

Kyiv National University of Trade and Economics
Faculty of Trade and Marketing

INFORMATION PACKAGE
European Credit Transfer System (ECTS)

Field of study	07 «Management and Administration»
Specialty	075 «Marketing»
Specialisation	«Advertising Business»
Qualification	«Bachelor»

Kyiv 2021

**3. Educational programme in specialty 075 «Marketing»
(Specialisation «Advertising Business»),**
the educational programme guarantor PhD in Psychology,
Associate Professor of Marketing Department IRYNA L. FEDORYSHYNA

3.1 Educational programme profile in specialty 075 «Marketing»

1 – General information	
Full name of IHE and structural unit	Kyiv National University of Trade and Economics, Faculty of Trade and Marketing, Marketing Department
Academic degree and qualification title in the original	Bachelor's Degree specialty «Marketing» specialisation «Advertising Business»
Educational programme title	«Advertising Business»
Qualification title (degree), program credits and duration	Bachelor's degree diploma, single, 240 ECTS credits, training period 3 years and 10 months
Accreditation	Accreditation Certificate issued by the Ministry of Education and Science of Ukraine (Ukraine) for the period of validity until July 1, 2024, based on the order of the Ministry of Education and Science of Ukraine, dated 19.12.2016 № 1565
Cycle/level	National Qualifications Framework of Ukraine - level 6, FQ-EHEA – first cycle, EQF-LLL – level 6
Academic backgrounds	Complete general secondary education
Language(s) of instruction	Ukrainian
Programme duration	Expires on July 1, 2024
Educational programme link	https://knute.edu.ua
2 - Educational programme aim	
<p>Формування системи професійних знань і практичних навичок, необхідних для ефективного вирішення завдань маркетинговій діяльності та забезпечення роботи підприємств рекламної галузі. Маркетолог досліджує ринок, його кон'юнктуру, потреби та попит, формує товарну, цінову, збутову та комунікаційну політики рекламного підприємства на засадах маркетингу та забезпечує його конкурентне положення на ринку реклами.</p> <p>Building a system of professional knowledge and practical skills required for an effective solution of tasks in marketing activity and maintenance of advertising businesses' operation. The marketer studies the market, its opportunities, needs and demand, shapes product, pricing, sales and communication policies of an advertising company on the basis of marketing and ensures its competitiveness in the advertising market.</p>	
3 – Educational programme general information	

Subject area (field of study, specialty, specialization (provided it is given))	Field of study 07 «Management and Administration» Specialty 075 «Marketing» Specialisation «Advertising Business»
Educational programme orientation	Educational and professional programme consisting of social and humanitarian, fundamental, and natural science subjects as well as professional and practical training.
Educational and specialisation goals and objectives	Building professional competence in performing marketing activity at an enterprise of the advertising branch. Keywords: advertising, advertising business, advertising enterprise economy, advertising branch and advertising enterprise management, marketing strategy, marketing planning, media planning, advertising creative, advertising strategies, copywriting, product and price policy.
Specific requirements	Availability of a variable component of professionally-oriented subjects training in the field of marketing; 2 months of practical training at advertising branch enterprises; final project.
4 – Career opportunities and further learning	
Career opportunities	The graduate is suitable for employment in positions specified by the National Classification of Occupations DK 003: 2010: assistant to the head of an enterprise (institution, organization); supply chain manager; sales manager; commercial agent; agent of trading; agent of advertising; advertising representative; a trader (business services and advertising); project manager in advertising; commercial enterprise advertising expert; assistant to the head of an advertising enterprise; market research analyst at an enterprise; copywriter.
Further learning	Opportunity to enrol in programmes: FQ-EHEA second cycle, QQ-LLL level 7 and NQF level 7.
5 – Training and assessment	
Teaching and learning	Teaching based on a problem-oriented approach with the use of modern educational technologies and techniques aimed at the development of abilities and motivation of students' interest in the study of the professional cycle subjects.
Assessment	Students' performance is assessed according to «Regulations on the evaluation of learning outcomes of students and postgraduate students» and «Regulations on the organisation of the educational process of students» in the form of the following: monitoring, written examinations, defence of course works, individual and team research works, qualification examination and certification.
6 – Programme competences	
Integral competence (IC)	Ability to solve complex specialised tasks and practical problems in marketing activity or in the process of learning, which involves the application of certain theories and methods and is characterised by comprehensiveness and ambiguity of conditions.

