

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
KYIV NATIONAL UNIVERSITY OF TRADE AND ECONOMICS

EDUCATIONAL PROGRAM
«MARKETING MANAGEMENT»

The second level of higher education
in specialty 075 Marketing
field of study 07 Management and administration
qualification: Master's Degree in Higher Education
specialty “Marketing”
specialization “Marketing Management”

Kyiv-2019

**1. Profile of the educational program in specialty № 075 «Marketing»
(in the specialty "Marketing Management»)**

1 – General information	
Full name of the higher educational institution and the structural unit	Kyiv National University of Trade and Economic, Faculty of Trade and Marketing, Department of Marketing
Academic degree and qualification title in the original	higher Education Master's Degree Specialty "Marketing" Specialization " Marketing Management"
Educational Program Title	“Marketing Management”
Qualification Title (Degree), program credits and duration	Master's diploma, 90 ECTS credits, the term of study 1 year 4 months
Accreditation	Ministry of education and science of Ukraine Order No. 1565 dated December 19, 2016, expires on July 1, 2024
Cycle / Level	National Qualifications Framework of Ukraine, level 8, FQ-EHEA - the second cycle, EQF-LLL - 7 level
Academic Backgrounds	Availability of the bachelor's degree
Language(s) of instruction	Ukrainian
Program duration	July 1, 2024.
Educational Program Link	https://knute.edu.ua/
2 - Educational program aim	
Modern formation of the professional knowledge and acquisition of practical skills for the purpose of their application in the profile, pedagogical and research activity for the effective management of managerial tasks in the brand management. The marketer masters in the operational economic, creative, commercial, organizational and technological processes that are related to the main areas of the brand-oriented activity of the organization and develops or corrects strategic guidelines for its development with the support of information and communication technologies.	
3 - Educational program general information	
Subject area (Field of study, speciality, and specialization)	Field of study 07 «Management and Administration» Specialty 075 "Marketing" Specialization "Marketing Management" Disciplines forming main competencies – 43,4 % Discipline at the choice of the higher education applicant – 33,3% Practical training - 10% Attestation – 13,3%
Educational program orientation	Educational and professional, applied. The program consists of professional and practical training disciplines.
Educational program and specialization goals and objectives	The special education in marketing. Formation of professional competence in the ability to manage the marketing activities of the enterprise. Keywords: marketing activity, marketing analysis, strategic marketing, marketing management.
Specific requirements	Availability of the variable component of

	professionally oriented disciplines for the work in marketing management; practical training in the enterprises carrying out marketing activities.
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: Marketing Director; Commercial Director, Head of Sales (Marketing); Head of Commercial Department; Marketing Consultant; Specialist in methods for expanding the market (marketer, categorical manager); Specialist in commodity market research; Junior Researcher (marketing); researcher (marketing); Researcher-Consultant (marketing).
Further training	Further education - obtaining the third level of the higher education and obtaining the educational-scientific degree – the doctor of philosophy.
5 – Training and assessment	
Teaching and learning	The problem-oriented training with the acquisition of general and professional competencies, sufficient for the production of new ideas, solving of the complex problems in the professional field. Mastering the methodology of the scientific work, presentation skills of results in native and foreign languages. Conducting of the independent scientific research using the university resource base and partners. Student-centered learning, self-study, problem-oriented training, training with the laboratory practice, training with business games, competency-based approach to the design and implementation of training programs.
Assessment	The written form of examinations, practice, essays, presentations, the project work, business games. Approbation of research results at scientific conferences. The public defence of final qualification work. Scientific guidance, support and counselling in preparation for the master's final qualification work.
6. Program competencies	
Integral competence	Ability to solve complex tasks and problems in the field of the marketing management or in the learning process that involves research and / or the implementation of innovations and is characterized by uncertainty of conditions.
General competence (GC)	GC 1. Ability to carry out scientific research, to search, to process and analyse the information. GC 2. Ability to analyze and evaluate socio-economic processes. GC 3. Ability to identify, state and solve problems, ability to make grounded decisions..

