

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

**EDUCATIONAL PROGRAM
«MARKETING»**

**Second Level of Higher Education
Specialty 075 «Marketing»
Field of study 07 Management and Administration**

**Qualification: academic degree Bachelor's degree
Specialty «Marketing»
Specialization «Marketing»**

**1. Educational Program is specialty 075 «Marketing»
(in specialty «Marketing»)**

1 – General information	
Full name of IHE and structural unit	Kyiv National University of Trade and Economics, Faculty of Trade and Marketing, the Department of Marketing.
Academic degree and qualification title in the original	Degree in Higher Education “Bachelor” specialty “Marketing” specialization “Marketing”
Educational Program Title	“Marketing”
Qualification Title (Degree), program credits and duration	Diploma type – Bachelor 240 ECTS credits, Period of training – 3 years and 10 months
Accreditation	Certificate of Accreditation 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 December 19, 2016, № 1565
Cycle/Level	EQF of Ukraine – 7 level, FQ-EHEA- first cycle, EQF-LLL- 6 level
Academic Background	- complete general secondary education; - conditions for admissions to the program are regulated by the Rules of admission to KNUTE
Language(s) of instruction	Ukrainian
Program duration	untill July 01.2024
Educational Program Link	https://knute.edu.ua
2 - Educational program aim	
Formating of professional knowledge system and practical skills necessary for effective solution of the marketing activities tasks. The marketer examines the consumers needs, examines the market, its market conditions and demand, shapes the marketing, pricing, marketing and communication policies of enterprises on the marketing basis.	
3 - Educational program general information	
Subject area (sphere of study, specialty, and specialization)	Field of study 07 “Management and Administration” Specialty 075 “Marketing” Specialization “Marketing” Disciplines of the cycle discipline of general training – 20%, professional training – 80 %.
Educational program orientation	Training program The program consists of disciplines of social and humanitarian, natural and fundamental sciences, professional and practical training.
Educational program and specialization goals and objectives	Formating of professional competence in the ability to carry out marketing activities at the enterprise. Key words: marketing, marketing researches, marketing activity of the enterprise, content-marketing, marketing in social networks, customer orientation.
Specific requirements	A variable component availability of professionally-oriented disciplines for marketing work; practical training during 2 months training at the enterprises that have 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: assistant to the head of the enterprise

	(institution, organization); Chain Supplier; Sales Organizer; Commercial Agent; Trading Agent; Trader (business services and advertising).
Further learning	The possibility of the second degree program FQ-EHEA, level 7 QQ-LLL and level 8 NLC.
5 - Training and assessment	
Teaching and learning	Competency approach in the design and implementation of training programs. Teaching on the basis of problem-oriented learning using educational technologies and techniques for developing abilities and motivating students' interest
Assessment	Written exams, defense of courseworks, individual and collective research works.
6 - Program competences	
Integral competence (IC)	The personal ability to solve complex specialized tasks and practical problems in the field of marketing activity or in the process of learning that involves using of certain theories and methods of corresponding sciences and that is characterized complexity and uncertainty of the conditions.
General competence (GC)	GC 1. Ability to identify, put and solve problems, ability to make well-grounded decisions. GC 2. Ability to generate of new ideas, identification of initiative and entrepreneurship, quality assurance of performed work. GC 3. Training and understanding of the subject area of marketing activity. GC 4. Skills of abstract and analytical thinking and the ability to analyze information from various sources in the subject field of marketing. GC 5. Ability to communicate with representatives of other professional groups of different levels, carry on negotiates (communicative skills). GC 6. Ability to self-learning. GC 7. Ability to interact in a team in order to fulfill the tasks of marketing. GC 8. Research abilities. GC 9. Compliance with professional ethics. GC 10. Knowledge of measures and means for the creation and maintenance of healthy and safe living conditions and human activities, the required level of individual and collective security in emergencies.
Professional competence (PC)	PC 1. Ability to identify trends in general economic processes and assess their impact on marketing activities of economic entities. PC 2. Ability to demonstrate the understanding the essence and the theory content of marketing and functional relationships between its components. PC 3. Ability to apply correctly methods, techniques and marketing tools. PC 4. Ability to conduct marketing researches of goods and service, to interpret their results in order to substantiate management decisions. PC 5. Ability to use innovations in the marketing activities of the enterprise and assess their effectiveness. PC 6. Ability to substantiate, present and implement the results of marketing researches. PC 7. Ability to analyze consumers' behavior and to use the analysis results in marketing promotion of products, services and ideas. PC 8. Ability to study the competitiveness of products and enterprises in general and to develop measures to improve it. PC 9. Ability to use the latest information technologies in the enterprises marketing activities. PC 10. Ability to determine the impact of marketing functional areas on the results of economic activities of market entities. PC 11. Ability to design and to implement a marketing plan at an enterprise. PC 12. Ability to substantiate marketing projects. PC 13. Ability to assess the image of the enterprise and to justify measures to improve it. PC 14. Ability to use innovations in the marketing activities of the enterprise and assess their effectiveness.

