

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

**EDUCATIONAL PROGRAM**  
**«BRAND MANAGEMENT»**

**The second level of higher education**  
**in specialty 075 Marketing**  
**field of study 07 Management and administration**  
**qualification: Master's Degree in Higher Education**  
**specialty “Marketing”**  
**specialization “Brand Management”**

**Kyiv-2019**

**1. Profile of the educational program in specialty № 075 «Marketing»  
(in the specialty "Brand Management»)**

<b>1 – General information</b>	
<b>Full name of the higher educational institution and the structural unit</b>	Kyiv National University of Trade and Economic, Faculty of Trade and Marketing, Department of Marketing
<b>Academic degree and qualification title in the original</b>	higher Education Master's Degree Specialty "Marketing" Specialization "Brand Management"
<b>Educational Program Title</b>	“Brand Management”
<b>Qualification Title (Degree), program credits and duration</b>	Master's diploma, 90 ECTS credits, the term of study 1 year 4 months
<b>Accreditation</b>	Ministry of education and science of Ukraine
<b>Cycle / Level</b>	National Qualifications Framework of Ukraine, level 8, FQ-EHEA - the second cycle, EQF-LLL - 7 level
<b>Academic Backgrounds</b>	Availability of the bachelor's degree
<b>Language(s) of instruction</b>	Ukrainian
<b>Program duration</b>	Order No. 1565 Ministry of Education and Science of Ukraine dated December 19, 2016, expires on July 1, 2024.
<b>Educational Program Link</b>	<a href="https://knute.edu.ua/">https://knute.edu.ua/</a>
<b>2 - Educational program aim</b>	
Modern formation of the professional knowledge and acquisition of practical skills for the purpose of their application in the profile, pedagogical and research activity for the effective management of managerial tasks in the brand management. The brand manager masters in the operational economic, creative, commercial, organizational and technological processes that are related to the main areas of the brand-oriented activity of the organization and develops or corrects strategic guidelines for its development with the support of information and communication technologies.	
<b>3 - Educational program general information</b>	
<b>Subject area (Field of study, speciality, and specialization)</b>	Field of study 07 «Management and Administration» Specialty 075 "Marketing" Specialization "Brand Management" Disciplines forming main competencies - 70% Discipline at the choice of the higher education applicant - 25% Practical training - 3.75% Attestation - 1,25%
<b>Educational program orientation</b>	Applied, educational and professional. The program consists of professional and practical training disciplines.
<b>Educational program and specialization goals and objectives</b>	The special education in brand management. Formation of professional competence in the ability to manage the brand-marketing activity of the organization. Keywords: brand, branding, brand management, brand-oriented enterprise, brand identity, brand

	management communication, brand positioning.
<b>Specific requirements</b>	Availability of the variable component of professionally oriented disciplines for the work in the brand management; practical training in the enterprises carrying out brand-oriented activities.
<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: Brand Manager, Marketing Director; Commercial Director, Head of Sales (Marketing); Head of Commercial Department; Marketing Professionals, namely: Entrepreneurship Advisor; Marketing Consultant; Logistician; Advertising Expert; Specialist in Public Procurement; Specialist in the Efficiency of Entrepreneurship; Specialist in Methods for Market Expanding (Marketing Expert, Brand Manager, Categorical Manager); Public Relations and Press Specialist; Specialist in Commodity Market Research; Junior Researcher (marketing, brand management); Researcher (marketing, brand management); Researcher-Consultant (marketing, brand management).
<b>Further training</b>	Further education - obtaining the third level of the higher education and obtaining the educational-scientific degree – the doctor of philosophy.
<b>5 – Training and assessment</b>	
<b>Teaching and learning</b>	The problem-oriented training with the acquisition of general and professional competencies, sufficient for the production of new ideas, solving of the complex problems in the professional field. Mastering the methodology of the scientific work, presentation skills of results in native and foreign languages. Conducting of the independent scientific research using the university resource base and partners. Student-centred learning, self-study, problem-oriented training, training with the laboratory practice, training with business games, competency-based approach to the design and implementation of training programs.
<b>Assessment</b>	The written-oral form of examinations, practice, essays, presentations, the project work, business games. Approbation of research results at scientific conferences. The public defence of final qualification work. Scientific guidance, support and counselling in preparation for the master's final qualification work.
<b>6. Program competencies</b>	
<b>Integral competence</b>	Ability to solve complex tasks and problems in the

