

3. Educational Programme

3.1. Profile of Educational Programme ‘Advertising and public relations’

in Subject Area 061 ‘Journalism’

1 – General information	
Full name of IHE and structural unit	State University of Trade and Economics; Faculty of Trade and Marketing; Department of Journalism and Advertising
Academic degree and qualification title in the original	Bachelor’s degree Subject area ‘Journalism’
Educational programme title	‘Advertising and public relations’
Standards conformity	Conforms to the MES higher education standards (Ukraine)
Qualification title (degree), programme credits and duration	Single degree (issued on the basis of one educational institution), 240 ECTS credits
Accreditation	Certificate of Accreditation of the educational program issued by the National Agency for Higher Education Quality Assurance, dated 23.06.2022, No. 1102169, period of the certificate validity until 01.07.2027
Cycle/level	National Qualifications Framework of Ukraine – level 6, FQ-EHEA – first cycle, EQF-LLL – level 6
Academic backgrounds	<ul style="list-style-type: none"> - complete general secondary education - conditions for admission to the programme are regulated by the SUTE Rules of admission.
Language of instruction	Ukrainian
Programme duration	Expires on July 1, 2027
Educational programme link	https://knute.edu.ua/
2 – Educational programme aim	
Ensure that applicants for higher education acquire theoretical knowledge, practical skills sufficient to implement the following: research principles of the company’s market position, study of its strategies in the field of advertising and public relations in conditions of competition and uncertainty; proposals for the promotion of goods and services through advertising and public relations; communication appeals, visual and audiovisual content, advertising and PR products; relevant phasing of the company’s advertising campaign and public relations campaign.	
3 – Educational programme general information	
Subject area	<p><i>Objects of study and activity:</i> social communications in their various manifestations and types; social communication products; audience and other consumers (users) of the mentioned above products.</p> <p><i>Aims of training:</i> to form the ability of the graduate to solve complex specialized assignments and practical problems in the field of social communications, which involves the use of provisions and methods of social communication and other sciences and is characterized by</p>

	<p>uncertainty of conditions.</p> <p><i>Theoretical content of the subject area:</i> the concept of journalism, advertising, and public relations, publishing activities and editing, and other types of communication activities as social communication institutions.</p> <p><i>Methods, techniques and technologies:</i> applied social and communication technologies; methods and techniques for collecting, processing and disseminating information, media planning, professional norms and standards and other special methods used in the field of social communications and narrow professional areas of social communication.</p> <p><i>Tools and equipment:</i> television and radio equipment, computer hardware, image, video, sound and layout processing software</p>
Educational programme orientation	Educational and professional orientation. Emphasis on commitment to work and acquire skills and knowledge through social and humanitarian, fundamental natural scientific, professional and practical training.
Educational programme and specialisation and objectives	<p>Building a system of professional knowledge and practical skills required for the effective solution to problems associated with the use of advertising technologies and public relations, as well as conducting advertising activities by enterprises in the trade and other spheres of public life.</p> <p>Key words: management of communication, corporate reputation and image; strategic and tactical planning of communication systems; creating effective advertising and public relations programmes; monitoring and researching public opinion and attitudes towards corporate image and reputation; advertising technology and public relations activities.</p>
Specific requirements	Availability of a variable component of professionally oriented disciplines for work in the field of advertising and public relations; practical training at enterprises that perform advertising and public relations activities.
4 – Career opportunities and further learning	
Career opportunities	The graduate is suitable for employment in positions according to the DK 003: 2010 National Classification of Occupations: Qualified executive activities in publishing houses, information and media agencies, press services, political, commercial and public organizations, media structures, scientific research and expert institutions, educational institutions.
Further learning	Opportunity to enrol in the second cycle programmes: FQ-EHEA, EQF-LLL level 7 and NQF of Ukraine level 7.
5 – Training and assessment	

