

**3. Educational Program «Marketing Management»
Specialty 075 «Marketing»
Head of Project Group (Guarantee of Educational Program)
I.V. Ponomarenko, PhD in Economics, Associate Professor of the
Department of Marketing**

**3.1 Educational Program is specialty «Marketing Management»
in specialty 075 «Marketing»**

1 – General information	
Full name of IHE and structural unit	State University of Trade and Economics, Faculty of Trade and Marketing, Department of MARKeting
Academic degree and qualification title in the original	Academic degree Master’s degree specialty «Marketing»
Educational Program Title	«Marketing Management»
Compliance with the standard of higher education of the Ministry of Education and Science of Ukraine	Complies with the higher education standarts of the Ministry of Education and Science of Ukraine
Qualification Title (Degree), program credits and duration	Diploma type – individual. 90 ECTS credits, Training Schedule - 1, 4.
Accreditation	Sertificate of accreditation ND №1565 from 19.12.2016, the period of validity until 01.07.2024. Ministry of Education and Science of Ukraine, Ukraine
Cycle/Level	EQF of Ukraine – 7 level, FQ-EHEA- second cycle, EQF-LLL- 7 level
Academic Background	Existance of Bachelor’s Degree.
Language of instruction	Ukrainian
Program duration	According to the terms of approval of the educational program.
Educational Program Link	https://knute.edu.ua
2 – Educational program aim	
Formation of a modern system of professional knowledge and acquisition of practical skills for their application in specialized, pedagogical and research activities for the effective solution of management tasks in the field of marketing management. A marketer masters operational economic, creative, commercial, organizational and technological processes related to the main areas of marketing management of an enterprise and develops or adjusts strategic guidelines for its development with the support of marketing technologies.	
3 – Educational program general information	
Subject area	<p><i>Object of study:</i> marketing activity as a form of interaction between market participants to satisfy their economic and social interests.</p> <p><i>Learning objectives:</i> training of specialists who have modern economic thinking and relevant competencies necessary to solve problems and solve complex tasks of marketing activities that involve research and/or innovation 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</p>

	<p>management; conceptual and categorical apparatus, principles, functions, marketing concepts and their historical background; specifics of market participants' activities in various fields 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 techniques and technologies necessary to ensure effective marketing activities.</p>
Educational program orientation	Educational and professional program, applied. The program consists of professional and practical training disciplines.
Educational program and specialization goals and objectives	<p>Special education in the field of marketing. Formation of professional competence in the ability to manage the marketing activities of the enterprise.</p> <p>Keywords: marketing activity, marketing analysis, strategic marketing, marketing management.</p>
Program features	Availability of a variable component of professionally oriented disciplines for work in the field of marketing management; practical training at enterprises engaged in marketing activities.
4 – Career opportunities and further learning	
Career opportunities	<p><i>Types and titles to work to which holder of master's degree is trained according to National classifier of Ukraine SC 003:2010:</i></p> <p>Marketing Director; Commercial Director; Head of Sales (Marketing); Head of Commercial Department; Marketing Consultant; Specialist in methods of expanding the sales market (marketer, category manager); Specialist-analyst in commodity market research; Junior Researcher (Marketing); Researcher (Marketing); Researcher-Consultant (Marketing).</p>
Further learning	Graduates of Master's degree have the right to continue training on the third (educational and scientific) degree of Higher education – Doctor of Philosophy.
5 – Training and assessment	
Teaching and learning	Problem-based learning with the acquisition of general and professional competencies sufficient to generate new ideas and solve complex problems in the professional field. Mastering the methodology of scientific work, skills of presenting its results in native and foreign languages. Conducting independent research using the resource base of the university and partners. Student-centered learning, self-study, problem-based learning, learning through laboratory practice, learning through business games, competency-based approach to building and implementing training programs.
Assessment	Current control (testing, essays, presentations, individual

