads of enterprises, institutions and organizations
1229.7	General Manager
1231	Manager
1233	Marketing Director
1233	Head of the Sales (Marketing) department
1475.4	Marketing manager
1499	Manager
2419.1	Researcher (marketing, efficiency of economic activity, rationalization of production)
2419.2	Marketing consultant
3411	Corporate management specialist
3419	Sales manager
3436.1	Assistant managers of enterprises, institutions and organizations
3436.2	Assistant managers of production and other main departments
3436.3	Assistant managers of small firms
<i>Further learning</i>	
Graduates of this educational programme have the right to continue their studies at the third (educational and scientific) cycle of higher education and acquire additional qualifications in the system and acquire additional qualifications in the system for adults.	
5 – TRAINING AND ASSESSMENT	
<i>Teaching and learning</i>	
A balanced combination of classroom studies (lectures, discussions, seminars, small group workshops, independent work with information sources, and tutorials), distance learning, and independent work based on problem-based, 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 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 COMPETENCES

Integral competence

Ability to solve complex tasks and problems in the field of marketing in professional activities or in the process of study, which involves research and/or innovation and is characterised by uncertainty of conditions and requirements.

General competences (GC)

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

Special (professional, subject) competences (SC)

SC 1	Ability to logically and consistently reproduce and apply knowledge of the latest theories, methods and practices of marketing.
SC 2	Ability to correctly interpret the results of the latest theoretical research in the field of marketing and the practice of their application.
SC 3	Ability to conduct independent research and interpretation of their results in the field of marketing.
SC 4	Ability to apply a creative approach to work in the speciality.
SC 5	Ability to diagnose the marketing activities of a market entity, conduct marketing analysis and forecasting.
SC 6	Ability to select and apply effective means of managing the

	marketing activities of a market participant at the level of an organisation, unit, group, network.
SC 7	Ability to develop and analyse the marketing strategy of a market participant and ways to implement it, taking into account interfunctional relationships.
SC 8	Ability to form a marketing system of a market participant and evaluate the effectiveness and efficiency of its functioning.
SC 9	Ability to carry out theoretical and applied research in the field of marketing at the appropriate level.
SC 10	<i>Ability to develop a strategy for managing a company's marketing activities and justify complex measures in order to achieve business goals and meet the needs of clients.</i>
SC 11	<i>Ability to choose and apply effective means of managing marketing communications of a market entity in conditions of uncertainty.</i>
7 – PROGRAMME LEARNING OUTCOMES	
LO 1	To know and be able to apply in practice modern principles, theories, methods and practices of marketing.
LO 2	To be able to adapt and apply new achievements in marketing theory and practice to achieve specific goals and solve problems of a market entity.
LO 3	To plan and conduct own research in the field of marketing, analyse its results and justify the adoption of effective marketing decisions under conditions of uncertainty.
LO 4	Be able to develop a strategy and tactics of marketing activities, taking into account the cross-functional nature of its implementation.
LO 5	Present and discuss the results of scientific and applied research, marketing projects in the state and foreign languages.
LO 6	To be able to increase the efficiency of marketing activities of a market entity at various levels of management, to develop and manage marketing projects.
LO 7	To be able to form and improve the marketing system of a market entity.
LO 8	To use methods of interpersonal communication in the course of solving collective problems, negotiations, scientific discussions in the field of marketing.
LO 9	Understand the essence and features of the use of marketing tools in the process of making marketing decisions.
LO 10	Justify marketing decisions at the level of a market entity using modern management principles, approaches, methods, techniques.
LO 11	To use methods of marketing strategic analysis and interpret its results in order to improve the marketing activities of a market

