

3. Educational Program «Brand Management»

In specialty 075 «Marketing»

Educational Program Guarantor

Professor, Doctor of Economic Sciences,

Professor of Marketing Department Yahelska K. Yu.

3.1. Profile of Educational program «Brand Management»

In specialty 075 «Marketing»

1 – General information	
Full name of the higher educational institution and the structural unit	State University of Trade and Economic, Faculty of Trade and Marketing, Department of Marketing
Academic degree and qualification title in the original	Higher Education Master's Degree Specialty "Marketing"
Educational Program Title	«Brand Management»
Compliance with the standard of higher education of MES of Ukraine	Meets the standard of higher education of MES of Ukraine
Qualification Title (Degree), program credits and duration	Master's diploma, 90 ECTS credits, the term of study 1 year 4 months
Accreditation	Ministry of education and science of Ukraine, Ukraine, Order №1565 of Ministry of education and science of Ukraine dated 19.12.2016 , expires on the 01 of July 2024.
Cycle / Level	HPK України – 7 рівень, FQ-EHEA – другий цикл, EQF-LLL – 7 рівень
Academic Backgrounds	Availability of the bachelor's degree
Language(s) of instruction	Ukrainian
Program duration	Up to the Educational program next planning review
Інтернет-адреса постійного розміщення опису освітньої програми	https://knute.edu.ua
2 – Educational-professional program aim	
Training of qualified, competitive marketing specialists who possess a modern system of professional knowledge and practical skills in solving management problems related to brand-oriented activities, have modern economic thinking and use professional competences to solve complex brand management problems. 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 marketing technologies.	
3 – Educational program characteristics	
Subject area	<i>Object of study:</i> marketing activity as a form of interaction between the subjects of market relations to meet their economic and social interests.

	<p><i>Training objectives:</i> training of specialists who possess contemporary economic thinking and relevant competencies necessary to solve problems and solve complex problems of marketing activities, involving research and / or innovation, and those that are characterized by uncertainty of conditions and requirements.</p> <p><i>Theoretical content of the subject area:</i> the essence of marketing as a modern concept of business management; conceptual and categorical apparatus, principles, functions, marketing concepts and their historical background; the specifics of the activities of market entities in various fields and in different types of markets; content of marketing activities, development of marketing strategies and formation of management decisions in the field of marketing.</p> <p><i>Methods, techniques and technologies:</i> general scientific and special methods, professional methods and technologies necessary to ensure effective marketing activities.</p> <p><i>Tools and equipment:</i> modern universal and specialized informational systems and software products necessary for the adoption and implementation of marketing management decisions.</p>
Orientation of educational-professional program	Educational and professional, applied. The program consists of disciplines of professional and practical training.
The main focus of the educational-professional program	<p>Formation of a modern system of professional knowledge and skills for solving complex tasks and problems in the field of marketing, which involves mastering the competencies necessary to make informed management decisions in various areas of brand-oriented business and the ability to manage brand marketing activities at all levels of management in conditions of uncertainty through the use of marketing technologies and brand communications.</p> <p>Key words: brand, branding, brand management, brand-oriented enterprise, brand tracking, reputation, brand communications, brand marketing, brand positioning, brand strategy.</p>
Program features	The presence of a variable component of professionally oriented disciplines for work in the field of brand management; practical training at enterprises engaged in marketing activities.
4 – Career opportunities and further learning	
Career opportunities	<p>The graduate is suitable for employment in positions according to the National Classifier of professions DK 003: 2010:</p> <p>231. Lecturers of Universities and Higher Educational Institutions</p> <p>1233. Marketing Director</p> <p>1233. Commercial Director</p> <p>1233. Head of Sales (Marketing)</p> <p>1233. Head of Commercial Department</p> <p>1475. Marketing Manager</p> <p>2419.2. Marketing Professionals, namely:</p> <p>2419.2. Marketing Consultant</p>

