

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

**EDUCATIONAL PROGRAM**

**"ADVERTISING AND PUBLIC RELATIONS"**

**of the first level of higher education  
in Specialty 061 Journalism  
Field of study 06 Journalism  
Qualification: Bachelor's degree  
Specialty "Journalism"  
Specialization "Advertising and public relations"**

Kyiv 2019

**1. Educational Program Profile in Specialty 061 "Journalism"  
(Specialization "Advertising and public relations")**

<b>1 – General information</b>	
<b>Full name of IHE and structural unit</b>	Kyiv National University of Trade and Economics; Faculty of Trade and Marketing; Department of Journalism and Advertising
<b>Academic degree and qualification title in the original</b>	Bachelor's degree Specialty "Journalism" Specialization "Advertising and public relations"
<b>Educational Program Title</b>	"Advertising and public relations"
<b>Qualification Title (Degree), program credits and duration</b>	A degree (provided on the basis of one educational institution), 240 ECTS credits, study period 3 years 10 months
<b>Accreditation</b>	Certificate of Accreditation issued by the Ministry of Education and Science of Ukraine (Ukraine) for the period of validity until July 1, 2021, on the basis of the order of the Ministry of Education and Science of Ukraine No. 1102169 dated 25.05.2011.
<b>Cycle/Level</b>	NQF of Ukraine - level 7, FQ - EHEA - first cycle, EQF - LLL- 6 level
<b>Academic background</b>	– complete secondary education; – conditions for admission to the program are regulated by the KNUTE Rules of admission .
<b>Language(s) of instruction</b>	Ukrainian
<b>Program duration</b>	until July 1, 2021
<b>Educational Program Link</b>	<a href="https://knute.edu.ua">https://knute.edu.ua</a>
<b>2 – Educational program aim</b>	
The training of a specialist who studies the market position of an enterprise and, in accordance with it, determines its policy in the field of advertising and public relations in a competitive environment, prepares proposals for the promotion of goods and services through advertising and public relations, develops an original layout of communication appeals and an advertising campaign and public relations campaign	

<b>3 - Educational program general information</b>	
<b>Subject area (Field of study, speciality, and specialization)</b>	Field of study 06 "Journalism", specialty 061 "Journalism", specialization "Advertising and public relations" Disciplines of general training cycle – 20%; Disciplines of professional training cycle – 47%; Disciplines of free choice – 25 %; Practical training of students – 8%.
<b>Educational program orientation</b>	Educational and professional orientation. The program consists of disciplines of general, professional and practical training.
<b>Educational program and specialization goals and objectives</b>	Formation of the system of professional knowledge and practical skills necessary for the effective solving of problems related to the use of public relations technologies and the promotion of advertising by enterprises. Key words: management of communications, reputation and image of the enterprise; strategic and tactical planning of the communications system; creation of productive programs of advertising and links with target communities; monitoring and research of public opinion and attitude towards corporate image and reputation of the enterprise; advertising technologies and corporate communications activities.
<b>Specific requirements</b>	The presence of a variable component of professionally oriented disciplines for work in the field of advertising and public relations; practical training at enterprises that carry out advertising and public relations.
<b>4 – Career opportunities and further learning</b>	
<b>Career opportunities</b>	The graduate is suitable for employment in positions according to the National Classifier of professions DK 003: 2010: Qualified executive activities in publishing houses, information and media agencies, press services, political, commercial and public organizations, media structures, scientific research, expert institutions, educational institutions
<b>Further learning</b>	Ability to study according to the second cycle program FQ - EHEA, 7-level EQF-LLL, level 8 of the NQF of Ukraine.
<b>5 – Training and assessment</b>	
<b>Teaching and learning</b>	Auditory and independent work on the basis of problem-oriented approach with the use of modern educational technologies and techniques (trainings, video trainings, presentations, discussions, moderations, simulation of situations, business games, "brain attacks", situational exercises ("case- study" method), work in small groups, distance learning
<b>Assessment</b>	Written exams, credits, final checks, oral and written surveys,

