

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

**EDUCATIONAL PROGRAM
«ADVERTISING BUSINESS»**

Second level of higher education

Specialty 075 Marketing

Field of study 07 Management and Administration

Academic degree: «Master»

Specialty «Marketing»

Specialization «Advertising Business»

ЗАТВЕРДЖЕНО

ВЧЕНОЮ РАДОЮ КНТЕУ

Голова вченої ради

_____ /А.А. Мазаракі/

(протокол № _____ від « _____ » _____ 2019 р.)

Освітня програма вводиться в дію з _____ 2019 р.

Ректор _____ /А.А. Мазаракі/

(наказ № _____ від « _____ » _____ 2019 р.)

Київ-2019

ЛИСТ ПОГОДЖЕННЯ
Освітньо-професійної програми

Погоджено

**Перший проректор
з науково-педагогічної роботи КНТЕУ**

_____ **Н. В. Притульська**

_____ **2019 р.**

Погоджено

**Проректор
з науково-педагогічної роботи КНТЕУ**

_____ **С. Л. Шаповал**

_____ **2019 р.**

Погоджено

Начальник навчального відділу КНТЕУ

_____ **К. В. Мостика**

_____ **2019 р.**

Погоджено

**Начальник навчально-методичного відділу
КНТЕУ**

_____ **Т. В. Божко**

_____ **2019 р.**

Погоджено

**Завідувач кафедри маркетингу
КНТЕУ**

_____ **Є.В. Ромат**

_____ **2019 р.**

Погоджено

Представник РСС КНТЕУ

_____ **Д.С. Сідельников**

_____ **2019 р.**

Погоджено

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_____ **Е. В.**

Андрейченко

_____ **2019 р.**

Погоджено

Маркетинг-директор НВФ «Студцентр»

_____ **Т.А. Пирогова**

_____ **2019 р.**

ПЕРЕДМОВА

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1. Андрейченко Едуард Вікторович, директор ТОВ «Україна-Арт», заст. Голови Співки рекламистів України
2. Пирогова Тетяна Анатоліївна, маркетинг-директор НВФ «Студцентр»

**1. Educational Program in specialty 075 «Marketing»
(in the field of specialization «Advertising Business»)**

1 – General information	
1. Full name of IHE and structural unit	Kyiv National University of Trade and Economics, Faculty of Trade and Marketing, Department of Marketing
2. Academic degree and qualification title in the original	Master's Degree in Higher Education Specialty "Marketing" Specialization "Advertising Business"
3. Educational Program Title	"Advertising Business"
4. Qualification Title (Degree), program credits and duration	Master's degree, 90 ECTS credits, term of study 1 year 4 months
5. Accreditation	Ministry of Education and Science of Ukraine, Ukraine, Order №242 of the Ministry of Education and Science of Ukraine dated January 25, 2019, expires on July 1, 2024.
6. Cycle/Level	National Qualifications Framework of Ukraine - 8th level, FQ-EHEA - second cycle, EQF-LLL - 7 level
7. Academic Background	Availability of a bachelor's degree
8. Language(s) of instruction	Ukrainian
9. Program duration	July 1, 2024
10. Educational Program Link	https://knute.edu.ua
2. Educational program aim	
Formation of a modern system of professional knowledge and acquisition of practical skills for the purpose of their application in profile, pedagogical and research activities for effective management of managerial tasks in the field of advertising business. The marketer acquires operational economic, creative, commercial, organizational and technological processes that are related to the main areas of advertising 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	

<p>a) Subject area (Field of study, speciality, and specialization)</p>	<p>Subject area 07 « Management and administration» Speciality 075 «Marketing» Specialization «Advertising business» Disciplines that form basic competencies - 43.4% Discipline at the choice of higher education applicant - 33.3% Practical training - 10% Attestation - 13,3%</p>
<p>b) Educational program orientation</p>	<p>Educational-professional, applied. The program consists of disciplines of professional and practical training.</p>
<p>c) Educational program and specialization goals and objectives</p>	<p>Special education in the field of advertising business. Formation of professional competencies concerning the ability to manage the advertising business in organisation. Keywords: advertising, business, advertising activity, advertising management, enterprise, marketing communications.</p>
<p>d) Specific requirements</p>	<p>The presence of a variant component of professionally oriented disciplines for work in the field of advertising business; practical training at the enterprises carrying out advertising activity.</p>
<p style="text-align: center;">4. Career opportunities and further learning</p>	

