

#### 4. Educational Program

Project team manager (program guarantor) Doctor of Sciences (Economics)  
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Kyiv National University of Trade and Economics			
Faculty of Trade and Marketing			
EDUCATIONAL – PROFESSIONAL PROGRAM			
Specialization	<i>Marketing</i>		
Speciality	<i>075 Marketing:</i>		
Field of knowledge	<i>07 “Management and Administration”</i>		
Level of higher education	<b>Second</b>		
Degree of higher education	<b>Master</b>		
Total number of credits	90		
Training period	1year and 5 months		
<b>1</b>	<b>Requirements for the level of education of persons who begin training in educational and professional program</b>		
	- educational level –bachelor in marketing . -conditions of admission to the program are governed by the Rules of admission to KNUTE		
<b>2</b>	<b>List of academic disciplines</b>		
	<b>Academic disciplines</b>	<b>ECTS credits (for every subjects)</b>	<i>Position in a logical sequence of studying ( year of training)</i>
	1 Strategic Marketing -	4,5	1
	2Marketing in Public Management	3	1
	3 Brand-management	4,5	1
	4.1 Intellectual Property	3	1
	4.2 Corporate Governance		
	5.1 Management of Consumer Loyalty	4,5	1
	5.2 Project Management		
	6.1Methodology and Organization of Scientific Research	4,5	1
	6.2Methods of Teaching in Higher Schools		
	6.3Semiotics in Advertising		
	7.1 Marketing Risks	3	1
	7.2Municipal Law		
	8.1 Corporate Public Relations	3	1
	8.2 Psychology of Image		
	9 Marketing Analysis	3	1
	10 Marketing Information systems	3	1
	11 Public Bulk Purchases	3	1
	12 Speech-writing	3	1

	13 Marketing of Innovations	3	1
	14.1 Socio-communication Technologies	3	1
	14.2 Commercial Law		
	15.1 Entrepreneurial Law	3	1
	15.2 Outsourcing of Marketing		
	15.3 Competition Law		
	16 Industrial Practice	9	1
	17 Marketing Management	3	2
	18.1 Crisis Communications	3	2
	18.2 Business Negotiations	3	2
	19.1 Uncommercial Advertising	3	2
	19.2 Advertising in Trade	3	2
	Practical Training (pre-diploma)	6	2
	Form of attestation of those who acquire higher education	15	2
	Compulsory subjects percentage	67 %	
<b>3</b>	<b>Key learning outcomes</b>		
	<b>Competency which Master must possess</b>		
	general	<ul style="list-style-type: none"> <li>- The ability to analyze and evaluate socio-economic processes;</li> <li>- The ability to work with information and to explain managerial decisions;</li> <li>- The ability to carry out communicative activity to work in a group;</li> <li>- The ability to act from the point of social responsibility ;</li> <li>- The ability to follow active life position to develop leadership;</li> <li>- The ability to fulfil professional activity according to standards of quality;</li> <li>- The ability to generate innovation ideas;</li> <li>- The ability to adapt to changes in professional activity environment.</li> </ul>	
Professional	<ul style="list-style-type: none"> <li>- The ability to conduct strategic marketing analysis of external and internal marketing environment of an enterprise;</li> <li>- The ability to form marketing strategies and work out strategic plans of marketing activity of an enterprise;</li> <li>- The ability to calculate planning budget of marketing activity;</li> <li>- The ability to carry out organization and control of marketing activity of an enterprise</li> <li>- The ability to carry out public bulk purchases, including electronic ones;</li> <li>- The ability to apply marketing innovation technologies;</li> <li>- The ability to evaluate, forecast effectiveness to marketing activity of an enterprise and to define reserves of its improvement</li> </ul>		