	assessment of essays and presentations, defense of term papers, individual and collective research papers. Final assessment (qualification exam) and graduate qualification paper according to Regulation on the graduate qualification paper (project).
<b>6 – Program competences</b>	
<b>Integral competence</b>	Ability to solve complex specialized tasks and practical problems in the field of advertising and public relations or in the process of learning that involves the application of certain theories and methods of the relevant science and is characterized by complexity and uncertainty of the conditions.
<b>General competences (GC)</b>	GC 1. Ability to apply knowledge in practice. GC 2. Oral and written communication in the native language. GC 3. Knowledge of the second language GC 4. Computer skills. GC 5. Research abilities. GC 6. Ability to self-study. GC 7. Work in the team. GC 8. Information skills (ability to find and analyze information from different sources). GC 9. Ability to generate new ideas (creativity). GC 10. Compliance with professional ethics and principles and rules that ensure the safety of life.
<b>Professional competences (PC)</b>	PC 1. To organize monitoring of advertising activities and public relations campaigns of the company's competitors; PC 2. To conduct marketing researches; PC 3. To form the policy of the company in the field of advertising and public relations; PC 4. To form the information policy of the enterprise; PC 5. To create positive public opinion about the company; PC 6. To create programs - building a positive image of the enterprise; PC 7. To calculate system of targeted public enterprises; PC 8. To substantiate the choice of mass media as advertising media and to evaluate the effectiveness of their use; PC 9. To develop media campaigns; PC 10. To develop programs of internal communication with the public, sponsor package, fundraising program; PC 11. To form media placement of advertising; PC 12. To develop a plan for an advertising campaign and public relations campaign on the Internet and evaluate its effectiveness; PC 13. To develop communication appeals; PC 14. To calculate the optimal budget for an advertising

	<p>campaign and public relations campaign;  PC 15. To create advertising and communication programs;  PC 16. To create informational and advertising materials for carrying out communication campaigns of the enterprise;  PC 17. To develop communication and advertising strategies of the enterprise.</p>
<b>7 – Program learning outcomes</b>	
	<p>PLO 1. To apply knowledge of methods of scientific cognition, 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 advertising and public relations.  PLO 3. To use digital information and communication technologies as well as software products for advertising and public relations purposes.  PLO 4. To identify the objectives of marketing research aimed at advertising and public relations and to analyze and interpret the research results.  PLO 5. To evaluate and analyze the state of the communicative space of the enterprise.  PLO 6. To collect and analyze the necessary information, substantiate management decisions based on the use of the necessary analytical and methodological tools.  PLO 7. To communicate in a foreign language for professional orientation.  PLO 8. To construct statistical tables, charts, to reveal regularities and tendencies of development of the studied phenomena.  PLO 9. To use knowledge about the mechanisms of reputation, image and behavior of consumers for the solution of corporate tasks of the enterprise.  PLO 10. To show the ability to identify target audiences, priority communities, influential groups, etc. to meet the challenges of advertising and public relations.  PLO 11. To form the program of advertising communications of the enterprise and evaluate its effectiveness.  PLO 12. To substantiate the choice of media carriers and to develop media plans.  PLO 13. To investigate the content and character of the company's image, reputation and goodwill as the competitiveness of the last on the market.  PLO 14. To develop advertising appeals.  PLO 15. To create customer bases.</p>

	<p>PLO 17. To form programs for monitoring the external and internal environment of the enterprise.</p> <p>PLO 18. To develop strategies for managing reputation and image of the enterprise.</p> <p>PLO 19. To develop consumer loyalty program.</p>
<b>8 – Resource support for program implementation</b>	
<b>Academic staff</b>	The graduate and responsible for training specialists is the Department of Journalism and Advertising KNUTE. Head of the department: Doctor of Sciences, Professor. The teaching process is provided by teachers, 94% of whom have a degree and / or an academic degree. Including, Doctors of Sciences - 16%, Ph.D. - 78%. 22% of teachers have the academic degree of professor, 44% - the academic degree of assistant professor. Employment contract have been concluded with all scientific and pedagogical workers,
<b>Informational, teaching and learning materials</b>	Provision of premises for training and control activities - 4 sq. meters per person. 40% of the classrooms are equipped with multimedia equipment. Infrastructure of KNUTE: libraries, including reading room, catering facilities, assembly hall, gymnasium, stadium, medical center, hostels.
<b>9 – Academic mobility</b>	
<b>National credit mobility</b>	Short-term training of students for a pre-determined course in other higher education institutions.
<b>International credit mobility</b>	KNUTE participates in the Erasmus + program for specific purpose K1 by concluding agreements with: 1. University of Grenoble Alps (Grenoble, France). Educational Degree: Bachelor. Specialty: Economics and Management. 2. University of Central Lancashire (Preston, UK). Educational Degree: Bachelor. Specialty: Business Communications.
<b>Training of foreign students</b>	Foreign citizens can study at KNUTE: - at the preparatory department for foreigners and stateless persons - 1 year; - in specialties of an educational degree "Bachelor": full-time form of education – 3 years 10 months, external form of education – 4 years 6 months.