Teaching and learning	Classroom and independent work based on a problem-oriented approach with the use of modern educational technologies and techniques (trainings, video trainings, presentations, discussions, moderation, modelling of situations, business games, 'brain storming', situational exercises (case-study method), work in small groups, distance learning
Assessment	Written exams, credits, final checks, oral and written surveys, assessment of essays and presentations, defence of course works, individual and collective research papers. Certification (<i>qualification work and defence</i>) according to the Regulations on graduation qualification work (project), the Regulations on the organization of the educational process of students, the Regulations on the assessment of learning outcomes of students and postgraduate students in SUTE.
6 – Programme competences	
Integral competence (IC)	Ability to solve complex specialized tasks and practical problems in the field of social communications involving the application of principles and methods of social communication and other sciences, characterised by uncertainty in conditions.
General competences (GCs)	<p>GC01. Ability to apply knowledge in practical situations.</p> <p>GC02. Knowledge and understanding of the subject area and awareness of professional activities.</p> <p>GC03. Ability to be critical and self-critical.</p> <p>GC04. Ability to search, process, and analyse information from various sources.</p> <p>GC05. Proficiency in using information and communication technologies.</p> <p>GC06. Ability to adapt and perform in a new situation.</p> <p>GC07. Ability to work in a team.</p> <p>GC08. Ability to learn and acquire up-to-date knowledge.</p> <p>GC09. Ability to exercise their rights and responsibilities as a member of society, to realize the values of a civil (free democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine.</p> <p>GC.10. Ability to preserve and increase moral, cultural, scientific values and achievements of society by understanding the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, engineering and technologies, to practise various types and forms of exercise for active leisure and healthy lifestyle.</p> <p>GC11. Ability to communicate in the state language.</p> <p>GC12. Ability to communicate in a foreign language.</p> <p><i>GC13. Ability to confidently use verbal (language culture, sociability, tolerance) and non-verbal communication means (sign systems, appearance, facial expressions, gestures, behaviour style, artistry), ability for public activity.</i></p>

Professional competences (PCs)	<p>PC01. Ability to apply knowledge of social communications in their professional activities.</p> <p>PC02. Ability to generate informational content.</p> <p>PC03. Ability to create a media product.</p> <p>PC04. Ability to organize and control team professional activities.</p> <p>PC05. Ability to effectively promote a created media product.</p> <p>PC06. Ability to conduct safe media activities.</p> <p><i>PC07. Ability to apply technologies for shaping public opinion, recognize and prevent manipulative technologies.</i></p> <p><i>PC08. Ability to create effective newsbreaks and develop their scenarios, as well as to manage the entire process cycle to prepare and conduct communication events.</i></p> <p><i>PC09. Ability to anticipate trends and prospects for the development of advertising and PR businesses in the context of globalization and global transformation, predict reputational risks, and develop plans for crisis management measures.</i></p>
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7 – Programme learning outcomes

	<p>PLO01. Explain their production activities and operations based on the acquired knowledge.</p> <p>PLO02. Apply expertise in the field of subject specialization to create an information product or conduct an information campaign.</p> <p>PLO03. Evaluate their own or someone else’s information product, information campaign organized and conducted independently or with colleagues.</p> <p>PLO04. Search, process and analyse information from various sources.</p> <p>PLO05. Use up-to-date information and communication technologies along with specialized software to address professional tasks.</p> <p>PLO06. Plan their own and team activities considering goals, constraints, and anticipated risks.</p> <p>PLO08. Coordinate performance of a personal task with colleagues’ tasks.</p> <p>PLO08. Separate in working situations the facts, events, information, and processes that lack knowledge, and reveal the methods and sources for acquiring that knowledge.</p> <p>PLO09. Evaluate the activities of colleagues as those bearing the rights and responsibilities of members of society and representatives of civil society.</p> <p>PLO10. Evaluate the activities of colleagues in terms of preservation and enhancement of social and cultural values and achievements.</p> <p>PLO11. Be fluent in using the Ukrainian language while discussing professional issues including verbal, written and electronic communication.</p> <p>PLO12. Be fluent in using a foreign language while discussing professional issues including verbal, written and electronic communication.</p> <p>PLO13. Anticipate the audience’s response to an information product or to information actions taking into account the concepts and methods of social and communication sciences.</p> <p>PLO14. Generate information content on a given topic using available and mandatory sources of information.</p> <p>PLO15. Create a competent media product on a given topic, of a specified genre taking into account the distribution channel or publication platform.</p>
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	<p>PLO16. Plan their own and their colleagues' work aimed at both generating information content and creating a media product, as well as its promotion.</p> <p>PLO17. Post up-to-date information about your media product on available internet platforms.</p> <p>PLO18. Use the necessary knowledge and techniques to resolve crisis communication situations basing on tolerance, dialogue and cooperation.</p> <p><i>PLO 19. Plan and anticipate the results of collaboration with clients in the media sphere, identify development trends and functioning of domestic and international media systems.</i></p> <p><i>PLO20. Develop communication event scenarios, possess creative methods for generating new ideas, apply image technologies in advertising and PR activities, provide consulting on image-making, and apply brand development technologies.</i></p> <p><i>PLO21. Use strategic management models in the field of advertising and PR, skills to draw up an implementation plan for advertising and PR campaigns, evaluate the effectiveness of advertising and PR activities.</i></p>
8 – Resource support for programme implementation	
Academic staff	<p>The Department of Journalism and Advertising (SUTE) is responsible for training experts in advertising and public relations. The head of the department is Diana S. Faivishenko, Doctor of Sciences (Economics), Professor. The training process is provided by teaching staff 100% of whom have a scientific degree and/or an academic title: Doctors of Sciences – 20,0%, PhDs – 80,0%. 16,3 % of teachers possess the title of Professor, 73,7% – the title of Associate Professor.</p> <p>The specialists engaged in training bachelors in the educational programme 'Advertising and Public Relations' are required to have professional knowledge and possess professional skills in the field of journalism, social communications, PR activities and advertising. Participation of foreign specialists and practitioners is possible when teaching the disciplines of the vocational training cycle.</p>
Facilities	<p>The facilities comprise lecture halls fully-equipped with appropriate multimedia, computer and specialised classrooms, SUTE laboratories. Social and everyday-life amenities are available at SUTE as well.</p>
Informational, teaching and learning materials	<p>General scientific and specialized sources of information on advertising and public relations, educational and methodological literature, monographs, information resources of the distance learning system, and the Internet.</p>
9 – Academic mobility	
National credit mobility	<p>National credit mobility is implemented in accordance with concluded agreements on academic mobility.</p>
International credit mobility	<p>International credit mobility is implemented through the agreements on international academic mobility including Erasmus +, double graduation, long-term international projects entailing students' training and issuing double diplomas, etc.</p>

