

3 . Educational Programme " Trade- marketing " from subject area 075 "Marketing"

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3.1. Profile of the educational programme "Trade-marketing" from subject area 075 "Marketing"

1 - General information	
Full name of IHE and structural division	State University of Trade and Economics, Faculty of Trade and Marketing, Department of Marketing
The degree of higher education and the title of the qualification in the original language	Master's degree of higher education specialty "Marketing"
The official name of the educational program	"Trade Marketing"
Compliance with the standard of higher education of the Ministry of Education and Culture of Ukraine	The SVO of the Ministry of Education and Culture of Ukraine is in charge
Type of diploma and scope of the educational program	Master's degree, single, 90 ECTS credits, study period 1 year 4 months
Accreditation availability	Ministry of Education and Science of Ukraine, Ukraine, Order No.1565 of the Ministry of Education and Science of Ukraine dated December 19, 2016, valid until July 1, 2024.
Cycle/level	NRK of Ukraine – 7th level, FQ-EHEA – second cycle, EQF-LLL – 7th level
Prerequisites	Having a bachelor's degree
Language of teaching	Ukrainian
The term of validity of the educational program	Until the next scheduled review of the educational and professional program
Internet address of the permanent placement of the description of the educational program	https://knute.edu.ua
2 - The purpose of the educational program	
<p>A modern system formation of professional knowledge and practical skills acquisition for the purpose of their application in professional, pedagogical and research activities for effective management tasks at different hierarchical levels in the field of trade marketing.</p> <p>A trade marketer masters operational economic, creative, commercial and organizational-technological processes that are related to the key areas of trade marketing of a trade enterprise and determines, adjusts and implements strategic vectors of its development on the basis of relevant tools and marketing technologies.</p>	
3 – Characteristics of the educational program	
Subject area	<p><i>Object of study:</i> marketing activity as a form of subjects interaction of market relations to satisfy their economic and social interests.</p> <p><i>Learning goals:</i> training of specialists who possess modern economic thinking and relevant competencies necessary for solving problems and complex tasks of marketing activity, which involve conducting research and/or implementing innovations and 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, concepts of marketing and their historical prerequisites; the specifics of the market subjects activity in different spheres and on 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 information systems and software products necessary for making and implementing marketing management decisions.</p>
The educational program orientation	<p>Educational and professional, applied.</p> <p>The program consists of professional disciplines and practical training.</p>
The main focus of the educational program	<p>The formation of professional competence in the ability to manage the marketing activities of a trade enterprise in the context of dynamic changes in the external environment.</p> <p>Keywords: marketing activity, marketing analysis, strategic marketing, marketing management.</p>
Features of the program	<p>Availability of a variable component of professionally oriented disciplines for work in the field of trade marketing; practical training at trade enterprises carrying out marketing activities.</p>
4 – Eligibility of graduates to employment and further education	
Suitability for employment	<p>The graduate is suitable for employment in positions in accordance with the National Classifier of Professions DK 003:2010:</p> <p>231 Teachers of universities and institutions of higher education</p> <p>1210.1 Director (head, other manager) of the enterprise</p> <p>1224 Head of a retail trade enterprise</p> <p>1224 Head of the market</p> <p>1227 Chief administrator (at commercial enterprises)</p> <p>1229.1 The deputy director of the department - the head of the department</p> <p>1229.7 General manager (manager)</p> <p>1231 Head (director, chief, etc.) of the department</p> <p>1233 Commercial director</p> <p>1233 Director of Marketing</p> <p>1233 Head of the sales (marketing) department</p> <p>1233 Head of the commercial department</p> <p>1311 Head of a cooperative (association, collective farm, etc.)</p> <p>1314. Director (head) of a small trading firm</p> <p>1314 Store manager</p> <p>1316 Director (manager) of a small enterprise (transport, warehouse)</p> <p>1451 Manager in trade in vehicles</p>