	<p>tasks, case studies, business games), written exams, and practice. Public defense of qualification work.</p> <p>Assessment is carried out in accordance with the "Regulations on Assessment of Learning Outcomes of Undergraduate and Postgraduate Students at the State University of Trade and Economics", "Regulations on the Organization of the Educational Process of Students".</p>
6 - Program competences	
Integral competence	The ability to solve complex tasks and problems in the field of marketing in professional activities or in the process of study, which involves research and/or innovation and is characterized by uncertainty of conditions and requirements.
General competence (GC)	<p>GC 1. Ability to make informed decisions.</p> <p>GC 2. Ability to generate new ideas (creativity).</p> <p>GC 3. Ability to assess and ensure the quality of work performed.</p> <p>GC 4. The 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>GC7. Ability to show initiative and entrepreneurship.</p> <p>GC 8. Ability to develop and manage projects.</p>
Professional competence (PC)	<p>PC1. Ability to logically and consistently reproduce and apply knowledge of the latest marketing theories, methods and practices.</p> <p>PC2. Ability to correctly interpret the results of the latest theoretical research in the field of marketing and the practice of their application.</p> <p>PC3. Ability to conduct independent research and interpret its results in the field of marketing.</p> <p>PC4. Ability to apply a creative approach to work in the specialty.</p> <p>PC5. Ability to diagnose the marketing activities of a market entity, conduct marketing analysis and forecasting.</p> <p>PC6. Ability to choose and apply effective means of managing the marketing activities of a market entity at the level of an organization, division, group, network.</p> <p>PC7. Ability to develop and analyze the marketing strategy of a market entity and ways to implement it, taking into account interfunctional relationships.</p> <p>PC8. Ability to form a marketing system of a market entity and evaluate the effectiveness and efficiency of its functioning.</p> <p>PC9. Ability to carry out theoretical and applied research in the field of marketing at the appropriate level.</p> <p>PC10. <i>Ability to develop a strategy for managing the marketing activities of the enterprise and justify comprehensive measures to achieve business goals and meet customer needs.</i></p> <p>PC11. <i>Ability to choose and apply effective means of managing marketing communications of a market entity</i></p>

	<i>in conditions of uncertainty.</i>
7 – Program learning outcomes (PLO)	
	<p><i>PLO1.</i> To know and be able to apply modern principles, theories, methods and practices of marketing in practice.</p> <p><i>PLO2.</i> Be able to adapt and apply new achievements in marketing theory and practice to achieve specific goals and solve problems of a market entity.</p> <p><i>PLO3.</i> Plan and carry out own research in the field of marketing, analyze its results and justify effective marketing decisions in the face of uncertainty.</p> <p><i>PLO4.</i> Be able to develop a strategy and tactics of marketing activities, taking into account the cross-functional nature of its implementation.</p> <p><i>PLO5.</i> Present and discuss the results of scientific and applied research, marketing projects in the state and foreign languages.</p> <p><i>PLO6.</i> Be able to increase the efficiency of marketing activities of a market entity at various levels of management, develop and manage marketing projects.</p> <p><i>PLO7.</i> Be able to form and improve the marketing system of a market entity.</p> <p><i>PLO8.</i> Use interpersonal communication methods in solving collective problems, negotiating, and scientific discussions in the field of marketing.</p> <p><i>PLO 9.</i> Understand the essence and peculiarities of using marketing tools in the process of making marketing decisions.</p> <p><i>PLO10.</i> Justify marketing decisions at the level of a market entity using modern management principles, approaches, methods, and techniques.</p> <p><i>PLO11.</i> Use the methods of marketing strategic analysis and interpret its results in order to improve the marketing activities of a market entity.</p> <p><i>PLO12.</i> Perform diagnostics and strategic and operational marketing management to develop and implement marketing strategies, projects and programs.</p> <p><i>PLO13.</i> Manage the marketing activities of the market entity, as well as its divisions, groups and networks, determine the criteria and indicators for its evaluation.</p> <p><i>PLOP14.</i> Form a marketing system of interaction, build long-term mutually beneficial relationships with other market players.</p> <p><i>PLO15.</i> Collect the necessary data from various sources, process and analyze their results using modern methods and specialized software.</p> <p><i>PLO16.</i> <i>Develop a strategy for managing the company's marketing activities and justify comprehensive measures to achieve business goals and meet customer needs.</i></p> <p><i>PLO17.</i> <i>To select and apply effective means of managing marketing communications of a market entity in conditions of uncertainty.</i></p>
8 – Resource support for program implementation	