Training of foreign students	Foreign students study in academic groups. For foreign students, the discipline "Ukrainian as a foreign language" is taught throughout 1-7 semesters with a separate schedule by teachers who have completed special training in teaching Ukrainian as a foreign language.
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1. List of the educational programme components and their logical order

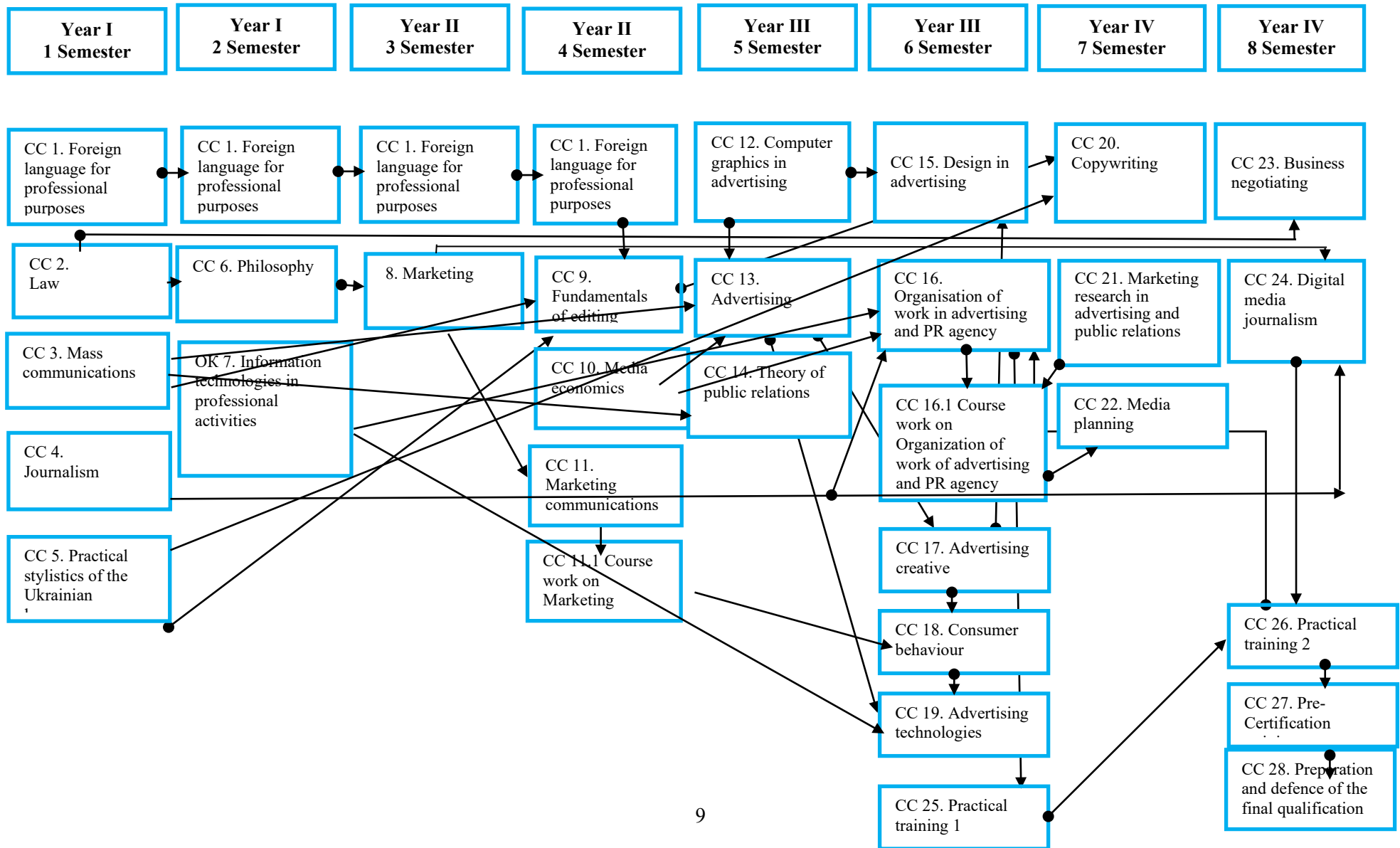
2.1. List of the EP components

Subject code	The Educational Programme components (courses, course projects (papers), work-based learnings, qualifying examination, final qualification work)	Total credits
1	2	3
EP Compulsory components		
CC 1	Foreign language for professional purposes	24
CC 2	Law	6
CC 3	Mass communications	6
CC 4	Journalism	6
CC 5	Practical stylistics of the Ukrainian language	6
CC 6	Philosophy	6
CC 7	Information technologies in professional activities	6
CC 8	Marketing	6
CC 9	Fundamentals of editing	6
CC 10	Media economics	6
CC 11	Marketing communications	6
CC 11.1	Course work on Marketing communications	
CC 12	Computer graphics in advertising	6
CC 13	Advertising	6
CC 14	Theory of public relations	6
CC 15	Design in advertising	6
CC 16	Organisation of work in advertising and PR agency	6
CC 16.1	Course work on Organization of work of advertising and PR agency	
CC 17	Advertising creative	4,5
CC 18	Consumer behaviour	6
CC 19	Advertising technologies	4,5
CC 20	Copywriting	6
CC 21	Marketing research in advertising and public relations	6
