

**3. Educational Programme**  
**3.1. Profile of the Educational Programme «Advertising»**  
**061 Subject Area «Journalism»**

<b>1 – General information</b>	
<b>Full name of IHE and structural unit</b>	State 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>	Academic degree – Master’s degree Subject Area «Journalism»
<b>Educational Programme Title</b>	«Advertising»
<b>Compliance with Higher Education Standard of Ministry of Education and Science of Ukraine</b>	Educational Programme meets HES of Ministry of Education and Science of Ukraine
<b>Type of diploma and scope of Educational Programme</b>	Master diploma, individual, 90 ECTS credits, Training Time – 1.4 years.
<b>Accreditation</b>	Certificate of accreditation issued by the Ministry of Education and Science, Youth and Sports of Ukraine (Ukraine) valid until July 1, 2023 on the basis of the order of the Ministry of Education and Science of Ukraine from February 8, 2013 № 300 1
<b>Cycle/Level</b>	EQF of Ukraine – 7 level, FQ-EHEA- second cycle, EQF-LLL- 7 level
<b>Academic Background</b>	- existence of Bachelor’s degree; - admission conditions to the program are regulated by the Rules of admission to SUTE.
<b>Language(s) of instruction</b>	Ukrainian
<b>Programme duration</b>	1. 4 years
<b>Educational Programme Link</b>	<a href="https://knute.edu.ua">https://knute.edu.ua</a>
<b>2 – Educational Programme aim</b>	
Establishing a system of professional knowledge and practical skills is necessary to solve effectively problems related to the creation of journalistic products, investigative journalism, and creation of advertising messages and the implementation of advertising activities. The advertiser researches applied social communications, determines the advertising strategy in conditions of competition, prepares proposals for promotion of goods and services, develops	

original layouts of advertising and other communication messages, determines the location of advertising.

### 3 – Educational Programme characteristics

<p><b>Subject area</b></p>	<p><b>Activity object:</b> regularities of the functioning of journalism in various manifestations, types, forms, technologies and spheres of use (journalism, publishing activity, editing, media communications, media production, advertising, public relations, etc.) in retrospective, current and prospective planes.</p> <p><b>The aims</b> of study are to solve problems of a research and/or innovative nature in the field of journalism.</p> <p><b>Theoretical content of the subject area:</b> communication processes in society (journalistic, publishing, advertising and other activities) and their representation in a wide range of media products; typology, structure and social functions of modern communication technologies; media in the system of social management and society self-organization; media influences on mass consciousness at the global, regional and local levels.</p> <p><b>Methods, techniques and technologies:</b> collection, processing and analysis/verification of factual information, typology and classification of researched objects; content analysis of media products; monitoring the reflection of social processes in the media system; methods of diagnosis, examination and forecasting; communication technologies; modern digital technologies.</p> <p><b>Tools and equipment:</b> modern computer technology and multimedia equipment, information, library resources and special software used for data processing and visualization in various areas of journalistic activity.</p>
<p><b>Educational Programme orientation</b></p>	<p>Applied educational and scientific orientation. The programme consists of disciplines of general, professional and practical training.</p>
<p><b>Educational focus of the Educational Programme and specialization</b></p>	<p>Formation of professional competences necessary for creation and management of media institutions, management of advertising activities of enterprises, research of applied social communications, development of media products and application of innovative communication technologies in the field of journalism and advertising.</p>
<p><b>Programme features</b></p>	<p>Availability of elective component of professionally oriented disciplines for work in the field of journalism</p>