## 2. List of Educational Program Components and their Logical Order

### 2.1. List of Educational Program Components

№	Educational Program Components (educational disciplines, term projects (papers), practical training, qualification exam, graduate paper)	Number of credits	Form of final control
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<b>Compulsory disciplines</b>			
CC1	Foreign language in professional use	24	E/w
CC2	Philosophy	6	E/w
CC3	Office computer technology	6	E/w
CC4	Science of law	6	E/w
CC5	Safety of life	6	E/w
CC6	Mass communications	6	E/w
CC7	Ukrainian language (professional use)	6	E/w
CC8	Journalism	6	E/w
CC9	Marketing	6	E/w
CC10	Business economics	6	E/w
CC11	Marketing communications	6	E/w
CC11.1	Term paper on the marketing communications		
CC12	Computer graphics in advertising	6	E/w
CC13	Advertising	6	E/w
CC14	Theory of public relations	6	E/w
CC15	Design in advertising	6	E/w
CC16	Organization of work of advertising and PR-agency	6	E/w
CC 16.1	Term paper on the organization of advertising and PR-agency work		
CC17	Fundamentals of editing	4,5	E/w
CC18	Consumer behavior	6	E/w
CC19	Advertising technologies	4,5	E/w
CC20	Copywriting	6	E/w
OB21	Marketing research in advertising and public relations	6	E/w
OB22	Media planning	6	E/w
CC23	Business negotiations	7,5	E/w
CC 24	Journalism of digital media	7,5	E/w
	Physical education		C
<b>Total credits for compulsory components</b>		<b>162</b>	
<b>Optional components EP</b>			
OB 1.1	Economic government regulation	6	E/w
OB 1.2	Foreign literature	6	E/w
OB 1.3	Economic theory	6	E/w
OB 2.1	History of Economics and economic thought	6	E/w
OB 2.2	Ukrainian literature and folklore	6	E/w
OB 3.1	Cultural heritage of Ukraine	6	E/w
OB 3.2	Advertising and public relations history	6	E/w
OB 3.3	History of Ukraine	6	E/w
OB 3.4	History of Ukrainian culture	6	E/w
OB 3.5	Global culture	6	E/w



OB 4.1	Business ethics	6	E/w
OB 4.2	Logics	6	E/w
OB 4.3	Politology	6	E/w
OB 4.4	Psychology	6	E/w
OB 4.5	Sociology	6	E/w
OB 5.1	Management	6	E/w
OB 5.2	Personnel management	6	E/w
OB 6.1	Engineering and computer graphics	6	E/w
OB 6.2	Information wars	6	E/w
OB 6.3	Trade psychology	6	E/w
OB 7.1	Industry journalism	6	E/w
OB 7.2	Crisis communication	6	E/w
OB 7.3	Advertising psychology	6	E/w
OB 8.1	Social leadership	6	E/w
OB 8.2	Merchandising	6	E/w
OB 9.1	Diplomatic and business protocol and etiquette	6	E/w
OB 9.2	Imageology	6	E/w
OB 9.3	Infographics	6	E/w
OB10.1	Marketing in advertising	6	E/w
OB10.2	International information	6	E/w
OB10.3	Public speaking	6	E/w
OB10.4	Direct marketing	6	E/w
OB10.5	Advertising in trade	6	E/w
<b>Total credits for optional components:</b>		<b>60</b>	-
<b>Practical Training</b>			
	Internship 1	3	
	Internship 2	6	
<b>Assessment</b>			
	Implementation of final qualification paper and defence	6	
	Preparation to qualification examination and assessment	3	
<b>TOTAL NUMBER OF CREDITS FOR EDUCATIONAL PROGRAM</b>		<b>240</b>	