	<p>field of the brand management or in the process of learning that involves research and / or the implementation of innovations and is characterized by uncertainty of conditions and requirements. Formation of specialists' competencies as for the use of branding methods in the real and virtual space with the help of integrated marketing communications to increase the brand value and enhance the image of their own, of the enterprises or the organizations.</p>
<b>General competence (GC)</b>	<p>GC 1. Skills of the information and communication technologies use.</p> <p>GC 2. Ability to identify state and solve problems, ability to make grounded decisions.</p> <p>GC 3. Ability to plan and manage the time.</p> <p>GC 4. Ability to communicate with scientists, representatives of other professional groups of different levels, to negotiate.</p> <p>GC 5. Ability to carry out the communication activities, work in the collectivity and the team.</p> <p>GC 6. Ability to motivate people and move towards the common goal.</p> <p>GC 7. Ability to adapt in new situations, generate new ideas (creativity) and knowledge.</p> <p>GC 8. Knowledge and understanding of the activity subject area, application of scientific knowledge methods.</p> <p>GC 9. Ability to manage, to show the initiative and the entrepreneurial spirit, to ensure the quality of work performed.</p> <p>GC 10. Ability to carry out scientific researches, search, processing and analysis of the information</p> <p>GC 11. The desire to save the environment.</p> <p>GC 12. Ability to analyze and evaluate socioeconomic processes.</p>
<b>Professional competence (PC)</b>	<p>PC 1. Awareness in the latest theories, interpretations, methods and practices of brand management.</p> <p>PC 2. Ability to interpret the results of recent theoretical and practical research in the field of brand management critically.</p> <p>PC 3. Ability to conduct the independent research and interpret their results in the subject area of brand management.</p> <p>PC 4. The ability to make the original contribution to the development of the theory and practice in brand management.</p> <p>PC 5. Ability to demonstrate the originality and creative approach to the work in the specialty.</p> <p>PC 6. Ability to diagnose various aspects of the brand-oriented activity of the market entity, implementation of the brand-oriented marketing</p>

	<p>analysis and forecasting.</p> <p>PC 7. Ability to assess, predict the effectiveness of brand-oriented activities of the organization and determine the reserves for its increase.</p> <p>PC 8. Ability to determine the reserves for improving the effectiveness of the organization brand-oriented activities.</p> <p>PC 9. Ability to develop the brand-oriented organization strategies.</p> <p>PC 10. Ability to choose the organization brand-oriented strategies.</p> <p>PC 11. The ability to apply the innovative brand management technologies.</p> <p>PC 12. The ability to analyze the effectiveness of the organization brand-oriented activities.</p> <p>PC 13. Ability to substantiate managerial decisions in the organization brand management.</p> <p>PC 14. Ability to manage the brand-oriented activities of a market entity at the level of organization, subdivision, group, network.</p> <p>PC 15. Ability to manage the projects in the field of the brand-oriented activities.</p>
<b>7 - Program learning outcomes</b>	
	<p>PLO 1. To apply methods of scientific knowledge, analysis and synthesis in the practical activity.</p> <p>PLO 2. To apply methods and rules of the information management and the work with documents on the professional basis.</p> <p>PLO 3. To possess methods and modern means of information technologies.</p> <p>PLO 4. To be able to use communication technologies to maintain harmonious business and personal contacts as a prerequisite for the business success.</p> <p>PLO 5. To know and understand the laws and methods of the interpersonal communication, norms of tolerance, business communications in the professional field, the effective work in the team, the adaptability.</p> <p>PLO 6. To be able to form the psychological portrait of a person, to select the workers for the certain positions, to find ways out of a conflict situation for the effective staff management of the organization client orientation direction.</p> <p>PLO 7. To know and understand the regularities, methods and approaches of the creative activity, the systemic thinking in the professional field.</p> <p>PLO 8. To know the basics of personnel management, copyright, professional pedagogy, which promote the development of a public culture and socialization of the individual and direct to the ethical values.</p>