	and advertising; practical training in 24 credits at the enterprises and creative laboratories (media studios) which are engaged in advertising activity.
<b>4 – Career opportunities and further learning</b>	
<b>Career opportunities</b>	According to the State Classification of Professions, DK 003: 2010 is qualified management and executive activity in publishing houses, information, advertising, PR and media agencies, press services, political, commercial and public organizations, media structures, research, expert institutions, educational establishments, state institutions.
<b>Further learning</b>	Opportunity to study according to the third cycle of FQ-EHEA Programme, 8 level of EQF-LLL and 8 level of NQF
<b>5 – Training and assessment</b>	
<b>Teaching and learning</b>	Students-centralized training, competence approach in the implementation of training programmes.
<b>Assessment</b>	Written exams. Assessment is protected under the «Regulations about the organization of students’ educational process» and «Regulations about the assessment of training results of SUTE students and postgraduate students», certification ( <i>thesis and defense</i> ) according to the «Regulations on thesis (project)».
<b>6 – Programme competences</b>	
<b>Integral competence</b>	The ability to solve tasks of a research and/or innovative nature in the field of journalism, <i>to generate an idea for a media product, to develop a creative concept and media design of a product, to manage the advertising activities of the enterprise, to use information and digital technologies in journalism and advertising.</i>
<b>General competences (GC)</b>	GC 01. Ability to abstract thinking, analysis and synthesis. GC 02. Ability to plan and manage time. GC 03. Ability to generate new ideas (creativity). GC 04. Ability to communicate in a foreign language both orally and in writing. GC 05. Ability to search, process and analyze information from various sources. GC 06. Ability to make informed decisions. GC 07. Ability to develop and manage projects. GC 08. Ability to communicate with representatives of other professional groups at different levels. GC 09. Ability to evaluate and ensure work quality.

<p><b>Professional competences (PC)</b></p>	<p>PC 01. Ability to use specialized conceptual knowledge of the theory and history of journalism, the latest technological achievements to solve problems of a research and/or innovative nature in the field of journalism.</p> <p>PC 02. Ability to critically consider problems in the field of journalism and related interdisciplinary problems.</p> <p>PC 03. Ability to make effective decisions in the field of journalism.</p> <p>PC 04. Ability to manage working or learning processes in the field of journalism that are complex, unpredictable and require new strategic approaches.</p> <p>PC 05. Ability to convey one's own conclusions on matters of journalism, as well as the knowledge and explanations that substantiate them, to specialists and non-specialists, in particular to people who are studying.</p> <p>PC 06. Ability to integrate knowledge and solve complex journalistic tasks in broad and/or multidisciplinary contexts, under conditions of incomplete or limited information, taking into account aspects of social and ethical responsibility.</p> <p>PC 07. Ability to provide and evaluate strategic team development.</p>
<p><b>7 – Programme learning outcomes (PLO)</b></p>	
	<p>PLO 01. Make effective decisions on journalism problems, including multi criteria, incomplete or contradictory information and requirements.</p> <p>PLO 02. Analyze and evaluate the potential impact of technology development on the current state and development of journalism.</p> <p>PLO 03. Collect, integrate analysis and summarize materials from various sources, including scientific and professional literature, databases, and check them for reliability using modern research methods.</p> <p>PLO 04. Communicate fluently in national and foreign languages orally and in writing to discuss professional activities, research and innovation results, search and analysis of relevant information.</p> <p>PLO 05. Generate new ideas and use modern technologies when creating media products.</p> <p>PLO 06. Assess the reliability of information and the sources, process and use information for conducting scientific research and practical activities.</p>

	<p>PLO 07. Discuss complex communication problems, propose and substantiate options for their solution.</p> <p>PLO 08. Use advanced knowledge and methods in the process of researching activities and creating new media institutions.</p> <p>PLO 09. Conduct a comparative analysis of the legislative framework and activities of individual media institutions of Ukraine and the countries of the European Union.</p> <p>PLO 10. Have practical skills in solving problems related to the organization of new media institutions and institutions.</p> <p>PLO 11. Participate productively in development of draft documents regulating activities in all spheres of journalism, to substantiate the public need for their adoption, to forecast the results of their impact on society.</p> <p>PLO 12. Develop and implement innovative and research projects in the field of journalism, taking into account legal, social, economic and ethical aspects.</p> <p>PLO 13. Organize team work to ensure the professional development of its members and the achievement of set goals.</p>
<b>8 – Resource support for Programme implementation</b>	
<b>Academic staff</b>	<p>The Department of Journalism and Advertising of SUTE is responsible for the training of specialists in journalism, Educational Programme «Advertising». The Head of the Department has Scientific Degree – Doctor of Sciences (Economics) and the academic title of Associate Professor. 84% of academic staff have a degree and / or academic title. Employment contracts have been concluded with all scientific and pedagogical specialists.</p>
<b>Facilities</b>	<p>There are premises for classes and tests – 4 sq.m. per person.</p> <p>40% of the classrooms have multimedia equipment.</p> <p>SUTE infrastructure includes libraries, reading room, food outlets, congress hall, sports halls, stadium, medical center, dormitories.</p>
<b>Informational, teaching and learning materials</b>	<p>There is an access to databases of periodicals in English of the relevant or related area (sharing of databases by several educational institutions is allowed).</p> <p>The official website of SUTE has basic information about its activities (structure, licenses and certificates of accreditation, educational / educational and scientific /</p>