### **3. Forms of Assessment of Higher Education Students**

Graduates of educational program in specialty 061 "Journalism" specialization "Advertising and public relations" are certified in the form of final assessment (qualification exam) and final qualification paper according to Regulation on graduate qualification paper (project) and it finishes by the issuing a document of the established standard about the awarding of qualification: Bachelor's degree specialty "Journalism" specialization "Advertising and public relations".

The assessment is carried out openly and publicly.

## 4. Program Competences and Educational Program Components Matrix

### 4.1. Compulsory Components

	CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9	CC10	CC11	CC12	CC13	CC14	CC15	CC16	CC17	CC18	CC19	CC20	CC21	CC22	CC23	CC24
GC1	•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
GC2						•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
GC3	•																							
GC4									•	•		•	•	•	•	•	•	•	•		•	•		
GC5						•		•	•	•	•		•	•		•		•		•	•	•	•	•
GC6	•	•		•	•	•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
GC7									•	•		•	•	•	•	•		•	•	•	•	•	•	
GC8				•		•		•	•	•	•	•	•	•	•	•		•	•	•	•	•	•	•
GC9						•		•	•		•	•	•	•	•	•			•	•		•	•	•
GC10						•		•	•		•	•	•	•	•	•		•	•		•		•	•
PC1							•				•		•	•								•		
PC2									•													•		
PC3	•		•								•		•	•		•								
PC4											•		•	•										
PC5						•					•		•	•		•								
PC6						•					•		•											
PC 7						•					•		•	•		•								
PC 8	•					•			•		•		•											
PC 9	•					•			•		•		•	•		•								
PC10						•			•		•		•	•		•								
PC 11			•						•		•		•										•	
PC 12									•		•	•	•			•							•	
PC 13			•			•					•	•	•		•	•	•		•	•			•	
PC 14						•					•		•			•							•	
PC 15			•			•					•		•			•								
PC 16								•			•	•	•		•	•	•		•	•				•
PC17									•		•		•			•			•	•				

## 4.2. Optional Components

	OB 1.1	OB 1.2	OB 1.3	OB 2.1	OB 2.2	OB 3.1	OB 3.2	OB 3.3	OB 3.4	OB 3.5	OB 4.1	OB 4.2	OB 4.3	OB 4.4	OB 4.5	OB 5.1	OB 5.2	OB 6.1	OB 6.2	OB 6.3	OB 7.1	OB 7.2	OB 7.3	OB 8.1	OB 8.2	OB 9.1	OB 9.2	OB 9.3	OB 10.1	OB 10.2	OB 10.3	OB 10.4	OB 10.5			
GC1									x	x	x		x	x	x	x	x		x		x	x	x	x			x	x	x							
GC2		x			x																		x					x								
GC3	X			x																				x												
GC4												x																								
GC5															x																					
GC6																																				
GC7							x		x				x	x							x			x											x	
GC8															x				x					x				x								
GC9			x	x	x							x					x								x	x										
GC0									x				x	x		x		x	x	x				x											x	
PC1							x								x	x		x	x					x	x	x	x									
PC2															x				x	x						x		x								
PC3										x			x	x	x	x			x	x				x	x	x	x								x	
PC4							x		x				x	x	x	x	x	x	x	x				x	x	x										x
PC5															x		x	x	x																	x
PC6	X	x	x	x	x				x						x		x			x						x	x								x	
PC7												x														x	x									x
PC8															x												x									
PC9	X	x	x		x	x		x		x		X	x		x		x		x		x	x	x			x	x			x	x	x	x	x		
PC10	X			x			x				x		x	x		x				x		x	x					x	x	x	x		x	x	x	
PC11			x			x		x		x					x				x	x	x			x			x		x						x	
PC12		x		x		x			x		x	X	x							x					x			x							x	x
PC13								x		x		X			x		x	x	x	x	x			x			x								x	x
PC14	x	x	x	x	x		x				x				x	x	x								x			x								x
PC15							x	x	x	x		X			x	x										x			x							
PC16				x			x	x		x		X			x	x										x		x								x
PC17	x	x	x		x	x	x		x	x		X	x	x	x	x										x	x	x	x	x	x	x	x	x	x	x