	<p>GC 4. Ability to know and understand the activity area, to apply special scientific methods.</p> <p>GC 5. Ability to generate new ideas and knowledge (creativity).</p> <p>GC 6. Ability to use information and communication technologies.</p> <p>GC 7. Ability to communicate with scientists, representatives of other professional groups of different levels, to negotiate.</p> <p>GC 8. Ability to carry out the communication activities, work in the collectivity and the team.</p> <p>GC 9. Leadership qualities in the position of head, ability to motivate people and move towards a common goal.</p> <p>GC 10. Ability to initiative, responsibility, preventive and emergency planning, quality assurance of the performed work.</p> <p>GC. 11. Ability to make decisions in difficult and unpredictable situations.</p> <p>GC. 12. Ability to manage the safety measures of professional activities, ensuring the environmental protection.</p>
<p>Professional competence (PC)</p>	<p>PC 1. Awareness in the latest theories, interpretations, methods and practices of marketing.</p> <p>PC 2. Ability to interpret the results of recent theoretical and practical research in the field of marketing management critically.</p> <p>PC 3. Ability to generate innovative ideas for the theory and practice development of marketing management.</p> <p>PC 4. Ability to carry out marketing researches of goods and services markets, to interpret their results in order to substantiate management decisions.</p> <p>PC 5. Ability to analyze consumer behaviour and use analysis results to increase consumer loyalty.</p> <p>PC 6. Ability to diagnose the main aspects of marketing activities to the market entity, marketing analysis and forecasting.</p> <p>PC 7. Ability to evaluate, predict the effectiveness and results of organization marketing activities, to determine the reserves of its increasing.</p> <p>PC 8. Ability to develop and implement a marketing plan at the enterprise.</p> <p>PC 9. Ability to formulate marketing strategies of the enterprise.</p> <p>PC 10. Ability to apply marketing innovative technologies.</p> <p>PC 11. Ability to substantiate managerial decisions in the marketing field.</p> <p>PC 12. Ability to create and develop successful</p>

	<p>brands, to manage portfolio of enterprise brands.</p> <p>PC 13. Ability to manage sales activities of the enterprise, to organize sales logistics.</p> <p>PC 14. Ability to develop and implement programs of integrated marketing communications of the enterprise.</p> <p>PC 15. Ability to manage the enterprise image through the public relations tools.</p> <p>PC 16. Ability to determine the marketing policy of the enterprise on the Internet.</p> <p>PC 17. Ability to identify marketing risks through the market research.</p> <p>PC 18. Ability to organize the marketing activities of the enterprise in accordance with the concept of social and ethical marketing, to ensure compliance with corporate social responsibility.</p>
7 - Program learning outcomes	
	<p>PLO 1. To apply methods of scientific knowledge, analysis and synthesis in the practical activity.</p> <p>PLO 2. To apply legal acts.</p> <p>PLO 3. To possess methods and modern means of information technologies.</p> <p>PLO 4. To be able to use communication technologies to maintain harmonious business and personal contacts as a prerequisite for the business success.</p> <p>PLO 5. To know and understand the laws and methods of the interpersonal communication, norms of tolerance, business communications in the professional field, the effective work in the team, the adaptability.</p> <p>PLO 6. To be able to form the psychological portrait of a person, to select the workers for the certain positions, to find ways out of a conflict situation for the effective staff management of the organization client orientation direction.</p> <p>PLO 7. To know and understand the regularities, methods and approaches of the creative activity, the systemic thinking in the professional field.</p> <p>PLO 8. To know the basics of personnel management, copyright, professional pedagogy, which promote the development of a public culture and socialization of the individual and direct to the ethical values.</p> <p>PLO 9. Ability to apply knowledge and skills to solve marketing management tasks.</p> <p>PLO 10. To be able to use methods and methodology of conducting scientific and applied researches.</p> <p>PLO 11. To know the methodology of the systematic research, methods of the research and analysis of complex objects and processes,</p>