	<p>2419.2. Advertising Expert</p> <p>2419.2. Specialist in Methods for Market Expanding (Marketing Expert)</p> <p>2419.2. Specialist in Commodity Market Research</p> <p>2419.1. Researcher-Consultant (marketing, efficiency of economic activity, production rationalization)</p> <p>2419.1. Researcher (marketing, efficiency of economic activity, production rationalization)</p> <p>2419.1. Junior Researcher (marketing, efficiency of economic activity, production rationalization)</p>
Further training	Further education - obtaining the third level of the higher education and obtaining the educational scientific degree – the doctor of philosophy.
5 – Training and assessment	
Teaching and learning	<p>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.</p> <p>Student-centered 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.</p>
Assessment	<p>The current control (tests writing, essays, presentations, individual tasks, situational tasks, business games), written exams, practice. The public defence of final qualification work. Assessment is carried out in accordance with “Regulations on assessing results of students and postgraduates learning at SUTE”, “Regulations on the students’ educational process organization”.</p>
6- Program competencies	
Integral competence	Ability to solve complex tasks and problems in the 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.
General competence (GC)	<p>GC 1. Ability to make grounded decisions.</p> <p>GC 2. Ability to generate new ideas (creativity).</p> <p>GC 3. Ability to assess and ensure the quality of the work provided.</p> <p>GC 4. Ability to adaptation and actions in a new situation.</p> <p>GC 5. Skills of interpersonal interaction.</p> <p>GC 6. Ability to carry out scientific researches, search, processing and analysis of the information.</p> <p>GC7. Ability to demonstrate initiative and entrepreneurship.</p> <p>GC 8. Ability to work out projects and manage them.</p>
Professional competence (PC)	<p>PC1. Ability to logically reproduce and apply knowledge of the latest theories, methods and practical techniques of marketing.</p> <p>PC2. Ability to interpret correctly the results of the latest theoretical investigations in marketing and practice of their</p>

	<p>appliance.</p> <p>PC 3. Ability to carry out independent research and interpret their results in marketing.</p> <p>PC 4. Ability to apply creative approach to the professional work.</p> <p>PC 5. Ability to diagnose marketing activity of a marketing entity, carry out marketing analysis and forecasting.</p> <p>PC 6. Ability to choose and employ effective means of managing marketing activity of a market entity at the organizational, departmental, group, net levels.</p> <p>PC 7. Ability to work out and analyze marketing strategy of a market entity and the ways to implement it employing interfunctional connections.</p> <p>PC 8. Ability to form marketing system of a market entity and assess the results and effectiveness of its functioning.</p> <p>PC 9. Ability to carry out marketing theoretical and applied research at the proper level.</p> <p><i>PC10. Ability to make reasonable management decisions when formulationg brand strategy and tactics in various business areas under conditions of uncertainty, taking into account relevant legal norms and restictions.</i></p> <p><i>PC11. Ability to form and improve the brand management system at all levels of management through the use of marketing technologies and brand communications based on the results of brand tracking.</i></p>
7 – Program learning outcomes	
	<p>PLO1. To know and be able to apply in the practical activity the modern principles, theories, methods and practical techniques of marketing.</p> <p>PLO 2. To be able to adjust and employ new achievements in marketing theory and practice to achieve specific goals and solve the tasks of a market entity.</p> <p>PLO 3. To plan and implement own research in the sphere of marketing, analyze its results and justify the approval of effective marketing decisions in the uncertainty of conditions.</p> <p>PLO 4. To be able to work out strategy and tactics of marketing activity taking into consideration cross-functional character of its implementation.</p> <p>PLO 5. To present and discuss the results of scientific and applied research, marketing projects by state and foreign languages.</p> <p>PLO6. To be able to increase the effectiveness of a market entity marketing activity at different levels of management, develop projects in marketing and manage them.</p> <p>PLO 7. To be able to form and enhance a market entity marketing activity.</p> <p>PLO 8. To employ the methods of interpersonal communication in solving team tasks, negotiating, scientific discussions in marketing.</p> <p>PLO 9. To understand the essence and peculiarities of applying marketing tools in the process of decision-making in marketing.</p>