	publishing / certification (scientific staff) activities, educational and scientific departments and their staff, list of educational disciplines, admission rules, and contact information): <a href="https://knute.edu.ua">https://knute.edu.ua</a> . There are educational and methodical materials on educational disciplines of the curriculum in the Department of Distance Learning SUTE: <a href="http://dist.knute.edu.ua">http://dist.knute.edu.ua</a>
<b>9 – Academic mobility</b>	
<b>National credit mobility</b>	National credit mobility is carried out in accordance with concluded agreements on academic mobility.
<b>International credit mobility</b>	International credit mobility is implemented through the conclusion of agreements on international academic mobility (Erasmus+), on double graduation, on long-term international projects that provide for student training, the issuance of a double diploma, etc.
<b>Training of foreign students</b>	Foreign citizens can study at SUTE: – at the preparatory department for foreigners and stateless persons for a year; – for specialties of higher education with a Bachelor degree: full-time education for 3.10 years, distance learning for 4.6 years.

## 2. The List of Educational Programme components and their logical order

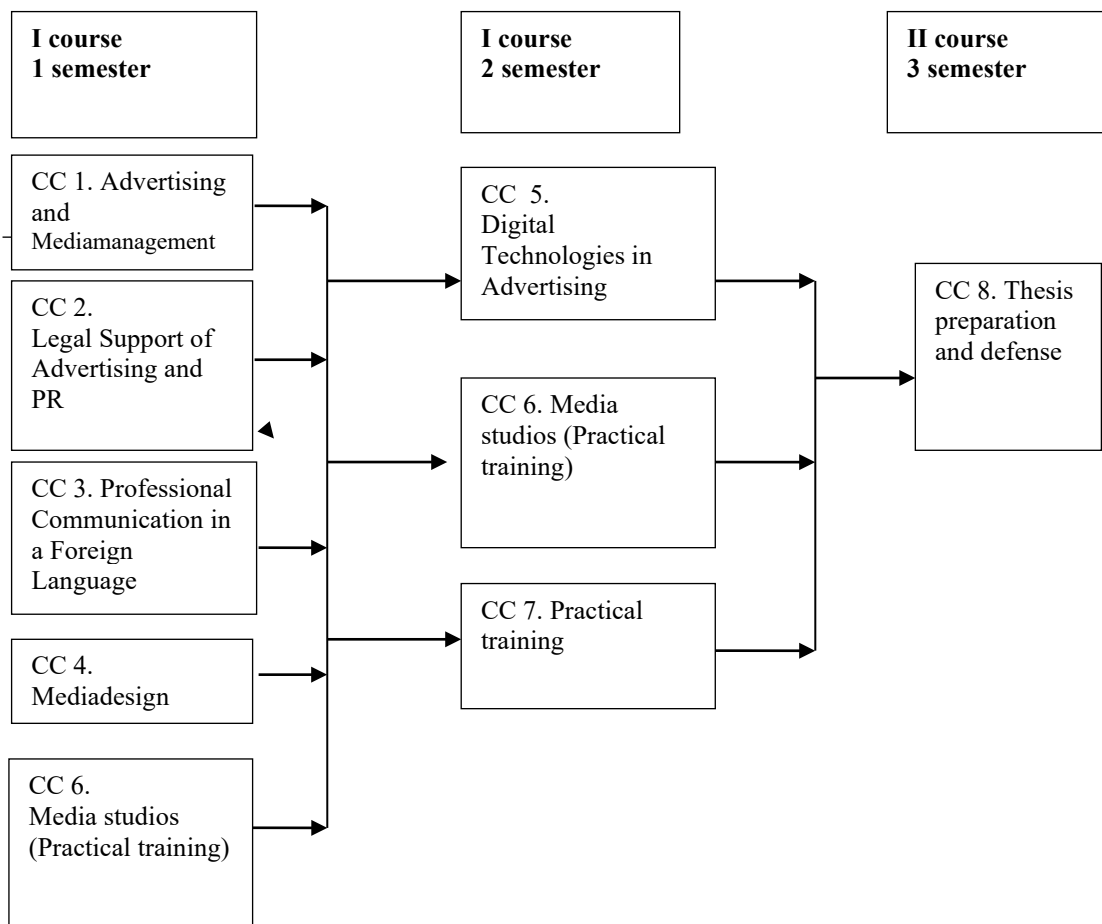
### 2.1. The List of the Educational Programme Components

