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

# EDUCATIONAL PROGRAM
# IN
# DIGITAL MARKETING

**Second Level of higher education**

**075 Marketing**

**Field of Study:  07 Management and Administration**

**Academic degree: Master´s degree**

**Specialty: Marketing**

**Specialization: Digital Marketing**

**KYIV-2019**

## 1. – Educational Program Profile in 075 Marketing
### (Digital Marketing Specialization)

| 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** | Master's Degree in Marketing, Digital Marketing Specialization |
| **Educational Program Title** | Digital Marketing |
| **Qualification Title (Degree), program credits and duration** | Certificate: Master's Diploma<br>Duration:16 months<br>Credits: 90 ECTS |
| **Accreditation** | Order of Ministry of Education and Science of Ukraine, dated 19.12.2016, № 1565. Accreditation Certificate valid until 01.07.2024. |
| **Cycle/Level** | NQF, Ukraine – Level 8,<br>FQ-EHEA – II Cycle,<br>EQF – LLL – Level 7 |
| **Academic Background** | Bachelor's Degree |
| **Language(s) of instruction** | Ukrainian |
| **Program duration** | 01.07.2024 |
| **Educational Program Link** | https://knute.edu.ua/ |
| **2 – Educational program aim** | |
| Building a modern system of professional knowledge and acquisition of practical skills for the purpose of their application in professional, pedagogical and research activities for successful fulfillment of management tasks in the field of digital marketing. A marketeer in the field of digital marketing masters operational economic, organizational, creative, commercial, informational and technological processes, related to the main areas of marketing activity of the enterprise, and develops or adjusts strategic guidelines for their development using digital technologies. | |
| **3 – Educational program general information** | |
| **Subject area (Field of study, specialty, and specialization)** | Field of Study 07 "Management and Administration" Specialty 075 "Marketing" Specialization "Digital Marketing" Disciplines, aimed at the development of core competences - 46.67% Optional Courses - 30% Practical training - 10% Assessment - 13,33% |
| **Educational program orientation** | Educational and professional, applied. The program consists of disciplines aimed at professional and practical training. |

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| **Educational program and specialization goals and objectives** | Special education in the field of digital marketing. Development of professional competences for the purpose of acquiring necessary skills to manage the marketing activities of the enterprise with the use of digital technologies.<br>Key words: marketing, target marketing, interactive marketing, digital marketing, digital technologies. |
| **Specific requirements** | Professionally-oriented elective courses, training the students for work in the field of digital marketing; practical training at enterprises that carry out marketing activities with the use of digital technologies. |
| **4 - Career opportunities and further learning** | |
| **Career opportunities** | In accordance with the National Classifier of professions DK 003 : 2010 the graduates are eligible to apply for the following positions: Marketing Director; Commercial Director, Head of Sales (Marketing); Head of Commercial Department; Small Business Manager; marketing team positions, namely: Entrepreneurship Advisor; Marketing Consultant; Public Relations and Media Manager; IT Manager (Marketing); Business Efficiency Manager; Expansion Marketing Manager (marketeer, category manager); Market Research Manager; Junior Research Assistant (Marketing); Research Assistant (Marketing); Research Advisor (Marketing). |
| **Further learning** | Further education envisages the right to obtain a third (educational and scientific) level of higher education - Ph.D. degree. |
| **5 - Training and assessment** | |
| **Teaching and learning** | Problem-oriented training with the acquisition of general and professional competences, sufficient for the production of new ideas, solving complex problems in the professional field. Mastering the methodology of scientific work, acquiring skills of results presentation in native and foreign languages. Conducting independent scientific research, using the resource base of the University and Partners.<br>Student-centered learning, self-study, problem-oriented learning, laboratory practice, business simulation games, competency-based approach to creation and implemention of training programs. |
| **Assessment** | Written exams, practice, essays, presentations, project work, business simulation games.<br>Approbation of research results at scientific |

