

Ministry of Education and Science of Ukraine

Kyiv National University of Trade and Economics

Educational Program

“International marketing”

The first level of higher education

in specialty 292 International economic relations

Field of study 29 International relations

Qualification: bachelor’s degree in higher education

specialty “International economic relations”

specialization “International marketing”

Kyiv 2019

**Educational program in specialty 292 "International Economic Relations"
(in specialization "International marketing")**

1-General information	
Full name of IHE and structural unit	Kyiv National University of Trade and Economics, Faculty of International Trade and Law, Department of International Economic Relations
Academic degree and qualification title in the original language	Bachelor's degree in higher education specialty "International Economic Relations" specialization "International Marketing"
Educational program title	"International Marketing"
Qualification title, program credits and duration	Bachelor's degree, 240 ECTS credits
Accreditation	Licensed in 2016, accredited by the Ministry of Education and Science of Ukraine, certificate of accreditation ND № 1196394 till 01.07.2021.
Cycle / Level	NRC of Ukraine - Level 7 FQ-EHEA - the first cycle EQF-LLL - Level 6
Academic background	Complete secondary education or qualification of a junior specialist
Language (s) of instruction	Ukrainian
Program duration	till July 1, 2021
Educational program link	https://www.knteu.kiev.ua/

2 – Educational program aim

The training of highly skilled specialists capable of conducting marketing researches of foreign markets, analyzing all types of marketing activities of an enterprise, taking strategic and operational decisions regarding the forms of enterprise's entry into foreign markets, developing a marketing mix for the enterprise to operate in an international competitive environment, and using separate marketing tools for impact on consumers and competitors effectively

3 – Educational program general information

Subject area (field of study, specialty, specialization (if any))	Field of study ²⁹ "International Relations", specialty 292 "International Economic Relations", specialization "International Marketing" Disciplines that form basic competencies - 69%, among them: disciplines of the general training cycle - 18%, cycle of professional training - 51%, practical training - 5%. The disciplines of the choice of a higher education student - 26%, of which: from the general training cycle - 5%, the cycle of professional training - 21%.
Educational program orientation	Educational and professional
Educational program and specialization goals and objectives	The program is aimed at obtaining higher education in the field of international economic relations with in - depth study of international marketing, the activities of transnational corporations, the organization of marketing research in international markets, the development and implementation of international marketing communications, pricing in the world markets of goods and services. Keywords: international marketing, international economic relations.
Specific requirements	Practical training 1 and practical training 2 at the third and last years of study; the presence of a variable component of professionally- oriented disciplines throughout all years of study; in- depth study of two foreign languages, mastering specialized computer programs for the analysis of marketing research data

4 –Career opportunities and further learning

Career opportunities	Graduates can hold positions (by Classification of Occupations): marketing consultant, marketing manager; advertising manager; sales manager; public relations manager; specialist in methods of markets expansion (marketer), public relations expert, specialist-analyst for the study of international commodity markets; publicist; commercial agent; sales agent, sales representative, trade inspector, brokers (intermediaries) for the purchase and sale of goods, advertising representative, communication policy marketer, marketing analyst, marketing consultant, marketing expert in marketing activities, economist of the marketing department of the enterprise
Further learning	Bachelor can continue to study at the second (master's) level of higher education

5 - Teaching and assessment

Teaching and learning	The optimal combination of classroom and independent (self) work on the basis of problem-oriented and interactive learning using modern educational technologies and techniques (case studies, discussion clubs, trainings).
Assessment	Forms of control: written examinations, practical training, individual tasks, testing, defense of course papers (projects), qualification exam.

6 - Program competencies

Integral competence (IC)	Ability to solve complex specialized tasks and practical tasks in the field of international relations in general and in international economic relations of professional activities in particular (including in the process of learning), which involves the application of the latest theories and methods in the implementation of integrated studies of world economic relations.
General Competence (GC)	GC1.Ability to learn and be modernly trained, produce new ideas, think systematically, show creativity, flexibility, ability to manage time. GC2.Ability to take initiatives, responsibilities and skills to operate safely in accordance with the future job profile. GC3.Ability to oral and written general communication in state and foreign languages.