<p>a) Career opportunities</p>	<p>Graduate is suitable for employment in positions according to the National Classifier of professions DK 003: 2010: Marketing Director; Director of Commercial Head of Sales (Marketing); Head of Commercial Department; Marketing Professionals, namely: Entrepreneurship Advisor; Marketing Consultant; Booster; Specialist in the Efficiency of Entrepreneurship; Specialist in Methods for Expanding the Market (marketing, advertising, categorical manager); Public Relations and Press Specialist; Specialist in Commodity Market Research; Junior Researcher (marketing, advertising business); Researcher (marketing, advertising business); Researcher-consultant (marketing, advertising business).</p>
<p>b) Further learning</p>	<p>Further education - obtaining the third level of higher education and obtaining an educational-scientific degree of the doctor of philosophy.</p>
<p>5. Training and assessment</p>	
<p>a) Teaching and learning</p>	<p>Problem-oriented training with the acquisition of general and professional competencies, sufficient for the production of new ideas, solving complex problems in the professional field. Mastering the methodology of scientific work, skills of presentation of its results in native and foreign languages. Conducting independent scientific research using the university resource base and partners.</p> <p>Student-centered learning, self-study, problem-oriented learning, training through laboratory practice, training through business games, a competent approach to the design and implementation of training programs.</p>

b) Assessment	<p>Written exams, practice, essays, presentations, project work, business games.</p> <p>Approbation of research results at scientific conferences.</p> <p>Defense of graduation work. Scientific guidance, support and counseling in the preparation of graduation work.</p>
6. Program competences	
a) integral competence (IC)	<p>A person's ability to solve difficult tasks and problems in a particular area of professional activity or in the process of learning that involves conducting and / or implementing innovations and is characterized by uncertainty of conditions and requirements.</p>

<p>b) general competence (GC)</p>	<p>GC 1. Skills of using of information and communication technologies.</p> <p>GC 2. Ability to detect, put and solve problems, ability to make informed decisions.</p> <p>GC 3. Research abilities.</p> <p>GC 4. Ability to communicate with scholars, representatives of other professional groups of different levels, negotiate.</p> <p>GC 5. Ability to communicate, work in a team and group.</p> <p>GC 6. Ability to motivate people and move towards a common goal.</p> <p>GC 7. Ability to adapt and act in new situations, generate new ideas (creativity) and knowledge.</p> <p>GC 8. Knowledge and understanding of the subject area of activity, application of scientific knowledge methods.</p> <p>GC 9. Ability to manage, identify initiative and entrepreneurship, ensure the quality of work performed.</p> <p>GC 10. Ability to conduct research, search, processing and analysis of information.</p> <p>GC 11. The desire to save the environment.</p> <p>GC 12. Ability to analyze and evaluate socio-economic processes.</p>
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<p>c) professional competence (PC)</p>	<p>PC 1. Awareness of the latest theories, interpretations, methods and practices of marketing.</p> <p>PC 2. Ability to interpret the results critically of recent theoretical and practical research in the field of advertising business.</p> <p>PC 3. Ability to conduct independent marketing research and interpretation of their results in the subject area of advertising business.</p> <p>PC 4. Ability to make an original contribution to the development of the theory and practice of advertising business.</p> <p>PC 5. Ability to conduct marketing researches of goods and services markets, interpret their results in order to substantiate managerial decisions.</p> <p>PC 6. Ability to diagnose various aspects of marketing activity of a market entity, marketing analysis and forecasting.</p> <p>PC 7. Ability to assess, predict the effectiveness of marketing activities of the organization and determine the reserves for its increase.</p> <p>PC 8. Ability to develop and implement a marketing plan at an enterprise in the field of advertising business.</p> <p>PC 9. Ability to develop marketing strategies of the organization.</p> <p>PC 10. Ability to choose the advertising strategies of the organization.</p> <p>PC 11. Ability to apply marketing innovative technologies.</p> <p>PC 12. Ability to analyze the effectiveness of marketing activities of the organization.</p> <p>PC 13. Ability to substantiate managerial decisions of the organization in the field of advertising business.</p> <p>PC 14. Ability to analyze consumer behavior and use analysis results in marketing promotion of products, services and ideas.</p> <p>PC 15. Ability to manage projects in the field of advertising business.</p> <p>PC 16. Ability to determine the marketing policy of an enterprise on the Internet.</p> <p>PC 17. Ability to identify risks in marketing through market research.</p> <p>PC 18. Ability to substantiate management decisions of the organization regarding crisis communications and development of preventive measures.</p>
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7. Program learning outcomes (PLO)

PLO 1. To apply knowledge of methods of scientific knowledge, analysis and synthesis in practical activities.

PLO 2. To apply the methods and rules for managing information and work with documents on a professional basis.

PLO 3. To possess methods and modern means of information technologies.

PLO 4. To be able to use communication technologies to maintain harmonious business and personal contacts as a prerequisite for business success.

PLO 5. To know and understand the laws and methods of interpersonal communication, standards of tolerance, business communication in the professional field, effective work in the team, adaptability.