CC 22	Media planning	6
CC 23	Business negotiating	7,5
CC 24	Digital media journalism	7,5
CC 25	Practical training 1	3
CC 26	Practical training 2	6
CC 27	Pre-Certification training	3
CC 28	Preparation and defence of the final qualification work	6
	Total credits for compulsory components:	180

EP Optional components		
OC 1	Life safety	6
OC 2	Blogging	6
OC 3	Sectoral journalism	6
OC 4	Diplomatic and business protocol and etiquette	6
OC 5	Economic theory	6
OC 6	Business ethics	6
OC 7	Imageology	6
OC 8	Infographics	6
OC 9	Information wars	6
OC 10	History of economics and economic thought	6
OC 11	History of foreign literature	6
OC 12	History of advertising and public relations	6
OC 13	History of Ukraine	6
OC 14	History of Ukrainian culture	6
OC 15	Crisis communications	6
OC 16	Cultural heritage of Ukraine	6
OC 17	Logic	6
OC 18	Layout in advertising	6
OC 19	Management	6
OC 20	International journalism	6
OC 21	Art of public speaking	6
OC 22	Fundamentals of cybersecurity	6
OC 23	Politology	6
OC 24	Direct marketing	6
OC 25	Psychology	6
OC 26	Psychology of advertising	6
OC 27	Psychology of trade	6
OC 28	World culture	6
OC 29	Social leadership	6
OC 30	Sociology	6
OC 31	Targeted advertising	6
OC 32	Commodity studies	6
OC 33	Ukrainian literature and folklore	6
OC 34	Staff management	6
OC 35	English course for targeted communication	6
Total credits for optional components:		60
TOTAL NUMBER OF THE EP CREDITS		240

For all components of the educational programme, the form of final assessment is an examination.