	<p>1452 Manager in wholesale trade</p> <p>1453 Manager in retail trade of household and non-food goods</p> <p>1453.1 Manager in retail trade of household goods and their repair</p> <p>1453.2 Manager in retail trade of non-food products</p> <p>1454 Manager in the retail trade of food products</p> <p>1475 Marketing manager</p> <p>1475.4 Manager for administrative activities</p> <p>1475.4 Supply manager</p> <p>1475.4 Sales manager</p> <p>2419.1. Scientific employee-consultant (marketing, efficiency of economic activity, rationalization of production)</p> <p>2419.2 Marketing consultant</p> <p>2419.2 Business efficiency consultant</p> <p>2419.2 Specialist-analyst in commodity market research</p> <p>2419.2. Specialist in sales market expansion methods (marketer)</p> <p>2419.2 Sales economist</p>
Further education	Further education - obtaining the third level of higher education and obtaining the educational and scientific degree of Doctor of Philosophy.
5 – Teaching and assessment	
Teaching and learning	<p>Problem-oriented and lecture-practical training with the acquisition of general and professional competences, sufficient for the production of new ideas, solving complex problems in the professional field. Mastering the methodology of scientific work, the skills of presenting its results in native and foreign languages. Conducting independent scientific research using the resource base of the university and partners.</p> <p>Student-centered learning, self-learning, problem-oriented learning of an interactive-cognitive nature, learning through practical training, learning through business games and the use of case studies, a competency-based approach in the construction and implementation of educational programs.</p>
Assessment	<p>Current control (testing, essays, presentations, individual tasks, situational tasks, business cases, business games), written exams, practice. Public defense of the graduation thesis.</p> <p>The evaluation is carried out in accordance with the "Regulations on the evaluation of the results of students' and postgraduate studies at SUTE", "Regulations on the organization of the educational process of students".</p>
6 - Software competencies	
Integral competence	The ability to solve complex tasks and problems in the field of trade-marketing in professional activity or in the learning process, which involves conducting research and/or implementing innovations and is characterized by the uncertainty of conditions and requirements.
General competences	<p>GC1. Ability to make informed decisions.</p> <p>GC 2. Ability to generate new ideas (creativity).</p>

	<p>GC 3. Ability to evaluate and ensure the quality of the work performed.</p> <p>GC 4. Ability to adapt and act in a new situation.</p> <p>GC 5. Interpersonal skills.</p> <p>GC 6. Ability to search, process and analyze information from various sources.</p> <p>GC 7. Ability to show initiative and entrepreneurship.</p> <p>GC 8. Ability to develop and manage projects.</p>
Special (professional) competences	<p>SC 1. The ability to logically and consistently reproduce and apply knowledge of the latest theories, methods and practical techniques of marketing.</p> <p>SC 2. The ability to correctly interpret the results of the latest theoretical research in the field of marketing and the practice of their application.</p> <p>SC 3. Ability to conduct independent research and interpret their results in the field of marketing.</p> <p>SC 4. The ability to apply a creative approach to work by profession.</p> <p>SC 5. The ability to diagnose the marketing activity of a market entity, to carry out marketing analysis and forecasting.</p> <p>SC 6. The ability to choose and apply effective means of managing marketing activities of a market entity at the level of an organization, division, group, network.</p> <p>SC 7. The ability to develop and analyze the marketing strategy of a market entity and ways of its implementation, taking into account cross-functional relationships.</p> <p>SC 8. The ability to form a market entity's marketing system and evaluate the effectiveness and efficiency of its functioning.</p> <p>SC 9. The ability to carry out theoretical and applied research in the field of marketing at an appropriate level.</p> <p><i>SC 10. The ability to justify and make relevant management decisions when forming a trade-marketing strategy and tactics.</i></p> <p><i>SC 11. Ability to develop, plan, monitor, control and timely adjust marketing activities to stimulate the supply chain (distributors, dealers, retail chains).</i></p> <p><i>SC 12. Ability to conduct product reviews, identify relevant threats and risks, as well as generate and implement effective marketing solutions within the framework of leveling and/or elimination of these threats and risks.</i></p>
7 – Program learning outcomes	
	<p>P1. To know and be able to apply modern principles, theories, methods and practical techniques of marketing in practical activities.</p> <p>P2. To be able to adapt and apply new achievements in the theory and practice of marketing to achieve specific goals and solve the problems of a market entity.</p> <p>P3. To plan and carry out own research in the field of marketing, analyze its results and justify the adoption of effective marketing decisions in conditions of uncertainty.</p> <p>P4. To be able to develop a strategy and tactics of marketing activity taking into account the cross-functional nature of its</p>