PLO 6. To be able to form a psychological portrait of a person, to select workers for certain positions, to find ways out of a conflict situation for the effective personnel management in the direction of client orientation of the organization.

PLO 7. To know and understand the patterns, methods and approaches of creative activity, system thinking in the professional field.

PLO 8. To know the basics of personnel management, copyright, professional pedagogy, which promote the development of a common culture and socialization of the individual and direct it to ethical values.

PLO 9. The ability to apply knowledge and understanding to solve marketing tasks in the field of advertising business.

PLO 10. To be able to use methods and methods of conducting scientific and applied researches.

PLO 11. To know the methodology of systematic research, methods of research and analysis of complex objects and processes, understand their complexity, diversity, multifunctionality for the application of professional tasks.

PLO 12. To apply the methodology of conducting marketing research in the field of advertising business.

PLO 13. To have knowledge about ensuring safe working conditions and the environment during research and production activities.

PLO 14. To develop the appropriate level of knowledge of the most recent theories, methods and practical marketing techniques.

PLO 15. To understand the scientific and practical literature, new achievements in the theory of advertising business and the practice of marketing activities of the organization in the

8. Resource support for program implementation

a) Academic staff	<p>The graduate and responsible for preparing masters in specialization in advertising business is the Department of Marketing KNUTE. Personnel support is in compliance with the Licensing conditions for the educational activities of educational institutions.</p> <p>100% of the faculty members involved in teaching professionally oriented disciplines 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 workers undergo an internship once every five years.</p> <p>With all scientific and pedagogical workers, labor contracts have been concluded.</p>
b) Facilities	<p>Provision of training rooms, computer workplaces, multimedia equipment meet the requirements. There is all necessary social and domestic infrastructure, the number of places in the hostel meets the requirements.</p> <p>Provision of premises for conducting training sessions and control activities - 4 M². m per person.</p> <p>40% of the classrooms are equipped with multimedia equipment.</p> <p>Infrastructure of KNTEU: libraries, including reading rooms, catering facilities, meeting rooms, gyms, stadium, medical center, hostels.</p>

<p>c) Informational, teaching and learning materials</p>	<p>The existing distance learning system MOODLE provides independent and individual training. KNUTE fully complies with the technological requirements for educational, methodological and informational provision of educational activities. There is an 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). There is an official KNUTE website that 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. In the Distance Learning Laboratory of KNTEU there are educational and teaching materials of the curriculum: http://ldn.knute.edu.ua</p>
<p>9. Academic mobility</p>	
<p>a) National credit mobility</p>	<p>Individual agreements on academic mobility are allowed for studying and conducting research in universities and scientific institutions of Ukraine. Credits received at other universities in Ukraine are re-calculated according to the certificate on academic mobility.</p>

<p>b) International credit mobility</p>	<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 Paris 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 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 purpose of internship.
<p>c) Training of foreign students</p>	<p>Training of foreign students is conducted on a common basis or on an individual schedule, providing they study the Ukrainian language in the amount of 6 ECTS credits according to curriculum.</p>