| | conferences. |
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| | Graduate Thesis Defense. Scientific guidance, support and supervision in the preparation of the Graduate Thesis. |
| **6 - Program competences** | |
| **Integral competence (IC)** | Ability to solve complex problems and problems in the field of digital marketing or in the learning process that involves research and / or innovation and making decisions under uncertain conditions and demands. |
| **General Competence (GC)** | **GC 1**. Acquisition of skills of using digital marketing technologies.<br>**GC 2.** Ability to identify, state and solve problems, ability to make informed decisions.<br>**GC 3.** Acquiring research skills.<br>**GC 4**. Ability to communicate with scientists, representatives of other professional groups of different levels, to negotiate.<br>**GC 5.** Ability to carry out communication activity.<br>**GC 6.** Ability to motivate people and move towards a common goal.<br>**GC 7.** Ability to adapt and act in new situations, generate new ideas (creativity) and knowledge.<br>**GC 8.** Knowledge and understanding of the subject area of activity, application of methods of scientific knowledge.<br>**GC 9.** Ability to manage, to show initiative and flexibility, to ensure the quality of the work performed.<br>**GC 10.** Ability to carry out scientific researches, search, processing and analysis of information.<br>**GC 11.** Endeavor to protect the environment.<br>**GC 12.** Ability to analyze and evaluate socioeconomic processes. |
| **Professional competence (PC)** | **PC 1.** Awareness of the latest theories, interpretations, methods and practical procedures of digital marketing.<br>**PC 2.** Ability to critically interpret the results of the latest theoretical and practical research in the field of digital marketing.<br>**PC 3.** Ability to conduct marketing researches of the marketplace, interpret their results in order to substantiate managerial decisions.<br>**PC 4.** Ability to analyze various aspects of a market entity marketing activities, to carry out marketing analysis and market forecast.<br>**PC 5.** Ability to assess and forecast the efficiency of |

| | the marketing activities of the organization and determine the resources for its increase.<br>**PC 6.** Ability to develop and implement a digital marketing plan at the enterprise.<br>**PC 7.** Ability to develop marketing strategies of the enterprise.<br>**PC 8.** Ability to apply digital marketing innovative technologies.<br>**PC 9.** Ability to analyze the operating efficiency of marketing activities of the enterprise.<br>**PC 10.** The ability to substantiate the management decisions of the company in the field of digital marketing.<br>**PC 11.** Ability to analyze the consumer's behavior and use the results of the analysis in marketing promotion of products, services and ideas.<br>**PC 12.** Ability to manage projects.<br>**PC 13.** Ability to determine the marketing policy of an enterprise on the Internet.<br>**PC 14.** Ability to identify risks in digital marketing through market research.<br>**PC 15.** Ability to substantiate management decisions of the organization regarding crisis communications and development of preventive measures. |
|---|---|
| **7 - Program learning outcomes** ||
| | **PLO 1.** To apply knowledge of methods of scientific knowledge, analysis and synthesis in practice.<br>**PLO 2.** To comply with laws and regulations.<br>**PLO 3.** To master methods and modern means of information technologies.<br>**PLO 4.** To be able to use communication technologies to maintain harmonious business and personal relations as a key requirement for business success.<br>**PLO 5.** To know and understand the laws and methods of interpersonal communication, norms of tolerance, business communications in the professional field, effective work in the team, flexibility.<br>**PLO 6.** To be able to carry out computer and digital processing of economic and financial data used in business processes of the enterprise.<br>**PLO 7.** To be able to design and develop information and digital support for transactions as part of information systems.<br>**PLO 8.** To know and understand the patterns, methods |

| | and approaches of creative activity, system thinking in the professional field. |
|---|---|
| | **PLO 9.** Ability to apply knowledge and understanding to fulfill marketing tasks. |
| | **PLO 10.** To employ methods and techniques of conducting scientific and applied research. |
| | **PLO 11.** To know the methodology of systematic research, methods of research and analysis of complex objects and processes, to understand their complexity, diversity and multifunctionality for the fulfillment of professional tasks. |
| | **PLO 12.** To apply the principles, methods and tools of modern digital marketing techniques. |
| | **PLO 13.** To know the modern methods of marketing analysis with the use of digital technologies and the possibilities of their application in the practical activities of national enterprises. |
| | **PLO 14.** To develop an appropriate level of knowledge of the latest theories, methods and practices of digital marketing. |
| | **PLO 15.** To understand scientific and practical literature, new achievements in the theory and practice of digital marketing, to contribute to their development. |
| | **PLO 16.** To define scientific research tasks, to collect information necessary for their fulfillment, to analyze the information and draw the conclusions. |
| | **PLO 17.** To develop necessary skills to conduct research and to make decisions in the field of digital marketing. |
| | **PLO 18.** To demonstrate the ability to develop a marketing strategy and policies of the organization, in particular in the Internet environment. |
| | **PLO 19.** To deliver presentations, to publish results of scientific and applied research and marketing projects. |
| | **PLO 20.** To develop knowledge of scientific principles and understanding of practical aspects of marketing communication strategies development and implementation of consumer loyalty management. |
| | **PLO 21.** To apply scientific approaches and methods for the development of creative innovative solutions in the field of digital marketing. |
| | **PLO 22.** To be fully conversant in the current legislation and know the mechanisms of consumer rights protection. |

