

Ministry of Education and Science of Ukraine
Kyiv National University of Trade and Economics

**EDUCATIONAL PROGRAM
«ADVERTISING BUSINESS»
First level of higher education**

Specialty 075 Marketing

Field of study 07 «Management and Administration»

Qualification:

Academic degree Bachelor

Specialty «Marketing»

Specialization «Advertising Business»

**ЗАТВЕРДЖЕНО
ВЧЕНОЮ РАДОЮ КНТЕУ
Голова вченої ради**

_____ А.А. Мазаракі
(протокол № __ від _____ 2019р.)

Освітня програма вводиться в дію з

2019р.

**Ректор _____ А.А. Мазаракі
(наказ № __ від _____ 2019р.)**

Київ 2019

**ЛИСТ ПОГОДЖЕННЯ
освітньо-професійної програми**

Погоджено

Перший проректор
з науково-педагогічної
роботи

_____ Н. В.
Притульська

_____ 2019р.

Погоджено

Проректор
з науково-педагогічної
роботи

_____ С. Л.
Шаповал

_____ 2019 р.

Погоджено

Начальник навчального
відділу КНТЕУ

_____ К. В.
Мостика

_____ 2019 р.

Погоджено

Начальник навчально-методичного
відділу КНТЕУ

_____ Т. В. Божко

_____ 2019 р.

Погоджено

П
О
Г
О
Д
Ж
Е
Н
О

Завідувач кафедри маркетингу КНТЕУ

Представник РСС КНТЕУ

_____ Є.В. Ромат

_____ Д.О. Сидельніков

_____ 2019 р.

_____ 2019 р.

Погоджено

Погоджено

Голова Правління Ради директорів
ПрАТ «Картель»

Директор з маркетингу Sale House
Adpartner

_____ І.С. Асман

_____ М.О. Іртлач

_____ 2019 р.

_____ 2019 р.

ПЕРЕДМОВА

Розроблено робочою групою у складі:

1. Федоришина Ірина Леонідівна, доцент кафедри маркетингу, к.психол.н. (керівник проектної групи)
2. Ромат Євгеній Вікторович, завідувач кафедри маркетингу, д.н.д.у.
3. Гуржій Тарас Олександрович, завідувач кафедри адміністративного, фінансового та інформаційного права, д.ю.н.;
4. Ільченко Наталія Борисівна, завідувач кафедри торговельного підприємництва та логістики, д.е.н.;
5. Торопков Володимир Михайлович, заступник завідувача кафедри торговельного підприємництва та логістики, к.е.н.;
6. Яцишина Лариса Карпівна, професор кафедри маркетингу, к.т.н.;
7. Іртлач Михайло Олександрович, директор з маркетингу Sale House Adpartner;
8. Асман Ірина, Голова правління ради директорів ПрАТ «Картель»
9. Ратинський Лев Сергійович Студент 4 курсу, 14 групи спеціальності «Маркетинг», спеціалізації «Рекламний бізнес» освітнього рівня «бакалавр».

Рецензії-відгуки зовнішніх стейкхолдерів:

10. 1. Асман Ірина Степанівна- Голова правління ради директорів ПрАТ «Картель»;
2. Іртлач Михайло Олександрович -Директор по маркетингу ТОВ Едпартнер;

**1. Educational Program in speciality 075 «Marketing»
(Specialization «Advertising Business»)**

1 – General information	
Full name of IHE and structural unit	Kyiv National University of Trade and Economics, Faculty of Trade and Marketing, Department of Marketing.
Academic degree and qualification title in the original	Bachelor's degree specialty «Marketing» specialization «Advertising business».
Educational Program Title	Educational program «Marketing» of the first level of higher education in the specialty 075 «Marketing» of the field of study 07 «Management and administration».
Qualification Title (Degree), program credits and duration	Bachelor's degree, 240 ECTS credits, duration 3 years 10 months.
Accreditation	Accreditation Certificate issued by the Ministry of Education and Science of Ukraine (Ukraine) for the period of validity until July 1, 2024, on the basis of the order of the Ministry of Education and Science of Ukraine dated 19.12.2016 № 1565.
Cycle/Level	NQF Ukraine - 7th level, FQ-EHEA - first cycle, EQF-III. - Level 6.
Academic Background	- Complete secondary education; - The admission conditions to the program are regulated by the Admission Rules to KNTEU.
Language(s) of instruction	Ukrainian language
Program duration	until July 1, 2024
Educational Program Link	https://www.knute.edu.ua
2 – Educational program aim	
Formation of the system professional knowledge and practical skills necessary for effective solution of the tasks marketing activity and maintenance of work enterprises of the advertising branch. The marketer investigates the market, its market conditions, needs and demand, forms the commodities, pricing, marketing and communication policies of the advertising enterprises on the basis of marketing and ensures its competitive position in the advertising market.	
3 – Educational program general information	