Code a/d	Components of the Educational Programme (academic disciplines, course projects (papers), practical trainings, final exam, Master thesis)	Total credits
<b>Compulsory Components of EP (Educational Programme)</b>		
CC 1	Advertising and mediamanagement	6
CC 2	Legal support of advertising and public relations	6
CC 3	Professional Communication in a Foreign Language	6
CC 4	Media Besign	6
CC 5	Digital technologies in advertising	6
CC 6	Media studio (practical training)	15
CC 7	Practical training	9
CC 8	Thesis preparation and defense	12
<b>Total credits for Compulsory Components:</b>		<b>66</b>
<b>Elective Components of EP (Educational Programme)</b>		
EC 1	Audio & Video Production	6
EC 2	Life Safety	6
EC 3	Brand Management	6

EC 4	Branch Advertising	6
EC 5	Branch Public Relations	6
EC 6	Journalistic Work	6
EC 7	Journalistic Investigation	6
EC 8	Internet Marketing	6
EC 9	Information Wars	6
EC 10	Information Systems in Advertising	6
EC 11	Conflictology and Psychology of Business Communication	6
EC 12	Creative Management	6
EC 13	Cross Cultural Management	6
EC 14	Cybersecurity Basics	6
EC 15	Psychology of Image	6
EC 16	Photojournalism and Photographics	6
EC 17	Consumer Loyalty Management	6
<b>Total credits for Elective Components:</b>		<b>24</b>
<b>TOTAL</b>		<b>90</b>

**The final assessment for all Educational Programme components is exam.**

## 2.2. Structural and logical scheme of EP (Educational Programme)





### **3. Students' final assessments forms**

Assessment is carried out in the form of thesis public defense. The thesis must involve solving a research and/or innovative problem in the field of journalism. There are two types of thesis (according to educational-scientific and educational-professional programmes) – a research (scientific) work or a practical project. The thesis should not contain academic plagiarism, fabrication and falsification.

The thesis must be published on the official website of the institution of higher education or its division.

## 4.1 Programme Competences and EP Compulsory Components Matrix

<b>Components / Competences</b>	<b>CC 1</b>	<b>CC 2</b>	<b>CC 3</b>	<b>CC 4</b>	<b>CC 5</b>	<b>CC 6</b>	<b>CC 7</b>	<b>CC 8</b>
<b>GC 1</b>	+	+		+	+	+	+	+
<b>GC 2</b>	+			+	+	+	+	+
<b>GC 3</b>	+	+		+	+	+	+	+
<b>GC 4</b>	+	+	+	+		+	+	+
<b>GC 5</b>	+	+	+	+	+	+	+	+
<b>GC 6</b>	+	+	+	+	+	+	+	+
<b>GC 7</b>	+	+		+	+	+	+	+
<b>GC 8</b>	+			+	+	+	+	+
<b>GC 9</b>	+	+		+	+	+	+	+
<b>PC 1</b>	+	+		+	+	+	+	+
<b>PC 2</b>	+	+	+	+		+	+	+
<b>PC 3</b>	+	+	+	+	+	+	+	+
<b>PC 4</b>	+		+		+	+	+	+
<b>PC 5</b>	+	+		+	+	+	+	+
<b>PC 6</b>	+	+		+	+	+	+	+
<b>PC 7</b>	+				+	+	+	+

## 5.1 Programme learning outcomes (PLO) and Compulsory Components of EP (Educational Programme) Matrix

Components / Programme learning outcomes	CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8
<b>PLO 1</b>		+		+	+	+	+	+
<b>PLO 2</b>				+	+	+	+	+
<b>PLO 3</b>	+			+		+	+	+
<b>PLO 4</b>	+		+			+	+	+
<b>PLO 5</b>				+	+	+	+	+
<b>PLO 6</b>	+					+	+	+
<b>PLO 7</b>	+					+	+	+
<b>PLO 8</b>	+					+	+	+
<b>PLO 9</b>		+				+	+	+
<b>PLO 10</b>	+			+		+	+	+
<b>PLO 11</b>		+				+	+	+
<b>PLO 12</b>	+					+	+	+
<b>PLO 13</b>	+				+	+	+	+