	<p>GC4. Ability to use modern information and communication technologies, software packages of general and special purpose.</p> <p>GC5. Ability to think abstractly, analyze and synthesize, search, process and evaluate information, processes and phenomena from different sources in order to identify problems, formulate conclusions (recommendations), make decisions based on logical arguments, ensure the quality of work performed, taking into account national and international requirements, adaptation and actions in a new situation.</p> <p>GC6. Ability to conduct research on economic phenomena and processes in the international sphere taking into account causal and spatial-temporal relationships.</p> <p>GC7. Ability to be critical and self-critical to understanding the factors that have a positive or negative impact on communication with representatives of other business cultures and professional groups of different levels (with experts from other fields of knowledge / activities) on the basis of appreciating and respecting diversity and multiculturalism.</p> <p>GC8. Ability to motivate and develop an effective system of organization of work, conduct research in a team under the guidance of a leader, taking into account today's requirements and features in conditions of a limited time.</p> <p>GC9. Ability to participate in project development, motivate people and move towards a common goal, act consciously, socially and responsibly.</p> <p>GC10. Ability to use acquired knowledge, understand the subject area and profession in practice, be open to the application of knowledge, taking into account the variability of the international marketing environment.</p> <p>GC11. Ability to use network and cloud technologies to solve organizational, economic and marketing tasks.</p> <p>GC12. Ability to organize the process of development and implementation of product, price, sales and communication policy of the company in foreign markets.</p>
<p>Professional competence of the</p>	<p>PC1. Ability to distinguish patterns, characteristics and trends of world economy development, peculiarities of economic policy implementation and world integration / disintegration processes.</p>

specialty (PC)	<p>PC2. Understanding the basic categories and the latest theories, concepts, technologies and methods in the field of international economic relations, taking into account their main forms, applying theoretical knowledge of the functioning and developing of international economic relations.</p> <p>PC3. Understanding the essence and peculiarities of the functioning of international relations environment and economic development models.</p> <p>PC4. Ability to substantiate the realization peculiarities of international economic relations forms at mega-, macro-, meso- and micro levels.</p> <p>PC5. Ability to carry out a comprehensive analysis and monitoring of world market conditions, assess the variability of the international marketing environment and be able to adapt to changes.</p> <p>PC6. Ability to analyze international markets of goods and services, tools and principles for regulating international trade.</p> <p>PC7. Ability to apply basic knowledge, analyze theories and mechanisms for the implementation of international monetary, financial and credit relations.</p> <p>PC8. Ability to determine the functional features, nature, level and degree of interconnection between subjects of international economic relations of different levels and establish communication between them.</p> <p>PC9. Knowledge of international economic relations and world economy research in a multidisciplinary combination with political, legal, and natural sciences.</p> <p>PC10. Ability to justify the expediency of applying legal, economic and diplomatic methods (means) for solving conflict situations at the international level.</p> <p>PC 11. Ability to apply basic knowledge in the field of international economic relations using regulatory documents, reference materials.</p> <p>PC12. Knowledge of theoretical bases and practical skills of assessment and analysis of the security component of international economic relations.</p>
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	<p>PC13. Ability to communicate professionally and socially using professional terminology, including oral and written communication in state and foreign languages.</p> <p>PC14. Ability to apply methods, rules and principles of international economic relations functioning for the development of foreign economic activity of Ukraine.</p> <p>PC15. Ability to raise the theoretical level of knowledge constantly, generate and use it in international marketing activities effectively.</p> <p>PC16. Ability to apply modern approaches to the formation of an international marketing mix of an enterprise in the conditions of market volatility.</p> <p>PC17. Ability to provide the process of organization of the commodity, price, sales and communication policy of the company in foreign markets.</p> <p>PC18. Ability to apply modern methodical tools for assessing the effectiveness of marketing activities in the national and international markets.</p>
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7 - Program learning outcomes