Subject area (Field of study, speciality, and specialization)	Field of Study 07 «Management and Administration», specialty 075 «Marketing», specialization «Advertising business».
Educational program orientation	Educational and professional program. The program consists of disciplines of social and humanitarian, fundamental, natural sciences, professional and practical training.
Educational program and specialization goals and objectives	Formation of professional competence in the ability to carry out marketing activity at the enterprise of the advertising branch. Keywords: advertising, advertising business, advertising enterprise economy, advertising branch and advertising enterprise management, marketing strategy, marketing planning, media planning, advertising creatine, advertising strategies, copywriting, product and price policy.
Specific requirements	Availability of a variable component of professionally-oriented disciplines for work in the marketing sphere; 2 months of practical training during training in the advertising industry.
4 – Career opportunities and further learning	
Career opportunities	The graduate is suitable for employment in positions according to the National Classifier of professions DK 003: 2010: assistant to the head of the enterprise (institution, organization); supply chain manager; sales organizer; commercial agent; agent of trading; agent of advertising; advertising representative; a trader (business services and advertising).
Further learning	Ability to study under the second cycle FQ-EHEA, level 7 QQ-LLL and level 8 NQC.
5 – Training and assessment	
Teaching and learning	Teaching on the basis of a problem-oriented approach with the use of modern educational technologies and techniques for the development of abilities and motivation of students' interest in the study of a professional direction disciplines.
Assessment	Written Examinations, defense of course papers, individual and collective research work.
6 – Program competences	

<p>Integral competence (IC)</p>	<p>Ability to solve complex specialized tasks and practical problems in the marketing and advertising business, which involves the application of certain theories and methods of the corresponding sciences and is characterized by complexity and uncertainty of the conditions.</p>
<p>General competence (GC)</p>	<p>GC 1. Ability to identify, put and solve problems, ability to make informed decisions. GC 2. Ability to demonstrate initiative and entrepreneurship, to ensure the quality of work performed. GC 3. Knowledge and understanding of the subject matter of marketing activity. GC 4. Skills of abstract and analytical thinking and ability to work with information from various sources in the subject field of marketing. GC 5. Ability to communicate with representatives of other professional groups at different levels, negotiate (communicative skills). GC 6. Ability to self-study. GC 7. Teamwork and provision of working conditions that do not endanger the lives and well-being of workers. GC 8. Research skills. GC 9. Ability to adapt and act in new situations, generate new ideas (creativity) and knowledge. GC 10. Compliance with professional ethics.</p>

**Professional
competence (PC)**

- PC 1. Ability to identify general economic processes and assess their impact on marketing activities of business entities.
- PC 2. Ability to demonstrate understanding of the essence and content of marketing theory, understand the methods and practical techniques of marketing.
- PC 3. Ability to conduct marketing researches of goods and services markets, interpret their results in order to substantiate managerial decisions.
- PC 4. Ability to diagnose various aspects of marketing activities of a market entity, make marketing analysis and forecasting.
- PC 5. Ability to formulate commodity, pricing, marketing and communication policies of the advertising industry enterprise on the basis of marketing.
- PC 6. Ability to demonstrate a creative approach to work in a specialty.
- PC 7. Ability to manage the marketing activities of a market entity at the level of organization, unit, group, network.
- PC 8. Ability to use information and communication technologies in the marketing activity of the advertising industry enterprise.
- PC 9. Ability to justify the marketing activity program of the advertising industry enterprise.
- PC 10. Ability to use innovations in the marketing activities of the advertising industry enterprise and evaluate their effectiveness.
- PC 11. Ability to apply marketing mix tools in developing the company communication program.
- PC 12. Ability to use digital technology to design and create promotional products.
- PC 13. Ability to develop and implement plans and strategies for the development of advertising industry enterprise.
- PC 14. Ability to provide organization and management of the advertising industry enterprise activities.
- PC 15. Ability to provide a process for monitoring the enterprise marketing activity.
- PC 16. Ability to develop measures to prevent crisis situations in the advertising industry enterprise.
- PC 17. Ability to calculate and ensure the effectiveness of enterprise marketing programs.
- PC 18. Ability to create high-quality advertising product based on client marketing strategies.