	<p>PC 15. Ability to analyze the marketing environment and take into account its results when making marketing decisions.</p> <p>PC 16. Ability to develop marketing support for business development.</p> <p>PC 17. Ability to substantiate managerial marketing decisions based on the analysis of economic indicators.</p> <p>PC 18. Ability to formulate marketing policies at the enterprise (commodity, price, marketing and communication) aimed at achieving strategic goals and assessing its effectiveness.</p>
7 - Program learning outcomes (PLO)	
	<p>PLO 1. To apply the methods of scientific knowledge, analysis and synthesis in practical activity.</p> <p>PLO 2. To apply the acquired general scientific and fundamental knowledge to solve practical problems in the field of marketing.</p> <p>PLO 3. To use digital information and communication technologies as well as software products necessary for proper marketing activities and the practical application of marketing tools.</p> <p>PLO 4. To set up marketing research objectives, to conduct analysis and interpretation of research results.</p> <p>PLO 5. To evaluate and analyze the state of the enterprise's marketing environment.</p> <p>PLO 6. To collect and analyze the necessary information, to calculate marketing indicators, to justify the management decisions based on the use of the necessary analytical and methodical tools.</p> <p>PLO 7. To communicate in a foreign language for professional purposes.</p> <p>PLO 8. To construct statistical tables, charts, to reveal regularities and tendencies of development of investigated phenomena.</p> <p>PLO 9. To use knowledge about the classification of food products and non-food products; factors of the formation of properties and quality; assortment of food products and non-food products; principles of product sorting; factors for preserving the quality of food and non-food products.</p> <p>PLO 10. To show the ability to identify and evaluate the nutritional properties of food and non-food products; to use regulatory documents; to analyze and evaluate the structure of the range of food products and non-food products; to ensure their preservation in the process of commodity circulation.</p> <p>PLO 11. To form the program of marketing communications of the enterprise and to evaluate its efficiency.</p> <p>PLO 12. To substantiate the choice of media carriers and to develop media plans.</p> <p>PLO 13. To explore the competitiveness of goods and services.</p> <p>PLO 14. To develop a standard of customers' service.</p> <p>PLO 15. To develop advertising appeals.</p> <p>PLO 16. To create customer bases.</p> <p>PLO 17. To develop a distribution Network; to develop strategies of differentiated interaction with the company's customers through distributors and dealers in the market, to use effective methods of increasing sales in retail and on the B2B market.</p> <p>PLO 18. To develop strategies for managing purchasing and sales logistics of the enterprise; to 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.</p> <p>PLO 19. To use modern software technologies for processing marketing information to solve practical marketing tasks.</p> <p>PLO 20. To develop commodity, price, communication strategies of the enterprise by marketing tools.</p> <p>PLO 21. To explore the business environment, to know the process of establishing entrepreneurial activity.</p>

	<p>PLO 22. To organize and conduct business negotiations, solve disputed problems in the negotiation process.</p> <p>PLO 23. To create promotional materials using software applications CorelDraw, AdobePhotoshop.</p> <p>PLO 24. To form a program of public relations, to identify information threats; to determine the compliance of information activities with the laws of Ukraine; to plan and organize measures to counteract information attacks</p>
8 - Resource support for program implementation	
Academic staff	<p>The Department of Marketing of KNTEU is responsible for the graduation and the training of specialists at the corresponding OP. Personnel support is in compliance with the Licensing Conditions for the educational activities of educational institutions. 100% of the faculty members involved in teaching professionally oriented disciplines and have academic degrees in their specialty, they have a high level of professional training.</p> <p>For increasing the professional level, all scientific and teaching staff undertake an internship every five years.</p> <p>Labor contracts have been concluded with all scientific and teaching staff.</p>
Facilities	<p>Training rooms provision, computer workspaces, multimedia equipment meets needs.</p> <p>There is all necessary social and domestic infrastructure, the number of places in the dormitories suit the requirements.</p> <p>Provision of premises for training and control activities - 4 sq. meters per person. 40% of the classrooms are equipped with multimedia equipment.</p> <p>Infrastructure of KNTEU: libraries, including reading room, catering facilities, assembly hall, gymnasium, stadium, medical center, dormitories.</p>
Informational, teaching and learning materials	<p>An existing system of Distance Learning MOODLE provides independent and individual training.</p> <p>The KNETU fully complies with the technological requirements for educational, methodological and informational provision of educational activities.</p> <p>There is access to databases of periodical scientific publications in English of the corresponding or related profile (it is possible to share the bases of several educational institutions).</p> <p>There is an official website of KNUTE, which contains basic information about its activities (structure, licenses and certificates of accreditation, educational / 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://knute.edu.ua.</p> <p>There are educational and teaching materials on the curriculum in the Distance Learning Laboratory of KNUTE: http://ldn.knute.edu.ua.</p>
9 - Academic mobility	
National credit mobility	<p>Individual agreements on academic mobility are allowed for studying and conducting research at the universities and scientific institutions of Ukraine.</p> <p>Credits received at other universities in Ukraine are re-calculated according to the certificate on academic mobility.</p>
International credit mobility	<p>KNUTE participates in the Erasmus + program in the direction of K1 by concluding agreements with:</p> <ol style="list-style-type: none"> 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.
Training of foreign students	<p>Foreign students training is conducted on the general terms or according to an individual schedule, on condition that they study the Ukrainian language in the amount of 6 ECTS credits, which are additionally provided for by main curriculum.</p>