	entity.
LO 12	Carry out diagnostics and strategic and operational marketing management for the development and implementation of marketing strategies, projects and programmes.
LO 13	Manage the marketing activities of the market participant, as well as its divisions, groups and networks, determine the criteria and indicators for its evaluation.
LO 14	To form a marketing system of interaction, build long-term mutually beneficial relationships with other market participants.
LO 15	Collect the necessary data from various sources, process and analyse their results using modern methods and specialised software.
LO 16	<i>Develop a strategy for managing the company's marketing activities and justify comprehensive measures in order to achieve business goals and meet clients needs.</i>
LO 17	<i>To choose and apply effective means of managing marketing communications of a market entity in conditions of uncertainty.</i>
8 – RESOURCE SUPPORT FOR PROGRAMME IMPLEMENTATION	
<i>Academic staff</i>	
The academic staff fully complies with the Licensing requirements for conducting educational activities. The implementation of the study and professional programme 'Marketing' 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 research and teaching staff undergo internships/professional development every five years.	
<i>Facilities</i>	
The facilities are fully compliant with the Licensing Requirements for educational activity. There are corporate distance learning system and the automated educational process management system 'MIA: Education' for the convenience of students. The university has modern computer labs with specialised software, a Business Simulation Training and Research Centre and a Smart Library. All conditions are created for the education of people with disabilities. SUTE's social infrastructure is available.	
<i>Information, teaching and learning materials</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 his/her own individual plan, view the curriculum, obtained points in disciplines, class schedule and communicate with participants in the educational process. Course summaries, course outlines, syllabi and assessment criteria for educational components are posted 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.