7 – Program learning outcomes (PLO)

- PLO 1. To apply knowledge of scientific knowledge methods, analysis and synthesis in practical activities.
- PLO 2. To apply the acquired general scientific and fundamental knowledge to solve practical problems in the field of marketing.
- PLO 3. To use information and communication technologies in the marketing activities of advertising industry enterprises.
- PLO 4. To set goals of marketing research, conduct analysis and interpretation of research results.
- PLO 5. To evaluate and analyze the state of the enterprise marketing environment.
- PLO 6. To collect and analyze the necessary information, to calculate marketing indicators, to substantiate management decisions based on the use of the necessary analytical and methodical tools.
- PLO 7. Communicate in a foreign language for professional sphere.
- PLO 8. To build statistical tables, charts, to reveal regularities and tendencies of development of the studied phenomena.
- PLO 9. To use knowledge of the goods classification; factors of the properties and quality formation.
- PLO 10. To demonstrate the ability to define and evaluate the consumer properties of goods; to use normative documents.
- PLO 11. To form a marketing communication program of the enterprise and to evaluate its efficiency.
- PLO 12. To substantiate the choice of media carriers and to develop media plans.
- PLO 13. To explore the competitiveness of goods and services.
- PLO 14. To develop a customer service standard.
- PLO 15. To develop adverts.
- PLO 16. To create customer bases.
- PLO 17. To develop Distributor Network; to develop strategies of differentiated interaction with the company customers through distributors and dealers in the market, to use effective methods for increasing the volume of goods and services sales.
- PLO 18. To develop strategies for managing enterprise purchasing and sales logistics; optimize inventory and cargo flows in warehouses; to justify the choice of transport and to calculate the efficiency of its use; to form a system of logistic service.
- PLO 19. To analyze the enterprise assortment of goods and services.
- PLO 20. To use modern software technology to process marketing information for solving practical marketing tasks.
- PLO 21. To develop commodity, pricing, communication strategies of the enterprise by marketing tools.
- PLO 22. To explore the business environment, know the process of creating entrepreneurial activity.
- PLO 23. To use methods of interpersonal communication in solving collective problems, conducting negotiations, scientific discussions in the field of marketing.
- PLO 24. To create promotional materials by using software applications CorelDraw and AdobePhotoshop.
- IIPH 25. To form a public relations program.

8 – Resource support for program implementation	
Academic staff	The Department of Marketing of KNUTE is graduate and responsible for the preparation of bachelors of specialty «Marketing», specialization «Advertising business». 84% teachers who provide the educational process have a scientific degree. Labor contracts have been concluded with all scientific and pedagogical workers.
Facilities	Provision of premises for training and control activities - 4 m2 meters per person. 40% of the classrooms are equipped with multimedia equipment. Infrastructure of KNUTE: libraries, including reading room, catering facilities, assembly hall, gyms, stadium, medical center, dormitories.
Informational, teaching and learning materials	There is access to databases of periodical scientific publications in English of the corresponding or related profile (it is possible to use the bases of several educational institutions). There is an official website of KNUTE, which contains basic information about its activities (structure, licenses and certificates of accreditation, educational / scientific / publishing / attestation (scientific personnel) activities, educational and scientific structural divisions and their composition, the list of educational disciplines, admission rules, contact information): https://www.knute.edu.ua . The Center for Distance Learning KNUTE has teaching materials on the curriculum: http://ldn.knute.edu.ua
9 – Academic mobility	
National credit mobility	Distance Dual Diploma Program between KNUTE and Grenoble Alps University (Grenoble, France) for students of all faculties. Teaching takes place in English or French with the option to go on to study for the second semester at Grenoble Alps University.
International credit mobility	KNUTE participates in the Erasmus + program in the direction of K1 by concluding agreements with: 1. Grenoble Alps University (Grenoble, France). Educational Degree: Bachelor. Specialty: Economics and Management. 2. University of Central Lancashire (Preston, UK). Educational Degree: Bachelor. Specialty: Business Communications.

Training of foreign students	Foreign citizens can study at KNUTE: <ul style="list-style-type: none">- at the preparatory department for foreigners and stateless persons - 1 year.- Bachelor degree, specialty «Marketing» Specialization «Advertising Business»: full-time education - 3 years 10 months, correspondence course - 4 years 6 months.
-------------------------------------	--