	<p>PLO 9. Ability to apply knowledge and understanding of upscale goods for solving brand management tasks.</p> <p>PLO 10. To be able to use methods and methodology of conducting scientific and applied researches.</p> <p>PLO 11. To know the methodology of the systematic research, methods of the research and analysis of complex objects and processes, understand their complexity, diversity, multi functionality for the application of professional tasks.</p> <p>PLO 12. To apply the methodology of marketing research in the brand management.</p> <p>PLO 13. To have the knowledge about ensuring the safe working conditions and the environment during the research and production activities.</p> <p>PLO 14. To develop the appropriate level of knowledge from the latest theories, methods and practices of the brand management.</p> <p>PLO 15. To understand scientific and practical literature, new achievements in the theory of the brand management and the practice of the organization brand-oriented activities, contribute to their development.</p> <p>PLO 16. To define scientific research tasks, to collect the necessary information for their resolutions, analyze it and formulate conclusions.</p> <p>PLO 17. To have the skills to conduct the own research and decision-making in the field of the brand management.</p> <p>PLO 18. To demonstrate the ability to develop a strategy and tactics of the brand-oriented activities, including the international environment.</p> <p>PLO 19. To present presentations, to publish results of scientific and applied researches, brand-oriented projects.</p> <p>PLO 20. To develop knowledge of the scientific principles and understanding of the practical aspects of improving the efficiency of the brand-oriented activities.</p> <p>PLO 21. To apply scientific approaches and methods for the formation of the creative innovative solutions in the field of the brand management.</p> <p>PLO 22. To show understanding of the essence and application peculiarities of marketing tools in the decision-making process in the brand management.</p> <p>PLO 23. To solve complex problems and solve the brand management problems in uncertain conditions with the modern managerial</p>
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	<p>approaches, methods, techniques.</p> <p>PLO 24. To use the methods of marketing strategic analysis and interpret its results in order to improve the brand-oriented activity of a market entity.</p> <p>PLO 25. To conduct diagnostics and the strategic-operational management in the brand management for the development and implementation of brand-oriented strategies, projects and programs.</p>
<b>8 – Resource support for program implementation</b>	
<b>Academic staff</b>	<p>The graduate and responsible for master's training in the field of the brand management specialization is the Department of Marketing of KNUTE. The staff assistance complies with the Licensing conditions for the educational activities of educational institutions.</p> <p>100% of the faculty members involved in professionally oriented disciplines teaching 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 staff has the internship once every five years.</p> <p>Labour contracts have been concluded with all scientific and pedagogical staff.</p>
<b>Facilities</b>	<p>Guaranteeing by training rooms, computer workstations, and multimedia equipment is in line with the need.</p> <p>There is all necessary social and domestic infrastructure, the number of dormitory places is in the line with requirements.</p> <p>Guaranteeing by premises for training and control activities - 4 sq. meters per the person.</p> <p>40% of the classrooms are equipped with the multimedia equipment.</p> <p>The infrastructure of KNUTE: libraries, including the reading room, catering facilities, the assembly hall, gymnasiums, the stadium, the medical centre, dormitories.</p>
<b>Informational, teaching and learning materials</b>	<p>The existing distance learning system MOODLE provides the independent and individual training.</p> <p>KNUTE fully complies with the technological requirements for the educational, methodological and informational support of educational activities.</p> <p>There is the 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 the official website of KNUTE, which contains the basic information about its activities (the structure, licenses and certificates of the</p>