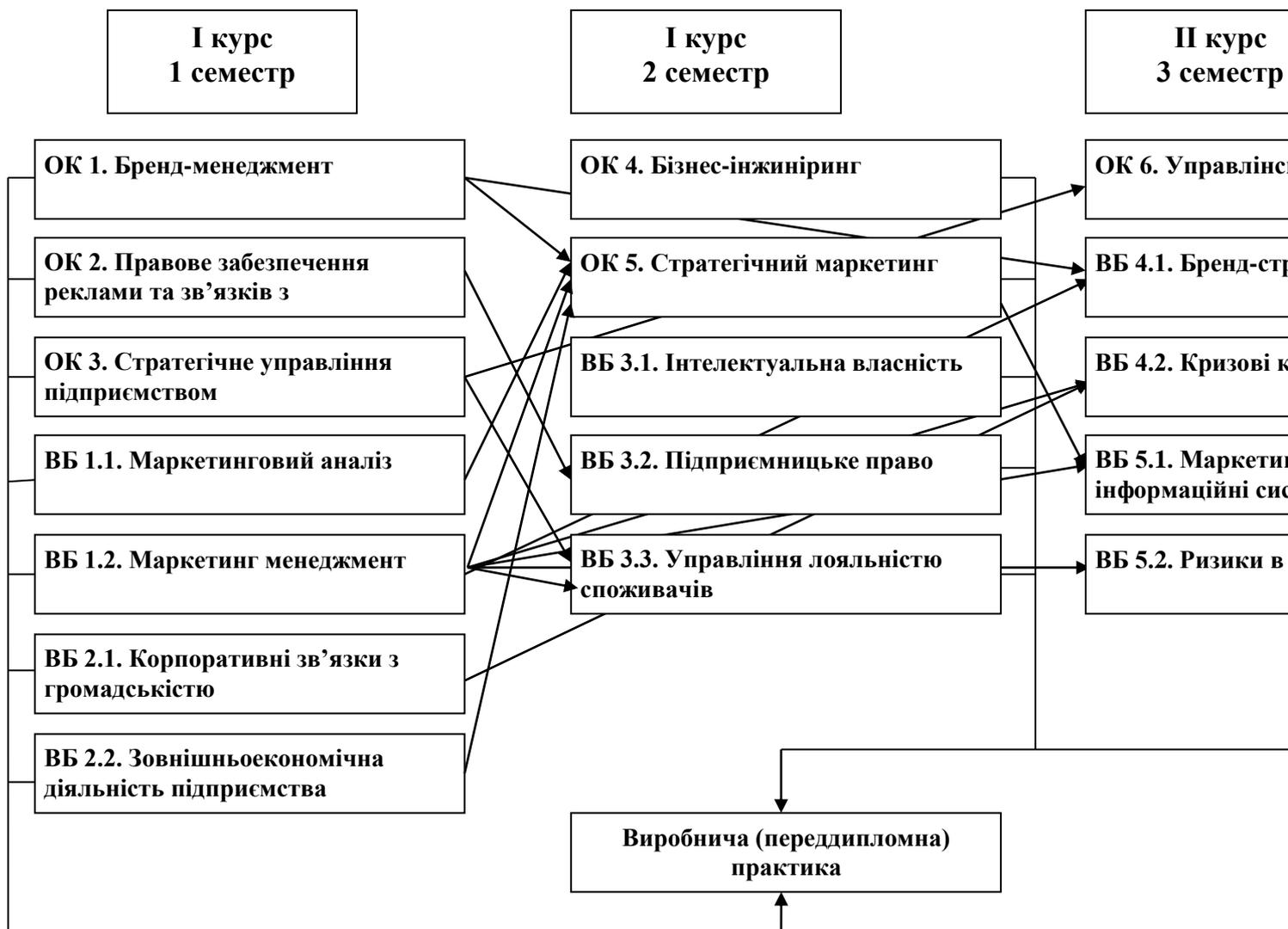
2. List of educational program components and their logical order

2.1. Educational Program components

Код н/д	Educational Program components (disciplines, term projects (papers), practical training qualification exam, graduate paper)	Total credits	Final assessment
1	2	3	4
Compulsory component of EP (CC)			
CC 1	Brand Management	6	E/w
CC 2	Legal Support of Advertising and Public Relations	6	E/w
CC 3	Strategic Enterprise Management	6	E/w
CC 4	Business Engineering	7,5	E/w
CC 5	Strategic Marketing	7,5	E/w
CC 6	Management Accounting	6	E/w
Total credits for compulsory components		39	-
Optional components of EP (OC)			
OC 1.1.	Marketing Analysis	6	E/w
OC 1.2.	Marketing Management	6	E/w
OC 2.1.	Corporate Public Relations	6	E/w
OC 2.2.	Foreign Economic Activity of the Enterprise	6	E/w
OC 3.1.	Intellectual Property	6	E/w
OC 3.2.	Entrepreneurial law	6	E/w
OC 3.3.	Managing Consumer Loyalty	6	E/w
OC 4.1.	Brand Strategy	6	E/w
OC 4.2.	Crisis communications	6	E/w
OC 5.1.	Marketing Information Systems	6	E/w
OC 5.2.	Risks in Marketing	6	E/w
Total credits for optional components:		30	-

	Practical training		
	Internship (pre-diploma practice)	9	3
	Attestation		
	Preparation of graduation work and defense of graduation work	12	
TOTAL NUMBER OF CREDITS		90	-

2.2. Структурно-логічна схема освітньої програми



3. Forms of certification of applicants for higher education

Certification of graduates of the educational program of the specialty 075 "Marketing" (specialization "Advertising business") is carried out in the form of the protection of final qualification work and ends with the issuance of a standard document on the awarding of a master's degree with the qualification: a higher education master specialty "Marketing" specialization "Advertising business" .

The certification is carried out openly and publicly.

4. Program Competences and EP Components Matrix

	C C 1	C C 2	C C 3	C C 4	C C 5	C C 6	O B 1.1	O B 1.2	O B 2.1	O B.2 .2	O B 3.1	O B 3.2	O B 3.3	O B 4.1	O B 4.2	O B 5.1	O B.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

	C C 1	C C 2	C C 3	C C 4	C C 5	C C 6	O B 1.1	O B 1.2	O B 2.1	O B 2.2	O B 3.1	O B 3.2	O B 3.3	O B 4.1	O B 4.2	O B 5.1	O B 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	*	*	*		*					*							