Academic staff	<p>The Department of Marketing of State University of Trade and Economics is responsible for the training of masters in the Marketing Management program. The staffing complies with the License Terms for Educational Activities. 100% of the teaching staff involved in teaching professionally oriented disciplines have academic degrees in their specialty and are characterized by a high level of professional training. To improve their professional level, all academic staff undergo an internship once every five years.</p> <p>All academic staff have signed employment contracts.</p>
Facilities	<p>The provision of classrooms, computer workstations, and multimedia equipment meets the needs.</p> <p>All the necessary social infrastructure is available, and the number of dormitory beds meets the requirements.</p> <p>Provision of premises for training and control measures - 4 square meters per person.</p> <p>40% of classrooms are equipped with multimedia equipment.</p> <p>SUTE's infrastructure includes libraries, including a reading room, catering facilities, an assembly hall, gymnasiums, a stadium, a medical center, and dormitories.</p>
Informational, teaching and learning materials	<p>SUTE fully complies with the technological requirements for educational, methodological and information support of educational activities.</p> <p>There is access to databases of periodicals 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/certification (of scientific personnel) activities, educational and scientific structural units and their composition, list of academic disciplines, admission rules, contact information): https://knute.edu.ua</p> <p>The current MOODLE distance learning system provides independent and individual training. SUTE's Distance Learning Laboratory has teaching and learning materials for the curriculum disciplines: http://cdn.knute.edu.ua</p>
9 – Academic mobility	
National credit mobility	<p>Based on bilateral agreements between SUTE and Ukrainian universities on academic mobility.</p>
International credit mobility	<p>Within the framework of the EU Erasmus+ program, on the basis of bilateral agreements on international academic mobility between SUTE and higher education institutions of partner countries; by concluding agreements on double degree programs, long-term international projects that provide for student training, issuance of a double degree, etc.</p>
Training of foreign students	<p>According to the rules of admission to SUTE.</p>