	<p>PLO1. To realize the need for lifelong learning, adhere to the principles of continuous development and constant self-improvement; strive for professional growth, show tolerance and readiness for innovations.</p> <p>PLO2. To think creatively and critically, have time management skills, evaluate the effects of ideas produced critically.</p> <p>PLO3. To demonstrate skills of written and oral communication in state and foreign languages, use economic terminology professionally.</p> <p>PLO4. To use modern information and communication technologies, software packages of general and special purpose.</p> <p>PLO5. To demonstrate abstract thinking, apply research methodologies; identify, define and formalize problems; systematize and organize the information received; evaluate and explain the influence of endogenous and exogenous factors on processes and phenomena in the world economy; formulate conclusions and develop recommendations for adapting to a new</p>
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situation taking into account the peculiarities of the national and international environment.

PLO6. To study economic phenomena and processes in the international sphere on the basis of understanding categories and laws; highlighting and generalizing trends, patterns of functioning and developing the world economy, taking into account causal and spatial-temporal links.

PLO7. To have the skills of self-analysis (self-management), be critical and self-critical; understand the determinants of influence on communication with representatives of other business cultures and professional groups of different levels (with experts from other fields of knowledge / activities) on the basis of valuing and respecting diversity, multiculturalism.

PLO8. Planning, organizing, motivating, evaluating and raising the effectiveness of collective labor, conducting research in a team guided by a leader, taking into account the requirements and features of the present in time-limited conditions.

PLO9. To develop and implement international projects, work in project groups, motivate people and move towards a common goal, act consciously, socially and responsibly.

PLO10. To apply the acquired knowledge, understand the subject area and profession in practice; be open to the application of knowledge taking into account specific situations.

PLO11. To demonstrate knowledge and skills of conducting business protocols and business etiquette in the field of international economic relations, taking into account the peculiarities of intercultural communication at the professional and social levels, including oral and written communication in state and foreign languages.

PLO12. To define functional features, character, level and degree of interconnections between subjects of international economic relations of different levels and establish communication between them.

PLO13. To identify causes, types and nature of international conflicts and disputes, substantiate and apply economic and diplomatic methods of their solution at the international level, protecting national interests.

PLO14. To carry out a complex analysis of complex economic systems, confront and compare their components, evaluate and argue the effectiveness of their functioning.

PLO15. To substantiate own opinion about specific conditions of realization of international economic relations forms at the mega-, macro- and meso- and micro-levels.

PLO16. To understand and apply basic knowledge of primary legal acts and reference materials, current standards and technical specifications, instructions and other normative and regulatory documents in the field of international economic relations.

PLO17. To identify and differentiate peculiarities of the functioning of international relations environment and economic development models.

PLO18. To substantiate the choice and apply informational and analytical tools, economic and statistical methods of calculation, complex analytical techniques and methods of monitoring world market conditions, illustrate and present the results of evaluation, summarize and develop recommendations, measures to adapt to changes in the international environment.

PLO19. To understand, highlight and describe new phenomena, processes and trends of world economic development; identify mechanisms and tools for implementing economic policies and global integration / disintegration processes.

PLO20. To possess the basic categories, latest theories, concepts, technologies and methods in the field of international economic relations, taking in to account their main forms, in particular: international trade in goods and services, international capital movement, international monetary financial and credit relations, human resources mobility, international technology transfer .

PLO21. To analyze dynamics of volumes and efficiency of international marketing activity on the basis of mastering the mechanism of its organization.

PLO22. To evaluate the competitiveness of the product in the domestic and global markets; develop measures for planning and optimizing the product range of the enterprise (MNC) depending on consumer preferences; evaluate the marketing risks of introducing a new product into the external market.