	<p>understand their complexity, diversity, multi functionality for the application of marketing management tasks.</p> <p>PLO 12. To apply the methodology of marketing research.</p> <p>PLO 13. To have the knowledge about ensuring the safe working conditions and the environment during the research and production activities.</p> <p>PLO 14. To raise the level of knowledge in the latest theories, methods and practical marketing techniques systematically.</p> <p>PLO 15. To understand scientific and practical literature, new achievements in the theory and the practice of marketing, to contribute to their development.</p> <p>PLO 16. To define scientific research tasks, to collect the necessary information for their resolutions, analyze it and formulate conclusions.</p> <p>PLO 17. To have the skills to conduct the own research and decision-making in the field of marketing management.</p> <p>PLO 18. To develop a marketing strategy and tactics of the enterprise, including the Internet.</p> <p>PLO 19. To present presentations, to publish results of scientific and applied researches, marketing projects.</p> <p>PLO 20. To develop knowledge of the scientific principles and understanding of the practical aspects of improving the efficiency of marketing activities.</p> <p>PLO 21. To apply scientific approaches and methods for the formation of the creative innovative solutions in the field of marketing management.</p> <p>PLO 22. To understand the essence and peculiarities of the marketing tools application in the process of managerial decisions.</p> <p>PLO 23. To solve complex problems and solve the brand management problems in uncertain conditions with the modern managerial approaches, methods, techniques.</p> <p>PLO 24. To use the methods of marketing strategic analysis and interpret its results in order to improve the brand-oriented activity of a market entity.</p> <p>PLO 25. To conduct diagnostics and the strategic-operational management in the brand management for the development and implementation of brand-oriented strategies, projects and programs.</p>
8 – Resource support for program implementation	
Academic staff	The Department of Marketing of KNUTE is the

	<p>graduate and responsible for master's training in the field of marketing management. The staff assistance complies with the Licensing conditions for the educational activities of educational institutions.</p> <p>100% of the faculty members involved in professionally oriented disciplines teaching have academic degrees in their specialty and have a high level of professional training.</p> <p>In order to increase the professional level, all scientific and pedagogical staff has the internship once every five years.</p> <p>Labour contracts have been concluded with all scientific and pedagogical staff.</p>
Facilities	<p>Guaranteeing by training rooms, computer workstations, and multimedia equipment is in line with the need.</p> <p>There is all necessary social and domestic infrastructure, the number of dormitory places is in the line with requirements.</p> <p>Guaranteeing by premises for training and control activities - 4 sq. meters per the person.</p> <p>40% of the classrooms are equipped with the multimedia equipment.</p> <p>The infrastructure of KNUTE: libraries, including the reading room, catering facilities, the assembly hall, gymnasiums, the stadium, the medical center, dormitories.</p>
Informational, teaching and learning materials	<p>KNUTE fully complies with the technological requirements for the educational, methodological and informational support of educational activities. There is the access to databases of periodical scientific publications in English of the corresponding or related profile.</p> <p>There is the official website of KNUTE, which contains the basic information about its activities (the structure, licenses and certificates of the accreditation, educational / education-scientific / publishing / attestation (of the scientific staff) activities, educational and scientific structural divisions and their composition, the list of educational disciplines, admission rules, the contact information): https://knute.edu.ua/.</p> <p>The existing distance learning system MOODLE provides the independent and individual training.</p> <p>In the Distance Learning Laboratory of KNUTE there are educational and teaching materials of educational disciplines from the educational curriculum: http://ldn.knute.edu.ua.</p>
9 – Academic mobility	
National Credit Mobility	The individual deals about academic mobility for studying and research conducting in universities

	and scientific institutions of Ukraine are allowed. Credits received at other universities in Ukraine are re-calculated according to the certificate of the academic mobility.
International Credit Mobility	<p>KNUTE participates in Erasmus + program according to the direction of K1 by concluding agreements with:</p> <ol style="list-style-type: none"> 1. University of Pari Es Cretay (Paris, France). Educational Degree: Master. Specialty: International Master in Business Management. 2. Business School "Audense" (Nantes, France). Educational Degree: Master. Specialty: Economics, Management, and Business Administration. For the scientific and pedagogical staff: mobility for teaching purposes. 3. Hohenheim University (Stuttgart, Germany). Educational Degree: Master. Specialty: Economics and Business Administration. For scientific and pedagogical staff: mobility for the internship purposes.
Training of foreign students	Training of foreign students is conducted according to the general conditions or to the individual schedule, provided by the studying of Ukrainian in the amount of 6 ECTS credits provided by the curriculum additionally.