3.2 List of educational program components and their logical order

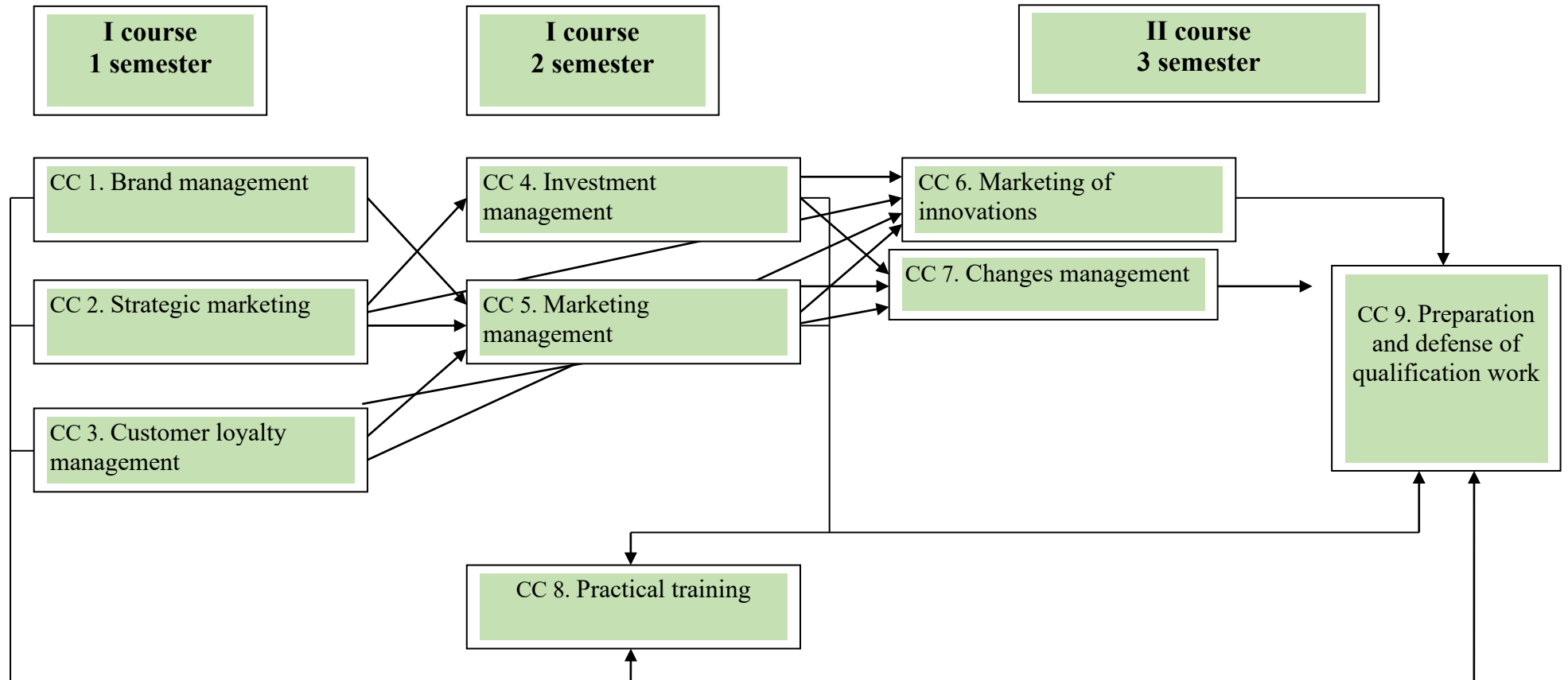
3.2.1 List of educational program components

№	Educational Program components (academic disciplines, course projects (works), internships, qualification examination, qualification work)	Total credits
1	2	3
CC (compulsory component)		
CC1	Brand management	6
CC2	Strategic marketing	6
CC 3	Customer loyalty management	6
CC 4	Investment management	7,5
CC 5	Marketing management	7,5
CC 6	Marketing of innovations	6
CC 7	Changes management	6
CC 8	Practical training	9
CC 9	Preparation and defense of qualification work	12
Total credits for compulsory components:		66
OB (optional block of courses)		
OB1	Life safety	6
OB2	Business engineering	6
OB3	Brand strategies	6
OB4	Information warfare	6
OB5	Consumer law	6
OB6	Corporate law	6
OB7	Logistics Management	6
OB8	Marketing analysis	6
OB9	Marketing information systems	6
OB10	Basics of cybersecurity	6
OB11	Psychology of management	6
OB12	Risks in marketing	6
OB13	Торговельні мережі	6
OB14	Управління бізнес-процесами в торгівлі	6
Total credits for compulsory components		24
TOTAL		90

The final assessment for all educational program components is exam.

3.2.2

Structural and logical scheme of EP



3. 3.3. Final assessment

The certification of masters of marketing is carried out in the form of a public defense of the qualification work.

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

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

The qualification paper must be published on the official website of the higher education institution, its subdivision or depository. The publication of a qualification paper containing information with restricted access is carried out in accordance with the requirements of applicable law.