	<p>accreditation, educational / education-scientific / publishing / attestation (of the scientific staff) activities, educational and scientific structural divisions and their composition, the list of educational disciplines, admission rules, contact information): <a href="https://knute.edu.ua/">https://knute.edu.ua/</a>.</p> <p>In the Distance Learning Laboratory of KNUTE there are educational and teaching materials of educational disciplines from the educational curriculum: <a href="http://ldn.knute.edu.ua">http://ldn.knute.edu.ua</a>.</p>
<b>9 – Academic mobility</b>	
<b>National Credit Mobility</b>	<p>The individual deals about academic mobility for studying and research conducting in universities and scientific institutions of Ukraine are allowed. Credits received at other universities in Ukraine are re-calculated according to the certificate of the academic mobility.</p>
<b>International Credit Mobility</b>	<p>KNUTE participates in Erasmus + program according to the direction of K1 by concluding agreements with:</p> <ol style="list-style-type: none"> <li>1. University of Pari Es Cretay (Paris, France). Educational Degree: Master. Specialty: International Master in Business Management.</li> <li>2. Business School "Audense" (Nantes, France). Educational Degree: Master. Specialty: Economics, Management, and Business Administration. For the scientific and pedagogical staff: mobility for teaching purposes.</li> <li>3. Hohenheim University (Stuttgart, Germany). Educational Degree: Master. Specialty: Economics and Business Administration. For scientific and pedagogical staff: mobility for the internship purposes.</li> </ol>
<b>Training of foreign students</b>	<p>Training of foreign students is conducted according to the general conditions or to the individual schedule, provided by the studying of Ukrainian in the amount of 6 ECTS credits provided by the curriculum additionally.</p>

## 2. List of the educational program components and their logical order

### 2.1. List of EP components

№	Educational Program components (educational disciplines, course projects (course paper), practice, the qualifying examination, the final qualification work)	Total credits	Final assessment
1	2	3	4
<b>Compulsory components of the educational program</b>			
CC 1	Brand Management	6	exam
CC 2	Strategic Marketing	6	exam
CC 3	Brand communication	9	exam
CC 4	Elite goods	12	exam
CC 5	Brand Strategy	6	exam
<b>Total volume of compulsory components</b>		<b>39</b>	<b>-</b>
<b>Optional block of the educational program</b>			
OB 1.1.	Design in Advertising	6	exam
OB 1.2.	Corporate Public Relations	6	exam
OB 2.1.	Marketing in Public Administration	6	exam
OB 2.2.	Marketing Information Systems	6	exam
OB 3.1.	Psychology of the Image	6	exam
OB 3.2.	Managing of the Consumer Loyalty	6	exam
OB 3.3.	Project Management	6	exam
OB 4.1.	Intellectual Property	6	exam
OB 4.2.	Commercial Law	6	exam
OB 5.1.	Internet Marketing	6	exam
OB 5.2.	Digital Marketing Technologies	6	exam
OB 5.3.	Luxury service	6	exam
OB 5.4.	Luxury tourism	6	exam
OB 5.5.	Brand management in the non-profit sector	6	exam
<b>Total amount of optional components:</b>		<b>30</b>	<b>-</b>
<b>Practical training</b>			
<b>Attestation</b>			
	Industrial (pre-diploma) practice	9	3
	Final exam preparation and assessment	12	
<b>TOTAL NUMBER OF CREDITS</b>		<b>90</b>	<b>-</b>

### **3. Final assessment**

The certification of graduates at the educational program in the specialty 075 "Marketing" (specialization "Brand Management") is carried out in the form of the final qualification work defence and ends with the issuance of the standard certificate of awarding the master's degree with the qualification: a higher education degree – master, specialty "Marketing", specialization "Brand management".

The certification is carried out openly and publicly.