	<p>PLO23. Planning and organizing marketing research in international markets, in particular using the potential of Internet technologies, social networks and modern software products in the field of statistics and marketing.</p> <p>PLO24. To substantiate the commodity policy of the enterprise in the system of international marketing, the choice of methods and techniques of advertising and the possibility of their use in the international market by domestic business entities in order to ensure a high level of competitiveness.</p> <p>PLO25. To use the system of international marketing communications in conditions of building up domestic export potential, intensifying globalization processes.</p>
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8 - Resource support for the program implementation

Academic staff	<p>Project team: three persons with a degree and / or academic status (leader - candidate of economic sciences, associate professor and 2 candidates of economic sciences, among them 1 associate professor and 1 senior lecturer). All participants in the project team are staff members of KNUTE.</p> <p>Scientific and pedagogical workers with scientific degrees and / or academic status, as well as highly skilled specialists, are involved in the implementation of the EP.</p> <p>To improve the professional level, all scientific and pedagogical workers undergo an internship once every five years.</p>
Facilities	<p>Provision of premises for training and control measures and appropriate multimedia equipment</p> <p>Use of laboratories, computer and specialized auditoria of KNUTE.</p> <p>Availability of social and domestic infrastructure of KNUTE.</p>
Informational, teaching and learning materials	<p>The existing distance learning system Moodle provides independent and individual training.</p> <p>KNUTE fully complies with the technological requirements for educational, methodological and informational provision of educational activities.</p>

9 - Academic mobility

National	It is envisaged by law and it is expedient when it becomes
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Credit Mobility	necessary for students to master fundamentally new courses, disciplines that are not taught in the basic institution of higher education. The provision on academic mobility has been developed.
International Credit Mobility	The University has concluded agreements on cooperation between KNUTE and higher education institutions, in which partner exchange and student training are carried out. In addition, international academic mobility is carried out through international programs and projects within Erasmus + in particular with the following universities: Krakow University of Economics (Poland, Krakow), Szczecin University (Poland, Szczecin), Audensia Business School (France, Nant), Grenoble Alps University (France, Grenoble), Paris- Est Creteil University (France, Paris), University of Central Lancashire (Great Britain, Preston), University of Hohenheim (Germany, Stuttgart), Piraeus University of Applied Sciences (Greece, Piraeus), Clement Ohridski University (Bulgaria, Sofia)
Teaching of foreign students	For foreign students, the discipline "the Ukrainian language" is taught during 1-7 semesters with a separate schedule by teachers who have completed special training in teaching Ukrainian as a foreign language

2. List of educational program components and their logical order

2.1 List of educational program components

Code №	Educational program components (disciplines, course projects(papers), practical training, qualification exam)	Number of credits	Form of assessment
1	2	3	4
1. Compulsory components of EP			
CC1	Economy of Ukraine	6	E/w
CC2	Foreign language (for specific purposes)	24	E/w
CC3	Philosophy	6	E/w
CC4	Theory and practice of translation	6	E/w
CC5	Country studies	6	E/w

CC6	Theory of state and law	6	E/w
CC7	International trade and economic informatics	6	E/w
CC8	International macro- and micro economics	6	E/w
CC9	International public and private law	6	E/w
CC10	International economic relations	6	E/w
CC11	International statistics	6	E/w
CC12	Economy and finance of an enterprise	6	E/w
CC13	International trade and economic law	6	E/w
CC14	International trade and economic organizations	6	E/w
CC16	Foreign language of specialty	6	E/w
CC17	International business	6	E/w
CC18	International economic activity of Ukraine	6	E/w
CC19	International management	6	E/w
CC20	International marketing	6	E/w
CC20.1	Test on “International marketing”		C
CC21	Modeling of enterprise financial and economic activity	9	E/w
CC22	Exchange trade	6	E/w
CC23	Organization of foreign trade operations	6	E/w
CC23.1	Test on “Organization of foreign trade operations”		
CC24	Goods nomenclature	6	E/w
	Physical education		
Total credits for compulsory components		165	
2. Optional components of EP			
OC1.1	Business correspondence	6	E/w
OC1.2	Esthetics	6	E/w
OC1.3	History of international trade and trade and economic thought	6	E/w