## 5. Program Learning Outcomes (PLO) and Educational Program Components Matrix

### 5.1. Compulsory Components

	CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9	CC10	CC11	CC12	CC13	CC14	CC15	CC16	CC17	CC18	CC19	CC20	CC21	CC22	CC23	CC24
PLO 1		•						•	•	•	•							•			•			•
PLO 2					•		•		•		•		•			•		•			•	•		
PLO 3			•						•			•		•	•	•	•	•	•			•		
PLO 4																•		•			•			
PLO 5						•		•			•		•	•		•		•		•	•			•
PLO 6				•		•		•		•		•			•	•		•	•	•	•			•
PLO 7	•																							
PLO 8			•			•		•		•							•	•			•			•
PLO 9											•		•	•						•				
PLO10											•		•	•		•				•				
PLO 11			•								•			•		•								
PLO 12											•		•			•						•		
PLO 13									•		•							•			•			
PLO 14											•	•	•		•	•	•		•	•				
PLO 15									•							•							•	
PLO 16																	•						•	
PLO 17														•				•			•			
PLO 18									•		•			•		•								
PLO 19									•					•		•	•							

## 5.2. Optional Components

	OB 1.1	OB 1.2	OB 1.3	OB 2.1	OB 2.2	OB 3.1	OB 3.2	OB 3.3	OB 3.4	OB 3.5	OB 4.1	OB 4.2	OB 4.3	OB 4.4	OB 4.5	OB 5.1	OB 5.2	OB 6.1	OB 6.2	OB 6.3	OB 7.1	OB 7.2	OB 7.3	OB 8.1	OB 8.2	OB 9.1	OB 9.2	OB 9.3	OB 10.1	OB 10.2	OB 10.3	OB 10.4	OB 10.5			
PLO 1	.		.	.					.	.		.			.		.	.	.	.	.	.				.										
PLO 2			.	.	.	.		.	.	.		.	.		.	.	.	.	.	.	.	.	.	.		.										
PLO3											.													.	.											
PLO 4	.	.	.	.	.			.				.									.			.		.								.		
PLO 5							.						.	.		.					.															
PLO 6										.		.															.									
PLO 7							.		.				.	.		.				.																
PLO 8			.	.	.			.	.		.				.		.													.	.		.			
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PLO 11															.																.					
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PLO 14															.	.	.	.	.	.	.	.	.			.			.	.	.	.	.	.	.	
PLO 15															.																.					
PLO 16								.	.				.	.	.	.	.	.	.	.	.	.			.	.		.		.	.	.	.	.	.	
PLO 17	.	.	.	.	.			.	.		.				.	.	.								.	.		.		.	.	.	.	.		
PLO 18							.								.								.		.		.		.	.	.	.	.	.		
PLO 19													.	.	.	.	.	.	.	.			.		.			.	.	.	.	.	.	.		

## 5.2. Optional Components

	OB 1.1	OB 1.2	OB 1.3	OB 2.1	OB 2.2	OB 3.1	OB 3.2	OB 3.3	OB 3.4	OB 3.5	OB 4.1	OB 4.2	OB 4.3	OB 4.4	OB 4.5	OB 5.1	OB 5.2	OB 6.1	OB 6.2	OB 6.3	OB 7.1	OB 7.2	OB 7.3	OB 8.1	OB 8.2	OB 9.1	OB 9.2	OB 9.3	OB 10.1	OB 10.2	OB 10.3	OB 10.4	OB 10.5			
PLO 1	•		•	•					•	•		•			•		•	•	•	•	•	•				•										
PLO 2			•	•	•	•		•	•	•		•	•		•	•	•	•	•	•	•	•	•	•		•										
PLO3											•													•	•											
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													•	•	•	•	•	•	•	•			•		•				•	•	•	•	•	•		