	<p>implementation.</p> <p>P5. To present and discuss the results of scientific and applied research, marketing projects in national and foreign languages.</p> <p>P6. To be able to increase the effectiveness of the marketing activity of a market entity at different levels of management, develop projects in the field of marketing and manage them.</p> <p>P7. To be able to form and improve the marketing system of a market entity.</p> <p>P8. To use methods of interpersonal communication in the course of solving collective problems, conducting negotiations, scientific discussions in the field of marketing.</p> <p>P9. To understand the essence and features of using marketing tools in the process of making marketing decisions.</p> <p>P10. To justify marketing decisions at the level of a market entity using modern management principles, approaches, methods, techniques.</p> <p>P11. To use the methods of marketing strategic analysis and interpret its results in order to improve the marketing activity of the market entity.</p> <p>P12. To carry out diagnostics and strategic and operational management of marketing for the development and implementation of marketing strategies, projects and programs.</p> <p>P13. To manage the marketing activities of the market entity, as well as its divisions, groups and networks, determine the criteria and indicators of its evaluation.</p> <p>P14. To form a marketing system of interaction, build long-term mutually beneficial relations with other market subjects.</p> <p>P15. To collect the necessary data from various sources, process and analyze their results using modern methods and specialized software.</p> <p>P16. To justify and make relevant management decisions when forming a trade-marketing strategy and tactics.</p> <p>P17. To be able to develop, plan, monitor, control and timely adjust marketing activities to stimulate the supply chain (distributors, dealers, retail chains).</p> <p>P18. To be able to carry out product reviews, identify relevant threats and risks, as well as generate and implement effective marketing solutions in the framework of leveling and/or elimination of these threats and risks.</p>
8 – Resource support for program implementation	
Staff support	<p>The department of marketing of SUTE is responsible for graduating and preparing masters in the "Trade-marketing" specialization. Staff support corresponds to the Licensing conditions for conducting educational activities.</p> <p>100% of the teaching staff involved in teaching professionally oriented disciplines have scientific degrees in their specialty and are noted for their high level of professional training. In order to improve their professional level, all scientific and pedagogical workers undergo an internship once every five years.</p>

	Labor contracts have been concluded with all scientific and pedagogical workers.
Material and technical support	<p>Provision of educational facilities, computer workplaces, multimedia equipment meets the need.</p> <p>All the necessary social and household infrastructure is available, the number of places in the dormitories corresponds requirements.</p> <p>Provision of premises for conducting training sessions and control measures is adequate requirements. Educational classrooms are equipped with multimedia equipment.</p> <p>Infrastructure of SUTE: libraries, including a reading room, food outlets, an assembly hall, sports halls, a stadium, a medical center, dormitories.</p>
Informational and educational and methodological support	<p>SUTE has fully complied with the technological requirements for educational, methodical and information support of educational activities.</p> <p>There is access to databases of periodical scientific publications in English of the relevant or related profile.</p> <p>There is an official website of SUTE, which contains basic information about its activities (structure, licenses and accreditation certificates, educational / educational-scientific / publishing / attestation (scientific personnel) activities, educational and scientific structural units and their composition, list of educational discipline, admission rules, contact information): https://knute.edu.ua.</p> <p>The active MOODLE distance learning system provides independent and individual training. Educational materials of educational components are placed in the Distance Learning System of SUTE : https://cdn.knute.edu.ua/.</p> <p>The educational platform "MIA Education" provides online access to all information about the educational process, the possibility of comprehensive evaluation of the participants of the educational process: https://mia1.knute.edu.ua/.</p>
9 – Academic mobility	
National credit mobility	National credit mobility is carried out in accordance with concluded agreements on academic mobility.
International credit mobility	It is provided on the basis of agreements on international academic mobility.
Education of foreign students of higher education	According to the rules of admission to SUTE.