2. List of educational program components and their logical order

2.1. List of educational program components

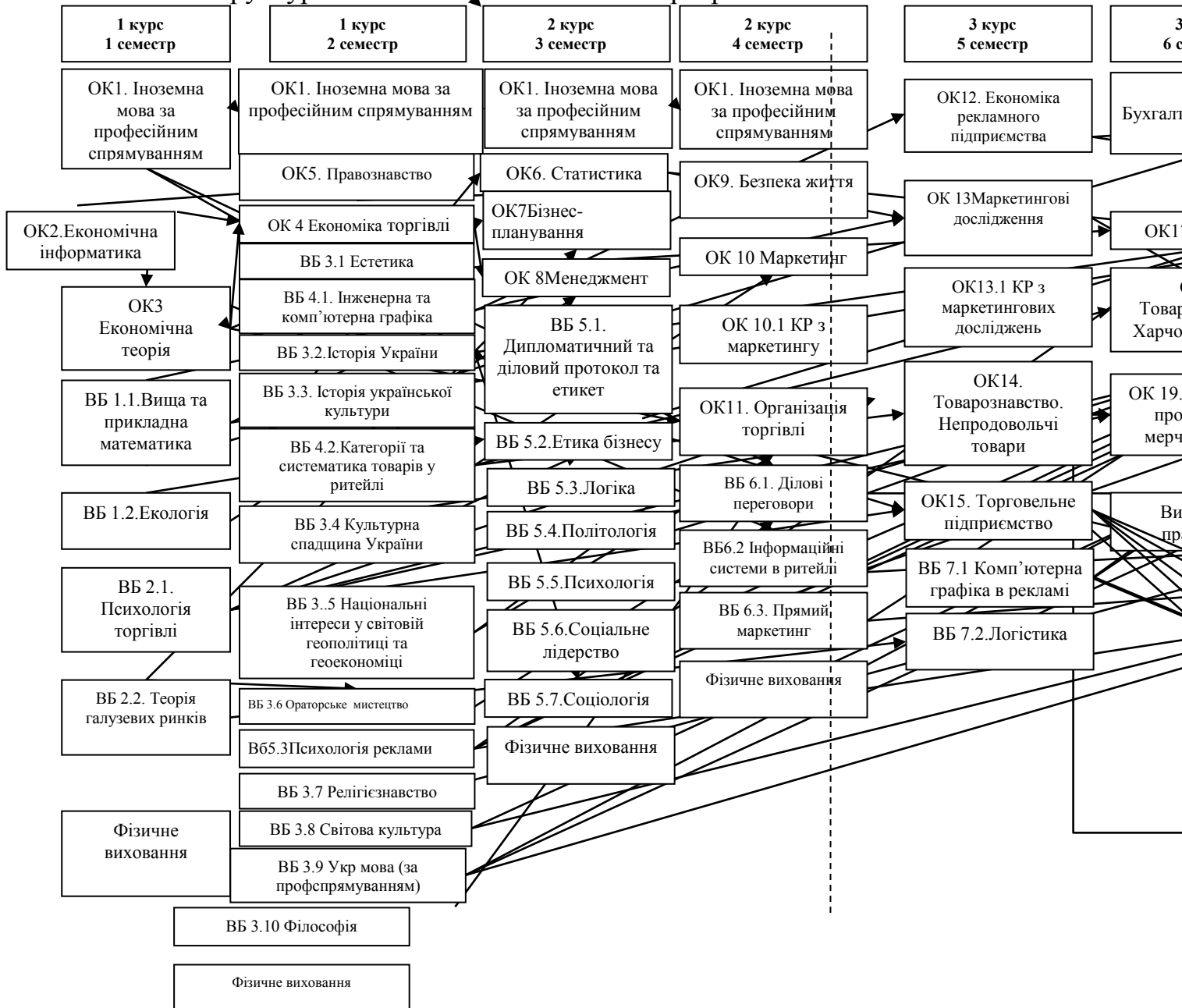
№	Educational program components (disciplines, term projects (papers), practical training qualification exam, graduate paper)	Total credits	Final assessment
Compulsory component of EP			
CC 1	Foreign Language for Specific Purposes	24	Exam
CC 2	Economic Informatics	6	Exam
CC 3	Economic Theory		Exam
CC 4	Trade Economy	6	Exam
CC 5	Science of Law	6	Exam
CC 6	Statistics	6	Exam
CC 7	Business Planning	6	Exam
CC 8	Management	6	Exam
CC 9	Safety of Life	6	Exam
CC 10	Marketing	6	Exam
CC10.1	Marketing Course Paper		
CC11	Organization of Trade	6	Exam
CC12	Economy of advertising enterprise	6	Exam
CC13	Marketing Researches	6	Exam
CC13.1	Marketing Researches Course Paper		
CC14	Commodity studies. Non-food Science	6	Exam
CC15	Trade Enterprise	6	Exam
CC16	Accounting	6	Exam
CC17	Advertising	9	Exam
CC18	Commodity studies. Food Science	6	Exam
CC19	Sales Management and Merchandising	6	Exam