	<p>PLO 10. To justify marketing decisions at the level of a market entity with employing modern management principles, approaches, methods, techniques.</p> <p>PLO 11. To use the marketing strategic analysis methods and interpret its results with the aim to improve marketing activity of a market entity.</p> <p>PLO 12. To diagnose and perform strategic and operational marketing management to develop and implement marketing strategies, projects and programs.</p> <p>PLO 13. To manage marketing activity of a market entity as well as its departments, groups and chains, determine criteria and its assessment results.</p> <p>PLO 14. To form marketing system of interaction, build long-term mutual beneficial connections with other market entities.</p> <p>PLO 15. To collect necessary data from different sources, process and analyze them with the help of modern methods and specialized software.</p> <p><i>PLO16. To make reasonable management decisions when formulating brand strategy and tactics in various business areas under conditions of uncertainty, taking into account relevant legal norms and restrictions.</i></p> <p><i>PLO17. To form and improve the brand management system at all levels of management through the use of marketing technologies and brand communications based on the results of brand tracking.</i></p>
8 – Resource support for program implementation	
Academic staff	<p>The graduate and responsible for master's training in the field of the brand management specialization is the Department of Marketing of SUTE. The staff assistance complies with the Licensing conditions for the educational activities of educational institutions. 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. In order to increase the professional level, all scientific and pedagogical staff has the internship once every five years. Labor contracts have been concluded with all scientific and pedagogical staff.</p>
Facilities	<p>Guaranteeing by training rooms, computer workstations, and multimedia equipment is in line with the need. There is all necessary social and domestic infrastructure, the number of dormitory places is in the line with requirements. Guaranteeing by premises for training and control activities - 4 sq. meters per the person. 40% of the classrooms are equipped with the multimedia equipment.</p> <p>The infrastructure of SUTE: training and research center for business simulation, libraries, including the reading room, VR-library, SMART- library, catering facilities, the assembly hall, gymnasiums, the stadium, the medical center, dormitories.</p>
Informational, teaching and learning materials	<p>SUTE fully complies with the technological requirements for the educational, methodological and informational support of educational activities.</p>

	<p>The Program is provided with textbooks, educational and methodological publications of the relevant or related profile, an information base and access to foreign and domestic electronic resources, scientometric databases, licensed abstract and full-text databases. There are author's developments of the academic staff.</p> <p>There is the official website of SUTE, which contains the basic information about its activities: https://knute.edu.ua</p> <p>The existing distance learning system MOODLE provides the independent and individual training.</p> <p>In the Distance Learning Laboratory of KNUTE there are educational and teaching materials of educational disciplines from the educational curriculum: https://cdn.knute.edu.ua/.</p> <p>The MIA Osvita educational platform ensures the organization of the educational process with the possibility of comprehensive assessment of its participants.</p>
9 – Academic mobility	
National Credit Mobility	National Credit Mobility is carried out in accordance with the concluded agreements on academic mobility..
International Credit Mobility	It is provided on the basis of international academic mobility agreements.
Training of foreign students	According to the admission rules of SUTE.