2.2. The EP Structural and Logic Network



3. Final assessment of graduates

The final assessment is carried out in the form of public defence of a final qualification work.

The final qualification work represents a completed information product, an information campaign draft or an information campaign itself, along with an explanatory note attached.

The final qualification work should suggest the solution to a complex specialised assignment or practical problem in the field of social communications characterized by comprehensiveness and uncertainty of conditions.

The final qualification work must not contain academic plagiarism, fabricated and false information.

The final qualification work should be published on the official website of the higher educational institution or in its repository.

4.1 The programme competences and the EP compulsory components matrix

Components/ Competences	CC1	CC2	CC3	CC4	CC5	CC 6	CC7	CC8	CC9	CC10	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	CC 24	CC 25	CC 26	CC 27	CC 28	
GC01	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
GC02	•	•	•	•	•	•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
GC03			•			•										•							•		•	•	•	•	
GC04		•	•	•			•	•			•		•	•	•		•	•	•	•	•	•			•	•	•	•	
GC05			•				•		•		•	•	•	•	•		•		•				•	•	•	•	•	•	
GC06					•											•								•		•	•	•	
GC07																•								•		•	•		
GC08	•	•			•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•				•	•	•	•	•
GC09		•	•																						•	•	•	•	•
GC10		•	•	•	•	•								•	•						•				•	•	•	•	•
GC11			•	•	•				•		•		•	•			•				•			•	•	•	•	•	•
GC12	•			•										•			•				•			•	•	•	•	•	•
GC13			•	•				•					•	•		•								•		•	•	•	•
PC01								•		•	•		•	•	•		•	•	•	•	•			•	•	•	•	•	•
PC02	•	•	•	•	•							•	•	•	•	•	•		•	•				•	•	•	•	•	•
PC03	•	•	•	•	•			•	•		•	•	•	•	•	•	•	•	•	•				•	•	•	•	•	•
PC04										•			•	•		•										•	•	•	•
PC05								•			•	•	•	•		•		•	•			•	•			•	•	•	•
PC06	•	•	•	•		•					•			•										•	•	•	•	•	•
PC07										•			•	•		•				•		•	•			•	•	•	•
PC08	•				•				•		•	•	•	•		•	•				•	•			•	•	•	•	•
PC09											•		•	•		•						•				•	•	•	•

5.1 The programme learning outcomes and the EP compulsory components matrix

Components/ Programme learning outcomes	CC 1	CCK 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	CC 24	CC 25	CC 26	CC 27	CC 28	
PLO01	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
PLO02	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
PLO03			●			●										●							●		●	●	●	●	
PLO04		●	●	●			●	●			●		●	●	●		●	●	●	●	●	●				●	●	●	●
PLO05			●				●		●		●	●	●	●	●		●		●			●	●	●	●	●	●	●	●
PLO06					●											●								●		●	●	●	●
PLO07																●								●		●	●		
PLO08	●	●			●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●			●	●	●	●	●
PLO09		●	●																						●	●	●	●	●
PLO10		●	●	●	●	●								●	●						●				●	●	●	●	●
PLO11			●	●	●				●		●		●	●				●				●		●	●	●	●	●	●
PLO12	●			●										●			●				●			●	●	●	●	●	●
PLO13								●		●	●		●	●	●		●	●	●	●	●	●			●	●	●	●	●
PLO14	●	●	●	●	●							●	●	●	●	●	●		●	●					●	●	●	●	●
PLO15	●	●	●	●	●			●	●		●	●	●	●	●	●	●	●	●	●	●				●	●	●	●	●
PLO16										●			●	●		●										●	●	●	●
PLO17							●				●	●	●	●		●		●	●		●	●				●	●	●	●
PPLO18	●	●	●	●		●					●			●										●	●	●	●	●	●
<i>PLO19</i>										●			●	●		●			●		●	●				●	●	●	●
<i>PLO20</i>	●				●				●		●	●	●	●		●	●			●	●				●	●	●	●	●
<i>PLO21</i>											●		●	●		●	●						●			●	●	●	●

Аркуш реєстрації змін

№ пор.	Дата	Пункти, до яких вносяться зміни	Ініціатор зміни	Прізвище, ініціали особи, що відповідає за внесення змін	Підпис