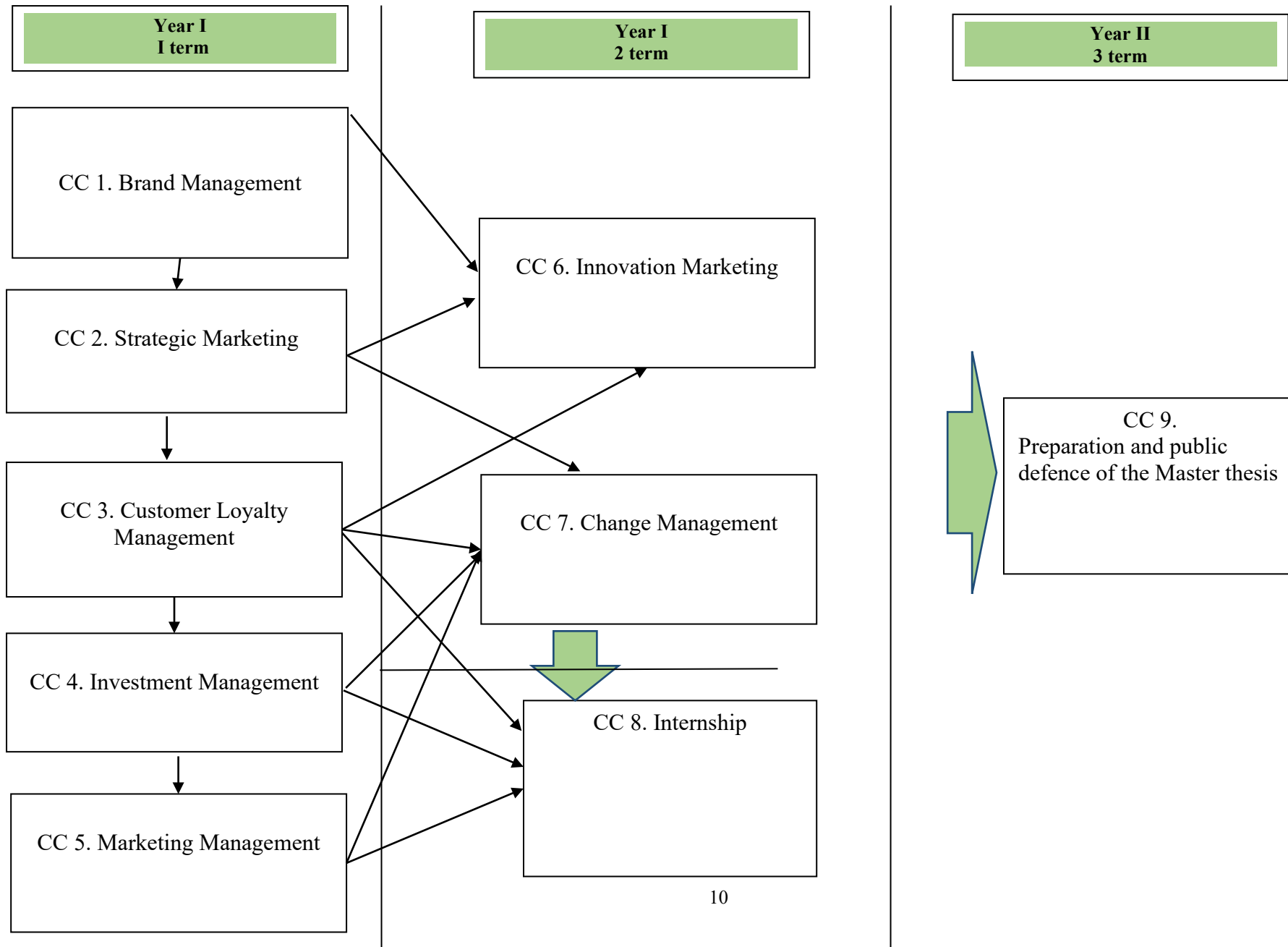
3.2 LIST OF THE EDUCATIONAL PROGRAMME COMPONENTS AND THEIR LOGICAL ORDER

3.2.1 List of the SP components

Code	Educational programme components	ECTS credits	Form of control
1	2	3	
<i>Compulsory Components</i>			
CC 1.	Brand Management	6	Exam
CC 2.	Strategic Marketing (<i>taught in English</i>)	6	Exam
CC 3.	Customer Loyalty Management	6	Exam
CC 4.	Investment Management	7,5	Exam
CC 5.	Marketing Management	7,5	Exam
CC 6.	Innovation Marketing	6	Exam
CC 7.	Change Management	6	Exam
CC 8.	Internship	9	Credit
CC 9.	Preparation and public defence of the Master thesis	12	Defence
Total Credits for Compulsory Components:		66	
<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
Total Credits for Elective Components:		24	
TOTAL CREDITS FOR THE EDUCATIONAL PROGRAMME		90	

Students choose their elective courses through the personal account of the ‘MIA: Education’ portal. Descriptions of the courses and their prerequisites are available in the SUTE Catalogue of Academic Courses

3.2.2 Structural and logical scheme of EP



3.3. FORM OF STUDENTS' CERTIFICATION

The certification of Master's students in Marketing is carried out in the form of a public defence of their qualification thesis.

The qualification thesis should provide for the solution of a complex specialised task or problem in the field of modern marketing, which involves research and/or innovation and is characterised by uncertainty of conditions and requirements.

The qualification thesis must not contain academic plagiarism, including incorrect textual borrowings, fabrication and falsification.

The qualification thesis must be published on the official website of the higher education institution, its subdivision or placed in its repository. Qualification theses containing information with restricted access are published in accordance with the requirements of the current legislation.

3.4. MATRIX OF CORRESPONDENCE BETWEEN PROGRAMME COMPETENCES AND COMPULSORY COMPONENTS OF THE EDUCATIONAL PROGRAMME

	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	+	+	+	+	+	+	+		+
SC 1	+		+	+	+	+	+	+	+
SC 2	+	+	+	+	+	+	+	+	+
SC 3		+		+	+	+	+	+	+
SC 4		+	+		+	+	+	+	+
SC 5	+	+	+	+	+	+	+	+	+
SC 6	+	+	+	+	+	+	+	+	+
SC 7	+	+	+	+	+	+	+	+	+
SC 8	+	+	+	+	+	+	+	+	+
SC 9				+	+	+	+	+	+
SC 10	+				+	+			
SC 11	+				+	+			

3.5. MATRIX OF CORRELATION BETWEEN PROGRAMME LEARNING OUTCOMES AND COMPULSORY COMPONENTS OF THE EDUCATIONAL PROGRAMME

	CC 1.	CC 2.	CC 3.	CC 4.	CC 5.	CC 6.	CC 7.	CC 8.	CC 9.
LO 1					+			+	+
LO 2				+	+	+	+	+	+
LO 3		+	+			+			+
LO 4		+		+	+		+		+
LO 5				+	+				+
LO 6	+		+	+	+	+	+		+
LO 7		+	+		+	+			+
LO 8							+	+	+
LO 9					+			+	+
LO 10	+	+	+		+	+			+
LO 11		+		+		+		+	+
LO 12		+		+	+	+	+		+
LO 13	+	+			+				+
LO 14	+		+	+					+
LO 15		+		+	+	+	+	+	+
LO 16	+				+	+			
LO 17	+				+	+			

LIST OF RECOMMENDED ELECTIVE COMPONENTS

Code	EDUCATIONAL PROGRAMME COMPONENTS	ECTS credits
EC 1.	Business Engineering	6
EC 2.	Brand Strategies	6
EC 3.	Corporate Law	6
EC 4.	Marketing Analysis	6
EC 5.	Psychology of Management	6
EC 6.	Risks in Marketing	6
EC 7.	Retail Networks	6

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- 2.5. Student financial support
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- 2.16. Facilities for creative development, sports, and recreation
- 2.17. Student associations

3. Educational programme

4. Information about educational components (courses)