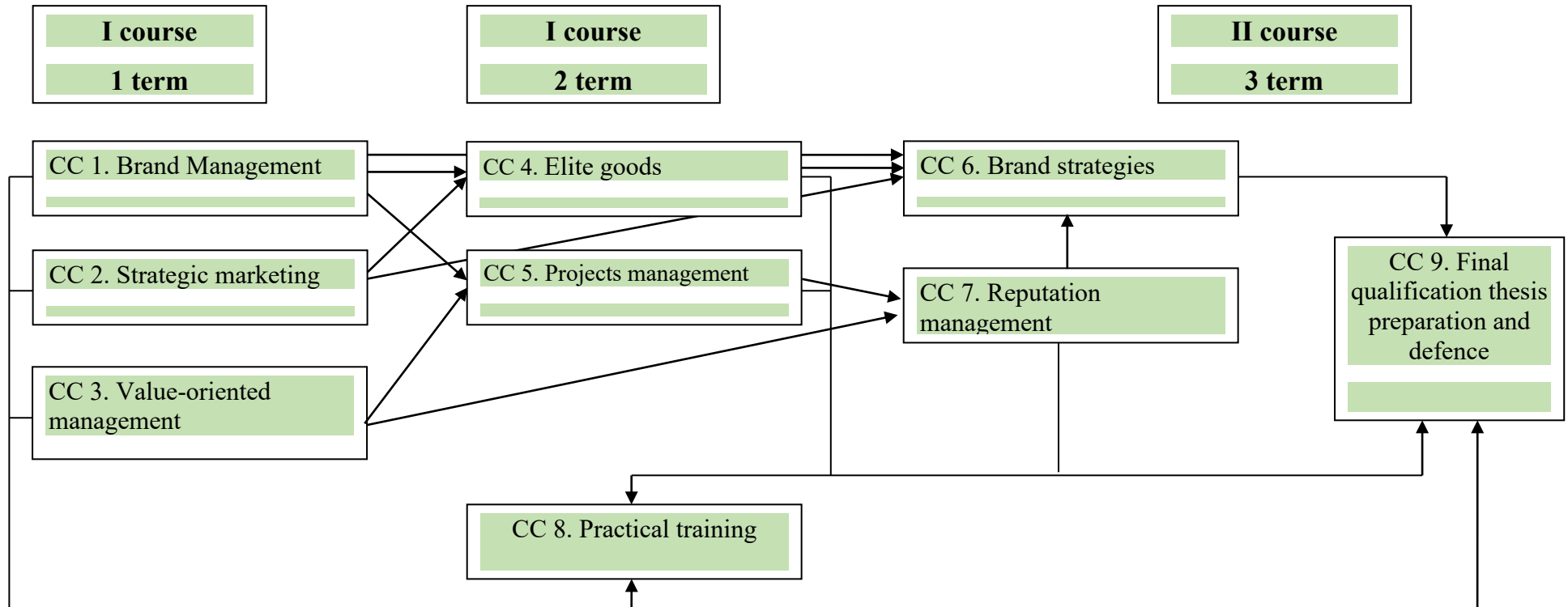
3.2 List of the educational program components and their logical order

3.2.1 List of EP components

Code n/d	Educational-Professional Program components (educational disciplines, course projects (course paper), practice, the qualifying examination, the final qualification work)	Total credits
Compulsory components of EP		
CC1	Brand Management	6
CC2	Strategic Marketing	6
CC3	Value-oriented management	6
CC4	Elite goods	7,5
CC5	Project Management	7,5
CC6	Brand Strategies	6
CC7	Reputation Management	6
CC8	Practical training	9
CC9	Final qualification thesis preparation and defence	12
Total volume of compulsory components		66
Optional components of EP		
OC1	Life safety	6
OC2	Business-engineering	6
OC3	Investment Law	6
OC4	Internet-marketing	6
OC5	Informational wars	6
OC6	Commercial Law	6
OC7	Corporate Public relations	6
OC8	Marketing analysis	6
OC9	Marketing information systems	6
OC10	Mobile marketing	6
OC11	Cybersecurity basics	6
OC12	Psychology of management	6
OC13	Advertising and media management	6
OC14	Risks in marketing	6
OC15	Luxury service management	6
OC16	Management of changes	6
OC17	Management of the consumers' activity	6
Total amount of optional components		24
TOTAL VOLUME OF EDUCATIONAL PROGRAM		90

Exam is a form of final control for all of the Educational Program components.

3.2.2 Structural-logical scheme of EP



3.3 Final assessment

The Attestation of Masters in Marketing is carried out in the form of public defense of the final qualification thesis.

The final qualification thesis has to involve solving a complicated specialized task or problem in the sphere of contemporary marketing and brand-management, that stipulate research conduction and / or innovations implementation and is characterized by the uncertainty of conditions.

The final qualification thesis does not have to include academic plagiarism, including incorrect textual replications, fabrications and falsifications.

The final qualification thesis has to be published on the official website of a higher educational establishment, its department or placed in its repository. The publishing of the final qualification thesis, that has an information with a restricted access, is carried out in accordance with valid legislation.