CC20	Marketing Communications	12	Exam
CC21	Consumers Behavior	6	Exam
CC 22	Modeling of Financial and Economic Activity of the Enterprise	9	Exam
CC 23	Advertising Business	6	Exam
	Physical Education		Credit
Total credits for compulsory component		168	–
Optional components of EP			
OB 1.1	Advanced and Applied Mathematics	6	Exam
OB 1.2	Ecology	6	Exam
OB 2.1	Psychology of Trade	6	Exam
OB 2.2	Sectoral Markets Theory	6	Exam
OB 3.1	Aesthetics	6	Exam
OB 3.2	History of Ukraine	6	Exam
OB 3.3	History of Ukrainian Culture	6	Exam
OB 3.4	Cultural Heritage of Ukraine	6	Exam
OB 3.5	National Interests in World Geopolitics and Geoeconomics	6	Exam
OB 3.6	Public Speaking	6	Exam
OB 3.7	Religious Studies	6	Exam
OB 3.8	World Culture	6	Exam
OB 3.9	Ukrainian Language (for specific purposes)	6	Exam
OB 3.10	Philosophy	6	Exam
OB 4.1	Engineering and Computer Graphics	6	Exam
OB 4.2	Categories and Systematics of Retail	6	Exam
OB 4.3	Psychology of Advertising	6	Exam
OB 5.1	Diplomatic and Business Protocol and Etiquette	6	Exam

OB 5.2	Business Ethics	6	Exam
OB 5.3	Logic	6	Exam
OB 5.4	Politology	6	Exam
OB 5.5	Psychology	6	Exam
OB 5.6	Social Leadership	6	Exam
OB 5.7	Sociology	6	Exam
OB 6.1	Business Negotiations	6	Exam
OB 6.2	Information Systems in Retail	6	Exam
OB 6.3	Direct Marketing	6	Exam
OB 7.1	Computer Graphics in Advertising	6	Exam
OB 7.2	Logistics	6	Exam
OB 8.1	E-commerce	6	Exam
OB 8.2	Advertising on the Internet	6	Exam
OB 8.3	Advertising Management	6	Exam
OB.9.1	The Theory of Public Relations	6	Exam
OB 9.2	Design in Advertising	6	Exam
OB 9.3	Copywriting	6	Exam
OB 9.4	Media Planning	6	Exam
OB 9.5	International Marketing	6	Exam
OB 9.6	Advertising in Trade	6	Exam
OB 9.7	Advertising Creative	6	Exam
OB 10.1	Commodity Studies. Antiques	6	Exam
OB 10.2	Commodity Studies. Flowers	6	Exam
OB 10.3	Commodity Studies. Cultural Values	6	Exam
OB 10.4	Commodity Studies. Fuel and Lubricants	6	Exam
OB 10.5	Commodity Studies. Vehicles	6	Exam

OB 10.6	Commodity Studies. Civilian weapons	6	Exam
Total credits for optional components	60		
Practical training			
Practical training 1		3	Credit
Practical training 2		6	Credit
Total		9	
Assessment			
Training for the qualification Examination and assessment		3	
TOTAL NUMBER OF CREDITS		240	

2.2. Структурно-логічна схема освітньої програми



3. Form of Attestation of Applicants for Higher Education

Assessment of graduates of the educational program in specialty 075 «Marketing» is carried out in the form of a qualification exam and ends with the issuance of the document of the established sample on awarding the bachelor's degree with the qualification: the degree of higher education bachelor specialty «Marketing» specialization «Advertising business».

Assessment is carried out openly and publicly.

4. Program Competences and EP Components Matrix

4.1. Compulsory component of EP

	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	
GC 1			+			+			+		+		+	+		+			+	+		+	+	
GC 2		+						+		+						+							+	
GC 3											+		+	+		+		+		+	+	+	+	+
GC 4			+		+		+				+		+	+								+		
GC 5	+													+								+		
GC 6			+	+					+					+										
GC 7									+				+									+		+
GC 8			+		+						+		+											
GC 9											+		+										+	
GC 10				+									+										+	
PC 1		+	+							+			+										+	
PC 2									+				+	+								+	+	
PC 3				+								+	+				+	+				+	+	
PC 4											+		+	+		+				+		+		
PC 5		+			+					+						+	+							+
PC 6								+					+	+	+	+	+		+				+	
PC 7						+	+					+	+	+	+	+	+	+	+				+	
PC 8		+											+		+		+						+	
PC 9	+	+						+				+				+								+
PC 10										+		+							+				+	
PC 11										+		+	+	+		+				+			+	+
PC 12											+			+				+				+	+	
PC 13														+										
PC 14		+								+						+		+	+				+	