2. List of educational program components and their logical order

2.1. List of educational program components

Code educational program	Educational Program components (academic disciplines, term projects (papers), placement, qualification exam, final qualification work)	Total credits	Final assessment
CC (compulsory component)			
CC 1	Foreign Language for Specific Purposes	24	exam
CC 2	Economic Informatics	6	exam
CC 3	Economic Theory	6	exam
CC 4	Science of Law	6	exam
CC 5	Statistics	6	exam
CC 6	Category management	6	exam
CC 7	Categories and systematics of retail products	6	exam
CC 8	Information systems in retail	6	exam
CC 9	Management	6	exam
CC 10	Enterprise Economics	6	exam
CC 11	Marketing	6	exam
CC 11.1	Marketing Term Project		
CC 12	Accounting	6	exam
CC 13	Marketing Researches	6	exam
CC 13.1	Marketing Communications Term Project		
CC 14	Marketing Communications	6	exam
CC 15	Commodity studies. Non-food Science	6	exam
CC 16	E-Trading	6	exam
CC 17	Commodity studies. Food Science	6	exam
CC 18	Trade Marketing	9	exam
CC 19	Sales Management and Merchandising	6	exam
CC 20	Trade Organization	6	exam
CC 21	Consumers Behavior	6	exam
CC 22	Marketing Commodity and Pricing Policy	12	exam
CC 23	Modeling of Financial and Economic Activity of the Enterprise	9	exam
	Physical Education	2	credit
Total credits for compulsory components:		168	-
OB (optional block of courses)			
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		exam
OB 3.5	National Interests in World Geopolitics and Goeconomics	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	Business Planning	6	exam
OB 4.2	Basics of Entrepreneurship	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	Safety of life	6	exam
OB 6.2	Negotiations	6	exam
OB 6.3	Computer Graphics in Advertising	6	exam
OB 7.1	Marketing services	6	exam
OB 7.2	Logistics	6	exam
OB 8.1	Advertising on the Internet	6	exam
OB 8.2	Direct Marketing	6	exam
OB 8.3	Theory of Public Relations	6	exam
OB 9.1	Design in Advertising	6	exam
OB 9.2	Media Planning	6	exam
OB 9.3	International Marketing	6	exam
OB 9.4	Trading Equipment	6	exam
OB 9.5	Advertising	6	exam
OB 10.1	Commodity Studies Antiques	6	exam
OB 10.2	Commodity 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 Block of courses		60	-
Practical Training			
Practical training 1		3	credit
Practical training 2		6	credit
Assessment			
Accomplishment of graduation thesis and its defense		3	exam
Total credits for Optional Components:		60	-
Total number of credits:		240	-

Final assessment

Final assessment of students majoring in educational program “Marketing”, specialty 075 “Marketing” is carried out in the form of final qualification work defense and results in getting diploma on obtaining qualification: higher educational level “Bachelor”, specialty 075 “Marketing”, specialization “Marketing”. Assessment is carried out openly and publicly.

4. Program Competences and EP Components Matrix
4.1. Compulsory component (CC) of educational program

	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		+								+						+			+	+			+	
PC 15			+					+	+			+	+											
PC 16						+						+		+			+							
PC 17									+	+			+		+				+					
PC 18							+				+		+	+					+	+			+	