3.4.1 Program Competences and EP Components Matrix

Components Competences	CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9
GC1	*	*	*		*	*	*	*	*
GC2	*	*	*	*	*	*	*	*	*
GC3	*	*	*		*		*	*	*
GC4	*	*	*	*		*	*	*	*
GC5	*		*	*	*		*	*	*
GC6		*	*	*	*	*		*	*
GC7				*				*	*
GC8	*	*		*	*	*			*
PC1	*		*		*	*	*	*	*
PC2	*	*	*	*	*	*	*	*	*
PC3		*		*	*			*	*
PC4		*	*	*	*	*	*	*	*
PC5	*	*	*		*	*	*	*	*
PC6	*	*	*	*	*	*	*	*	*
PC7	*	*	*		*	*	*	*	*
PC8	*	*	*	*	*	*	*	*	*
PC9	*		*				*	*	*

<i>PC10</i>	*	*		*		*	*		*
<i>PC11</i>	*					*			*

3.4.2. Program Competences and EP Optional Components Matrix

Components Competencies	OP1	OP 2	OP 3	OP 4	OP 5	OP 6	OP 7	OP 8	OP 9	OP 10	OP 11	OP 12	OP 13	OP 14	OP 15	OP 16	OP 17
	GC1		*		*	*	*	*	*	*	*	*	*	*	*	*	*
GC2	*	*	*	*	*	*	*	*	*	*		*	*	*	*	*	*
GC3														*			*
GC4		*		*			*					*			*	*	*
GC5	*	*	*	*	*	*	*			*		*	*		*	*	*
GC6	*	*	*	*	*		*	*	*	*	*		*	*		*	
GC7														*			
GC8	*	*	*	*	*		*	*		*	*		*	*	*	*	*
PC1		*		*	*		*	*	*	*			*	*	*	*	*
PC2	*	*	*	*	*		*	*	*	*	*		*		*	*	*
PC3	*	*	*	*	*		*	*	*	*	*		*	*		*	
PC4	*		*	*	*	*	*			*		*	*	*	*	*	*
PC5	*	*		*	*			*	*	*	*		*	*		*	*
PC6		*		*		*	*	*		*		*	*	*	*	*	*
PC7	*	*		*	*	*		*	*	*	*	*	*	*		*	
PC8		*		*		*	*	*		*	*	*	*	*	*	*	*
PC9				*	*			*	*	*						*	
<i>PC10</i>		*	*			*		*						*	*	*	
<i>PC11</i>				*			*			*			*		*		*

3.5.1. Program learning outcomes and EP compulsory components Matrix

Program learning outcomes \ Components	Components								
	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8	CC 9
P1	*		*				*	*	*
P2	*						*	*	*
P3		*			*				*
P4		*				*			*
P5				*					*
P6	*				*	*			*
P7		*	*		*		*		*
P8				*	*			*	*
P9						*	*	*	*
P10	*	*	*				*		*
P11		*	*			*		*	*
P12		*				*			*
P13	*	*							*
P14	*		*	*			*		*
P15		*			*			*	*
P16	*	*		*		*	*		*
P17	*					*			*

3.5.2. Program Learning Outcomes and EP Optional Components Matrix

Components Program learning outcomes	OC 1	OC 2	OC 3	OC 4	OC 5	OC 6	OC 7	OC 8	OC 9	OC 10	OC 11	OC 12	OC 13	OC 14	OC 15	OC 16	OC 17
	P1					*			*								
P2				*	*				*	*						*	
P3								*		*			*	*			
P4												*				*	
P5	*		*		*		*				*		*				
P6		*		*			*						*		*	*	*
P7														*			*
P8	*		*		*	*	*			*		*	*		*	*	
P9				*						*				*			
P10		*				*						*	*				*
P11		*						*									
P12								*			*					*	
P13														*			
P14		*		*			*								*		*
P15	*	*		*	*			*	*	*	*					*	
<i>P16</i>		*	*			*		*						*	*	*	
<i>P17</i>				*			*			*			*		*		*