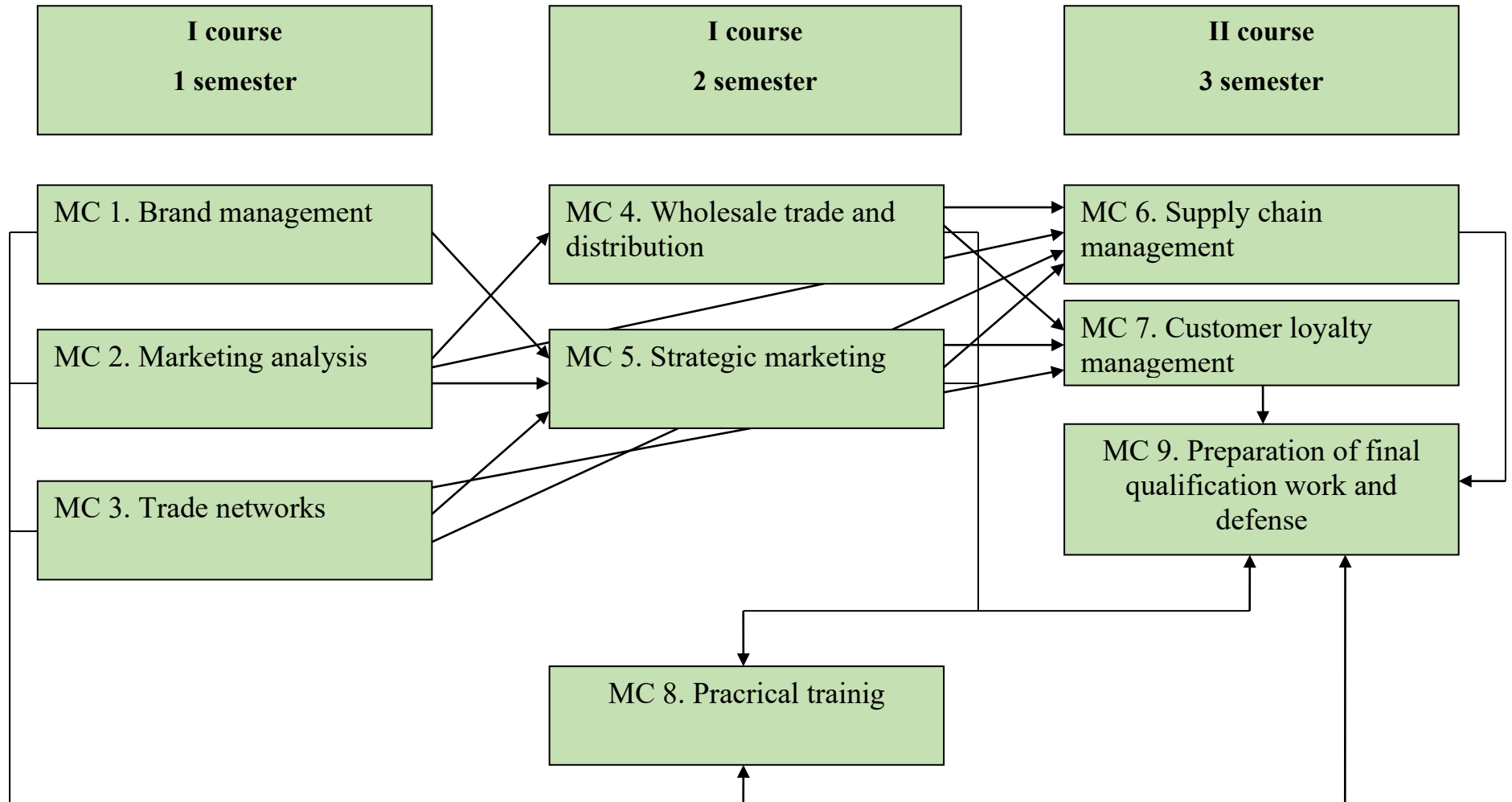
3.2. List of components of the educational program and their logical sequence

3.2.1. List of components

Code n/a	Components of the educational program (study subjects, course projects (works), practices, qualification exam, graduation thesis)	Number of credits
1	2	3
Mandatory components		
MC 1	Brand management	6
MC 2	Marketing analysis	6
MC 3	Trade networks	6
MC 4	Wholesale trade and distribution	7.5
MC 5	Strategic marketing	7.5
MC 6	Supply chain management	6
MC 7	Customer loyalty management	6
MC 8	Practical training	9
MC 9	Preparation of qualifying work and defense	12
The total amount of mandatory components		66
Selective components		
SC 1	Agricultural marketing	6
SC 2	Safety of life	6
SC 3	Internet marketing	6
SC 4	Information wars	6
SC 5	Category management	6
SC 6	Commercial logistics	6
SC 7	Consumer law	6
SC 8	Logistics management	6
SC 9	Marketing in pharmaceutical business	6
SC 10	International trade	6
SC 11	Fundamentals of cyber security	6
SC 12	Management psychology	6
SC 13	Risks in marketing	6
SC 14	Systems of sources of trade and economic information	6
SC 15	Quality management	6
The total amount of sample components:		24
TOTAL VOLUME OF THE EDUCATIONAL PROGRAM		90

For all components of the educational program, the form of final control is an exam.

3.2.2. Structural and logical scheme of the educational program



3.3 Forms of attestation of higher education applicants

Marketing masters attestation is carried out in the form of a public defense of the qualification work.

The qualification work should provide for the solution of a complex specialized task or problem in the field of modern marketing, which involves conducting research and/or implementing innovations and is characterized by uncertainty of conditions and requirements.

The qualifying work must not contain academic plagiarism, including incorrect textual borrowings, fabrication and falsification.