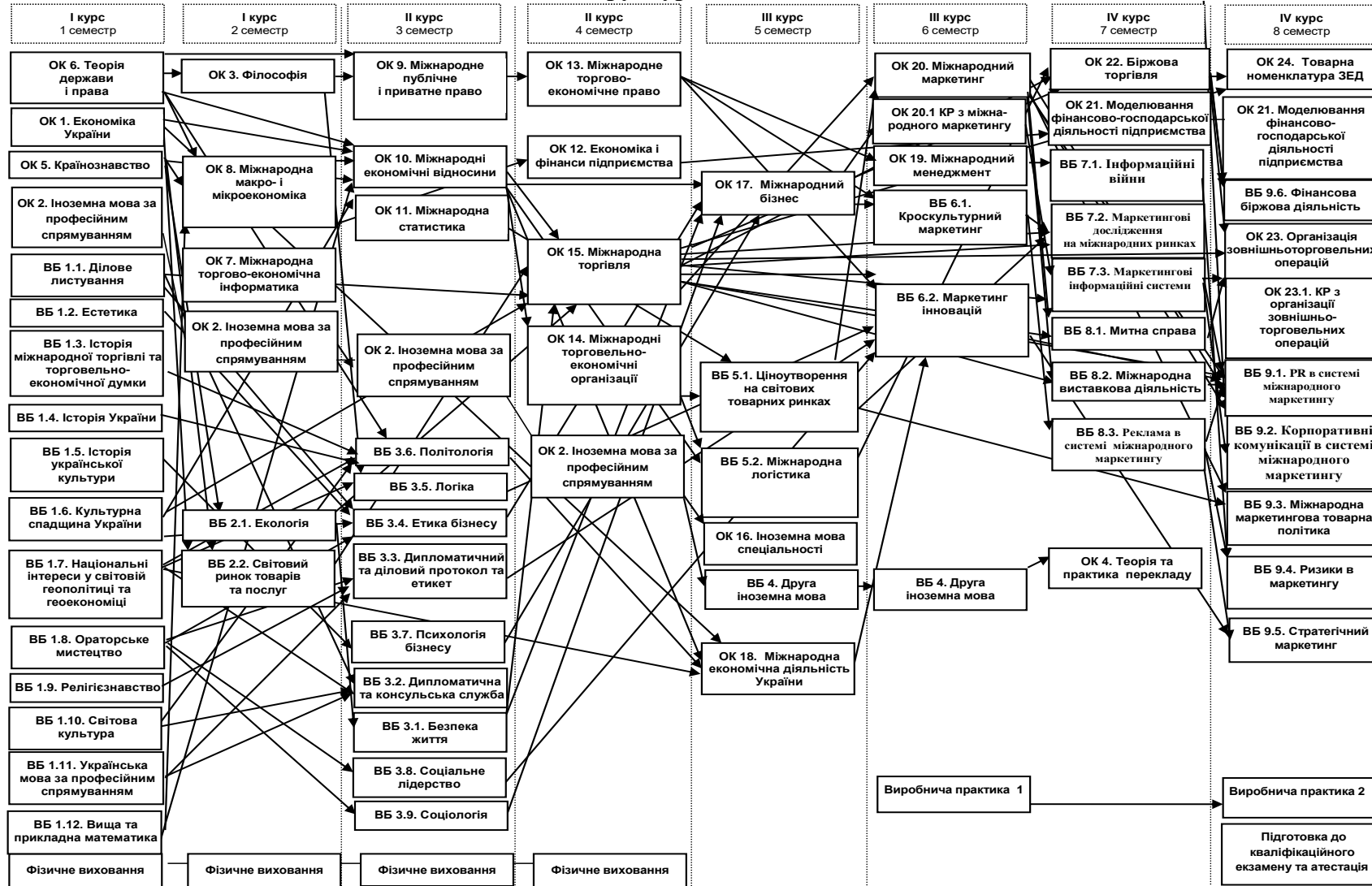
OC1.4	History of Ukraine	6	E/w
OC1.5	History of Ukrainian culture	6	E/w
OC1.6	Cultural heritage of Ukraine	6	E/w
OC1.7	National interests in the world geopolity and geoeconomy	6	E/w
OC1.8	Rhetoric	6	E/w
OC1.9	Religious studies	6	E/w
OC1.10	World culture	6	E/w
OC1.11	Ukrainian language (for specific purposes)	6	E/w
OC1.12	Higher and applied mathematics	6	E/w
OC2.1	Ecology	6	E/w
OC2.2	World market of goods and services	6	E/w
OC3.1	Life safety	6	E/w
OC3.2	Diplomatic and consular services	6	E/w
OC3.3	Diplomatic and business protocol and etiquette	6	E/w
OC3.4	Business ethics	6	E/w
OC3.5	Logics	6	E/w
OC3.6	Political science	6	E/w
OC3.7	Business psychology	6	E/w
OC3.8	Social leadership	6	E/w
OC3.9	Sociology	6	E/w
OC4	Second foreign language	12	E/w
OC5.1	Pricing in world commodity markets	6	E/w
OC5.2	International logistics	6	E/w
OC6.1	Cross cultural marketing	9	E/w
OC6.2	Innovation marketing	9	E/w
OC7.1	Information wars	6	E/w
OC7.2	Marketing research in international markets	6	E/w