| | PLO 23. To solve complex problems and fulfill the tasks of digital marketing in conditions of uncertainty with the use of modern management approaches, methods and techniques.<br>PLO 24. To be aware of the ways of protection of the intellectual property and its agents and the degree of responsibility for the violation of intellectual property rights.<br>PLO 25. To understand the consumer motivation and behavior and influence it by means of modern psychological methods and techniques, used in the consumer loyalty management in order to increase the operational efficiency of the market entity in the digital marketing environment. |
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| **8 - Resource support for the implementation of the program** ||
| **Academic staff** | The Department of Marketing, KNTEU, is in charge of the Masters' training in the Digital Marketing specialization. The academic staff is formed in compliance with the Licensing regulations for provision educational activities by educational institutions.<br>100% of the academic staff involved in teaching professionally oriented disciplines have academic degrees in their specialty and are characterized by a high level of professional qualification.<br>In order to increase the professional level, all scientific and pedagogical members undertake professional training once every five years.<br>Labor contracts have been concluded with all scientific and pedagogical staff members. |
| **Facilities** | Training rooms, computer workplaces and multimedia equipment are provided in compliance with the requirements.<br>There is all necessary social infrastructure, the number of places in the hostel meets the requirements.<br>The space provided for a student workplace constitutes 4 sq.m per person.<br>40% of the classrooms are equipped with multimedia equipment.<br>The campus infrastructure includes libraries, a reading room, catering facilities, assembly hall, gyms, stadium, medical facility, hostels. |
| **Informational, teaching and learning materials** | The operating distance learning system MOODLE provides independent and individual training.<br>KNTEU fully complies with the technological |

| | requirements for educational, methodological and informational provision of educational activities. |
| :--- | :--- |
| | KNTEU databases provide access to the English-language scientific papers in the corresponding or related specialty (available for shared use among several higher educational institutions). |
| | KNTEU official website contains basic information about its activities (structure, licenses and certificates of accreditation, educational / research / publishing / assessment (scientific personnel) activities, educational and scientific divisions and their structure, the list of available courses, admission rules, contact information): https://knute.edu.ua/. |
| | KNTEU Distance Learning Laboratory gives access to the educational and teaching materials on the courses of the curriculum: http://ldn.knute.edu.ua/. |
| **9 - Academic mobility** ||
| **National Credit Mobility** | Individual agreements on academic mobility are provided for studying and conducting research in universities and scientific institutions of Ukraine.<br>Credits received at other universities in Ukraine are re-calculated according to the certificate on academic mobility. |
| **International Credit Mobility** | KNTEU participates in the Erasmus + KA1 in partnership with:<br>1. Université Paris-Est Créteil (Paris, France). Academic Degree: Master's Degree. Specialty: International Master in Business Management.<br>2. Audencia Business School (Nantes, France). Academic Degree: Master's Degree. Specialty: Economics, Management, and Business Administration. For scientific and pedagogical staff: mobility for teaching purposes.<br>3. The University of Hohenheim (Stuttgart, Germany). Academic Degree: Master's Degree. Specialty: Economics and business administration. For scientific and pedagogical staff: mobility for the purpose of training. |
| **Training of foreign students** | The training of foreign students is conducted on the general terms or on individual schedule, provided that they study the Ukrainian language in the amount of 6 ECTS credits, additionally provided by the curriculum. |