The qualification work must be published on the official website of the higher education institution, its division or placed in its repository. Publication of qualification work containing information with limited access is carried out in accordance with the requirements of current legislation.

3. 4.1. Matrix of correspondence of program competences mandatory components of the educational program

Components Competences	MC 1	MC 2	MC 3	MC 4	MC 5	MC 6	MC	MC 8	MC 9
	SC1	+	+	+	+	+	+	+	+
SC2	+	+	+	+	+	+	+	+	+
SC3	+		+	+	+	+	+	+	+
SC4	+		+	+	+	+	+	+	+
SC5	+		+	+		+	+	+	+
SC6		+	+	+	+	+		+	+
SC7			+					+	+
SC8	+	+	+	+	+	+	+		+
SC1	+	+	+			+	+	+	+
SC2	+	+		+	+	+	+	+	+
SC3		+	+	+	+	+		+	+
SC4			+	+	+		+	+	+
SC5	+	+	+	+	+	+	+	+	+
SC6	+	+	+	+	+	+	+	+	+
SC7	+	+	+	+	+	+		+	+
SC8	+	+	+	+	+	+	+	+	+
SC9	+	+				+		+	+
SC10	+		+	+	+	+	+	+	+
SC11	+	+	+	+	+	+	+	+	+
SC 12				+	+		+	+	+

3. 4.2. Matrix of correspondence of program competences optional components of the educational program

Competences \ Components	Components														
	MC1	MC2	MC3	MC4	MC5	MC6	MC7	MC8	MC9	MC10	MC11	MC12	MC13	MC14	MC15
ZK1	+		+	+	+	+	+	+	+	+	+	+	+	+	+
ZK2	+	+	+	+	+	+	+	+	+	+		+	+	+	+
ZK3	+								+	+			+		+
ZK4			+		+	+		+				+			
ZK5		+	+	+	+	+	+			+		+		+	
ZK6	+	+	+	+				+	+	+	+		+	+	
ZK7					+	+			+	+			+		+
ZK8	+	+	+	+				+	+	+	+		+		
SK1	+		+	+	+			+	+	+			+	+	+
SK2	+	+	+	+				+	+	+	+			+	+
SK3		+	+	+				+		+	+		+	+	
SK4	+	+	+	+	+	+	+		+	+		+	+	+	+
SK5	+	+	+	+				+	+	+	+		+	+	+
SK6	+		+		+	+	+	+	+	+		+	+	+	+
SK7	+	+	+	+	+	+	+	+	+	+	+	+	+	+	
SK8	+		+		+	+	+	+	+	+	+	+	+	+	+
SK9	+		+	+				+	+	+				+	+
SK 10			+	+	+	+	+	+	+	+		+	+	+	+
SC 11	+		+			+		+	+						
SK 12		+	+			+		+		+			+		+

**3. 5.1. Matrix of provision of program learning outcomes
corresponding mandatory components of the educational program**

Software learning outcomes	Components								
	MC 1	MC 2	MC 3	MC 4	MC 5	MC 6	MC 7	MC 8	MC 9
R1	+	+				+		+	+
R2	+					+		+	+
R3		+	+	+	+	+			+
R4			+		+				+
R5				+					+
R6	+						+		+
R7				+	+		+		+
R8			+	+				+	+
R9			+					+	+
R10	+		+		+	+	+		+
R11		+			+			+	+
R12		+			+				+
R13	+		+	+	+	+			+
R14	+		+	+		+	+		+
R15		+			+			+	+
<i>R16</i>	+		+	+	+	+	+	+	+
<i>R17</i>	+	+	+	+	+	+	+	+	+
<i>R18</i>				+	+		+	+	+

**3. 5.2. Matrix of provision of program learning outcomes
corresponding elective components of the educational program**

Components Software learning outcomes	MC1	MC2	MC3	MC4	MC5	MC6	MC7	MC8	MC9	MC10	MC11	MC12	MC13	MC14	C15
R1	+			+				+	+						+
R2	+		+	+				+	+	+				+	+
R3								+					+		
R4					+	+		+				+			
R5		+		+							+				
R6	+		+					+	+	+					
R7	+								+				+		+
R8		+		+		+	+			+		+		+	
R9			+		+								+		+
R10					+	+	+					+		+	
R11	+								+						
R12											+				
R13	+								+	+			+		
R14			+		+	+									
R15		+	+	+						+	+			+	
R16			+	+	+	+	+	+	+	+		+	+	+	+
R17	+		+			+		+	+						
R18		+	+			+		+		+			+		+