OC7.3	Marketing information systems	6	E/w
OC8.1	Customs	6	E/w
OC8.2	International exhibition activity	6	E/w
OC8.3	Advertising in the system of international marketing	6	E/w
OC9.1	PR in the system of international marketing	6	E/w
OC9.2	Corporate communications in the system of international marketing	6	E/w
OC9.3	International marketing commodity policy	6	E/w
OC9.4	Marketing risks	6	E/w
OC9.5	Strategic marketing	6	E/w
OC9.6	Financial exchange activity	6	E/w
Total credits for optional components		63	
3. Practical training			
Practical training 1		3	C
Practical training 2		6	C
Total number of credits		9	
4. Final assessment			
Final exam preparation and assessment		3	
Total number of credits		3	
TOTAL CREDITS FOR EDUCATIONAL PROGRAM		240	

Final assessment of students majoring in educational program "International marketing".

Graduates assessment of educational program “International marketing” is conducted in the form of qualifying exam and completed by the granting of an established standard document on Bachelor degree award and qualification award: bachelor’s degree in higher education specialty “International economic relations” specialization “International marketing”.

2.2. Структурно-логічна схема ОП



4.1 Program Competences and EP Components Matrix

	CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9	CC10	CC11	CC12	CC13	CC14	CC15	CC16	CC17	CC18	CC19	CC20	CC20.1	CC21	CC 22	CC 23	CC 23.1	CC 24
GC1	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
GC2		•	•	•		•	•		•	•				•	•	•	•		•	•	•			•	•	•
GC3		•														•		•								
GC4					•					•									•			•			•	
GC5	•		•	•	•	•	•	•	•	•	•	•	•	•	•		•		•	•	•	•	•	•	•	•
GC6	•							•	•			•	•	•	•		•			•	•	•	•	•	•	•
GC7								•	•			•	•	•	•	•	•	•			•	•	•			•
GC8																			•		•					•
GC9				•																	•					•
GC10														•	•		•				•	•				•
GC11																					•	•				
GC12																					•	•				
PC1			•				•		•				•	•	•		•					•	•			•
PC2									•				•	•	•		•					•	•			•
PC3							•		•												•					•
PC4					•				•		•	•	•	•	•		•		•	•	•	•	•		•	•
PC5	•		•						•				•	•	•		•			•	•	•	•	•	•	•
PC6								•	•			•	•	•	•		•		•	•	•	•	•	•	•	•
PC7							•		•				•	•			•					•	•			
PC8								•	•				•	•	•		•				•	•				
PC9				•		•		•	•			•	•	•	•		•				•	•				•
PC10				•		•		•	•			•	•	•	•		•						•			•
PC11						•		•	•			•	•	•	•		•					•	•			
PC12								•	•			•	•	•	•		•					•	•			•
PC13		•														•		•					•	•		
PC14			•						•	•				•	•		•		•	•	•	•	•	•	•	•
PC15		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
PC16	•																				•	•				
PC17	•																				•	•				
PC18	•																		•	•	•					