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

**2.1. List of EP components**

| № | Educational Program components (disciplines, term projects (papers), practical training,qualification exam, graduate paper) | Total credits | Final assessment |
|---|---|---|---|
| 1 | 2 | 3 | 4 |
| Compulsory components of EP | | | |
| CC 1 | Digital technologies in business | 6 | exam |
| CC 2 | Marketing information systems | 6 | exam |
| CC 3 | Digital Marketing Technologies | 6 | exam |
| CC 4 | Internet Marketing | 7,5 | exam |
| CC 5 | Mobile Marketing | 7,5 | exam |
| CC 6 | WEB-Analytics | 6 | exam |
| CC 7 | Digital Technology in Advertising | 6 | exam |
| Total credits for compulsory components | | **45** | **-** |
| Optional components of EP | | | |
| OB 1.1. | Intellectual Property | 6 | exam |
| OB 1.2. | Commercial law | 6 | exam |
| OB 2.1. | Marketing Analysis | 6 | exam |
| OB 2.2. | Customer Loyalty Management | 6 | exam |
| OB 3.1. | Brand Management in the non-profit sector | 6 | exam |
| OB 3.2. | Non-commercial Advertising | 6 | exam |
| OB 4.1. | Brand Strategy | 6 | exam |
| OB 4.2. | Corporate Public Relations | 6 | exam |
| Total credits for optional components**:** | | **24** | - |
| **Practical Training** | | | |
| | Pre-graduation training | **9** | credit |
| **Qualification procedure** | | | |
| | Writing Graduate Thesis and its Defense | **12** | - |
| **TOTAL NUMBER OF CREDITS** | | **90** | - |

### 3. Forms of certification of higher education applicants

Certification of the Digital Marketing graduates in specialty **075 "Marketing"** is carried out in the form of the Graduate Thesis Defense followed by the issuance of the document of the established sample on awarding Master's Degree in Marketing, specialization Digital Marketing.

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 | CC 7 | OB 1.1 | OB 1.2 | OB 2.1 | OB 2.2 | OB 3.1 | OB 3.2 | OB 4.1 | OB 4.2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| GC 1 | | + | + | + | + | | + | | | + | + | + | + | + | |
| GC 2 | + | | + | + | | | | | | | + | + | | + | |
| GC 3 | + | + | + | + | + | + | + | + | + | + | + | + | + | + | + |
| GC 4 | + | | | | | | | + | + | | | + | | + | + |
| GC 5 | + | | + | | | | | + | + | | | + | | + | + |
| GC 6 | + | | | | | | | | | | | + | | + | + |
| GC 7 | + | + | + | + | + | + | + | + | + | + | + | + | + | + | + |
| GC 8 | + | + | + | + | + | + | + | + | + | + | + | + | + | + | + |
| GC 9 | + | | + | | | | | | | | | + | | + | |
| GC 10 | + | + | + | + | + | + | + | | | + | | | | | |
| GC 11 | | | | | | | | | | | | + | + | | |
| GC 12 | + | | | | | + | | | | + | | + | | + | |
| PC1 | | + | + | + | + | | + | + | + | + | + | + | + | + | + |
| PC 2 | | + | + | + | + | | + | | | + | | | | | |
| PC 3 | | + | + | | | + | | | | | | | | | |
| PC 4 | | + | | | | + | | | | + | | + | | + | |
| PC 5 | + | | | | | + | | | | | | | | + | |
| PC 6 | | | + | + | + | | | | | | | | | | |
| PC | | | + | | | | | | | | | + | | + | |
| PC 8 | | + | + | + | + | | + | + | + | + | | | + | | + |
| PC 9 | | | | | | + | | | | + | | | | + | |
| PC 10 | + | | + | + | + | | | | | | | + | | | |
| PC 11 | | | + | + | + | + | | | | + | + | + | | + | + |
| PC 12 | + | | | | | | | | | | | + | | + | |
| PC 13 | | | + | + | + | | | | | | | | | + | |
| PC 14 | | | + | | | + | | | | + | | | | | |
| PC 15 | + | | | | | | | | | | + | + | | + | + |

**5.** Program learning outcomes and EP components Matrix

| | CC 1 | CC 2 | CC 3 | CC 4 | CC 5 | CC 6 | CC 7 | OB 1.1 | OB 1.2 | OB 2.1 | OB 2.2 | OB 3.1 | OB 3.2 | OB 4.1 | OB 4.2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 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 | | | + | + | + | | + | | | | + | | + | + | |