3.4.1 Program Competences and EP Components Matrix

Компоненти Компетентності	OK 1	OK 2	OK 3	OK 4	OK 5	OK 6	OK 7	OK 8	OK 9
3K1	+	+	+	+	+	+	+	+	+
3K2	+	+	+	+	+	+	+	+	+
3K3	+	+	+		+	+		+	+
3K4	+	+	+		+		+	+	+
3K5	+		+	+			+	+	+
3K6		+	+	+	+	+	+	+	+
3K7						+		+	+
3K8	+	+	+	+	+	+	+		+
CK1	+		+	+	+	+	+	+	+
CK2	+	+	+	+	+	+	+	+	+
CK3		+		+	+	+	+	+	+
CK4		+	+		+	+	+	+	+
CK5	+	+	+	+	+	+	+	+	+
CK6	+	+	+	+	+	+	+	+	+
CK7	+	+	+	+	+	+	+	+	+
CK8	+	+	+	+	+	+	+	+	+
CK9				+	+	+	+	+	+
<i>CK10</i>	+				+	+			
<i>CK11</i>	+				+	+			

3.4.2 Matrix of correspondence of program competencies to selective components of the educational program

Компоненти Компетентності	БК 1	БК 2	БК 3	БК 4	БК 5	БК 6	БК 7	БК 8	БК 9	БК 10	БК 11	БК 12	БК 13	БК 14
	ЗК1		+	+	+	+		+	+	+	+	+	+	+
ЗК2	+	+	+	+	+	+	+	+	+		+	+	+	+
ЗК3												+	+	+
ЗК4		+	+				+				+		+	
ЗК5	+	+		+	+	+					+		+	
ЗК6	+	+	+	+		+	+	+	+	+		+	+	
ЗК7												+	+	
ЗК8	+	+	+	+			+	+		+		+	+	+
СК1		+	+	+			+	+	+			+	+	+
СК2	+	+		+		+	+	+	+	+				+
СК3	+	+		+		+	+	+	+	+		+	+	
СК4	+		+	+	+	+					+	+	+	+
СК5	+	+	+	+			+	+	+	+		+	+	+
СК6		+	+		+		+	+			+	+	+	+
СК7	+	+	+	+	+		+	+	+	+	+	+	+	+
СК8		+	+		+		+	+		+	+	+	+	+
СК9				+			+	+	+					+
СК10							+							+
СК11														+

**3.5.1. Matrix for ensuring program learning outcomes
the relevant mandatory components of the educational program**

Компоненти Програмні результати навчання	OK 1	OK 2	OK 3	OK 4	OK 5	OK 6	OK 7	OK 8	OK 9
P1					+			+	+
P2				+	+	+	+	+	+
P3		+	+			+			+
P4		+		+	+		+		+
P5				+	+				+
P6	+		+	+	+	+	+		+
P7		+	+		+	+			+
P8							+	+	+
P9					+			+	+
P10	+	+	+		+	+			+
P11		+		+		+		+	+
P12		+		+	+	+	+		+
P13	+	+			+				+
P14	+		+	+					+
P15		+		+	+	+	+	+	+
<i>P16</i>	+				+	+			
<i>P17</i>	+				+	+			

**3.5.2. Matrix for ensuring program learning outcomes
with relevant selective components of the educational program**

Компоненти Програмні результати навчання	Компоненти													
	БК 1	БК 2	БК 3	БК 4	БК 5	БК 6	БК 7	БК 8	БК 9	БК 10	БК 11	БК 12	БК 13	БК 14
P1				+			+	+						
P2				+			+		+					+
P3							+	+				+	+	
P4			+				+				+		+	
P5	+			+						+				
P6		+					+							+
P7												+		+
P8	+			+	+	+					+		+	
P9			+									+	+	
P10		+			+						+		+	+
P11		+	+					+						
P12			+					+		+				
P13												+	+	+
P14		+				+							+	
P15	+	+		+		+		+	+	+				
P16							+							+
P17														+