2. List of the educational program components and their logical order

2.1. List of EP components

№	Educational Program components (educational disciplines, course projects (course paper), practice, the qualifying examination, the final qualification work)	Total credits	Final assessment
1	2	3	4
Compulsory components of the educational program			
CC 1	Brand Management	6	exam
CC 2	Marketing information systems	6	exam
CC 3	Strategic Marketing	6	exam
CC 4	Marketing Analysis	7.5	exam
CC 5	Marketing Management	7.5	exam
CC 6	Risks in Marketing	6	
Total volume of compulsory components		39	-
Optional block of the educational program			
OB 1.1.	Elite goods	6	exam
OB 1.2.	Corporate Public Relations	6	exam
OB 2.1.	Marketing in public Management	6	exam
OB 2.2.	Social and Communication Technologies	6	exam
OB 3.1.	Trading Networks	6	exam
OB 3.2.	Consumer Loyalty Managing	6	exam
OB 3.3.	Intellectual Property	6	exam
OB 4.1.	Commercial law	6	exam
OB 4.2.	Competitive law	6	exam
OB 5.1.	Brand Management in Trade	6	exam
OB 5.2.	Brand Strategy	6	exam
OB 5.3.	Computer Graphics in Advertising	6	exam
OB 5.4.	Crisis Communications	6	exam
OB 5.5.	Marketing of Innovations	6	exam
Total amount of optional components:		30	-
Practical training			
Attestation			
	Industrial (pre-diploma) practice	9	3
	Final exam preparation and assessment	12	
TOTAL NUMBER OF CREDITS		90	-

3. Final assessment

The certification of graduates at the educational program in the specialty 075 "Marketing" (specialization "Marketing Management") is carried out in the form of the final qualification work defence and ends with the issuance of the standard certificate of awarding the master's degree with the qualification: a higher education degree – master, specialty "Marketing", specialization "Marketing Management".

The certification is carried out openly and publicly.

4. Program Competences and EP Components Matrix

	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	OB 1.1	OB 1.2	OB 1.3	OB 2.1	OB 2.2	OB 2.3	OB 3.1	OB 3.2	OB 3.3	OB 4.1	OB 4.2	OB 4.3	OB 5.1	OB 5.2
GC 1		*	*	*	*															
GC 2	*		*	*	*					*										
GC 3	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
GC 4	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
GC 5	*		*		*		*	*		*		*	*			*	*		*	*
GC 6		*						*		*		*						*	*	
GC 7		*	*		*			*		*		*							*	*
GC 8		*	*		*			*		*		*							*	*
GC 9	*		*		*			*	*			*	*			*	*		*	*
GC 10	*		*		*			*	*			*	*			*	*		*	*
GC 11	*		*		*			*	*			*	*			*	*		*	*
GC 12	*		*		*			*	*			*	*			*	*		*	*
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	*		*		*			*		*		*				*	*		*	
PC 15					*			*		*						*	*		*	
PC 16	*	*	*		*					*		*							*	
PC 17						*														
PC 18	*		*		*			*	*	*						*	*		*	

5. Program learning outcomes and EP components Matrix

	CC1	CC2	CC3	CC4	CC5	CC6	OB 1.1	OB 1.2	OB 1.3	OB 2.1	OB 2.2	OB 2.3	OB 3.1	OB 3.2	OB 3.3	OB 4.1	OB 4.2	OB 4.3	OB 5.1	OB 5.2	
PLO 1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
PLO 2														*	*						
PLO 3		*		*						*										*	
PLO 4		*		*	*					*		*								*	
PLO 5		*		*	*					*		*								*	
PLO 6			*	*	*				*	*										*	
PLO 7	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
PLO 8			*	*	*				*	*										*	
PLO 9	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
PLO 10	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
PLO 11		*	*	*	*	*				*		*				*	*				*
PLO 12	*	*	*	*	*	*				*		*				*	*				*
PLO 13			*		*			*		*										*	
PLO 14	*	*	*	*	*	*		*	*	*		*	*			*	*	*	*	*	*
PLO 15	*	*	*	*	*	*		*	*	*		*	*			*	*	*	*	*	*
PLO 16	*	*	*	*	*	*		*	*	*		*	*			*	*	*	*	*	*
PLO 17	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
PLO 18	*	*	*	*	*	*		*	*	*		*				*	*				*
PLO 19	*	*	*	*	*	*		*	*	*		*				*	*				*
PLO 20	*	*	*	*	*	*		*	*	*		*				*	*				*
PLO 21	*	*	*	*	*	*		*	*	*		*				*	*				*
PLO 22	*	*	*	*	*	*		*	*	*	*	*				*	*	*	*	*	*
PLO 23	*	*	*	*	*	*		*	*	*	*	*				*	*	*	*	*	*
PLO 24	*	*	*	*	*	*		*	*	*		*				*	*				*
PLO 25	*	*	*	*	*	*		*	*	*		*				*	*				*