<p>General competences (GCs)</p>	<p>GC1. 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>GC2. Ability to preserve and increase moral, cultural, scientific values and achievements of the 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 the society, engineering and technologies, to practise various types and forms of exercise for active leisure and healthy lifestyle.</p> <p>GC3. Ability to think abstractly, analyse and synthesize.</p> <p>GC4. Ability to learn and acquire up-to-date knowledge.</p> <p>GC5. Determination and persistence in the tasks set and responsibilities taken.</p> <p>GC6. Knowledge and understanding of the subject area and understanding of the professional activity.</p> <p>GC7. Ability to apply knowledge in practical situations.</p> <p>GC8. Ability to carry out research at an appropriate level.</p> <p>GC9. Skills in the use of information and communication technologies.</p> <p>GC10. Ability to communicate in a foreign language.</p> <p>GC11. Ability to work in a team.</p> <p>GC12. Ability to communicate with other professional group representatives of various levels (experts in other fields of knowledge/types of economic activity).</p> <p>GC13. Ability to work in an international environment.</p> <p>GC14. Ability to act socially responsibly and consciously.</p>
---	---

Professional competences (PCs)	<p>PC1. Ability to integrate obtained knowledge of marketing in a logical and cohesive way.</p> <p>PC2. Ability to analyse and generalise the principles of the subject area of up-to-date marketing.</p> <p>GC3. Ability to apply theoretical principles of marketing for interpretation and forecast of the phenomena and processes within a marketing environment.</p> <p>PC4. Ability to perform marketing activity understanding the essence and content of marketing theory and functional links between its components.</p> <p>PC5. Ability to apply marketing methods, techniques and tools in a correct way.</p> <p>PC6. Ability to conduct marketing research in various fields of marketing activity.</p> <p>PC7. Ability to define the impact of marketing functional areas on the results of economic activity of market participants.</p> <p>PC8. Ability to establish marketing maintenance for the development of business under the conditions of uncertainty.</p> <p>PC9. Ability to use the set of marketing tools in innovative activities.</p> <p>PC10. Ability to apply marketing information systems when approving marketing decisions and to develop recommendations on their effectiveness improvement.</p> <p>PC11. Ability to analyse the behaviour of market participants and define the characteristics of market operating.</p> <p>PC12. Ability to justify, present, and integrate the results of research in the field of marketing.</p> <p>PC13. Ability to plan and conduct effective marketing activities of a market participant in a cross-functional perspective.</p> <p>PC14. Ability to introduce improvements concerning the functions of marketing activity.</p> <p><i>PC15. Ability to create a high-quality advertising product based on client marketing strategies.</i></p> <p><i>PC16. Ability to develop measures preventing crisis situations at an advertising branch enterprise.</i></p> <p><i>PC17. Ability to use information and communication technologies in the marketing activity of an advertising branch enterprise.</i></p> <p><i>PC18. Ability to develop and implement plans and strategies for the development of an advertising branch enterprise.</i></p> <p><i>PC19. Ability to shape the product, pricing, sales and communication policies of an advertising brach enterprise on the basis of marketing.</i></p>
7 – Programme learning outcomes	
	<p>PLO1. To demonstrate knowledge and understanding of theoretical foundations and principles of implementing marketing activities.</p> <p>PLO2. To analyse and anticipate market phenomena and processes using fundamental principles, theoretical knowledge and applied skills of marketing activities.</p> <p>PLO3. To apply the acquired theoretical knowledge to solve practical problems in the field of marketing.</p> <p>PLO4. To collect and analyse the necessary information, to calculate economic and marketing indicators, to justify managerial</p>

	<p>decisions using a required set of analytical and methodical tools.</p> <p>PLO5. To identify and analyse the key features of marketing systems of various levels as well as behavioural peculiarities of their subjects.</p> <p>PLO6. To define the functional areas of marketing activities of a market participant along with their interactions within a management system, to calculate relevant indicators to characterise the impact of the given activity.</p> <p>PLO7. To use digital and communication technologies as well as various software required for an adequate marketing activity and a practical use of marketing tools.</p> <p>PLO8. To use innovative approaches in the implementation of marketing activity of a market participant, to be flexible in adapting to the changes in the marketing environment.</p> <p>PLO9. To estimate the risks of implementing marketing activities, to define an uncertainty level within the marketing environment when making managerial decisions.</p> <p>PLO10. To explain the information and ideas about and alternatives to the taken managerial decisions to both experts and laymen in marketing as well as to the structural units representatives of a market participant.</p> <p>PLO11. To demonstrate the skills of using a cross-cutting approach and to perform the marketing functions of a market participant.</p> <p>PLO12. To identify the skills of independent work, flexible thinking, open mindset, ability of being both critical and self-critical.</p> <p>PLO13. To take responsibility for the results or their activity, to demonstrate the skills of an entrepreneurial and managerial initiative.</p> <p>PLO14. To perform functional duties in a team and suggest justified marketing solutions.</p> <p>PLO15. To take social responsibility and stay civic-minded in their actions following basic ethic marketing principles, showing respect to cultural diversity and civil-society values and observing human rights and liberties.</p> <p>PLO16. To conform to the requirements for an up-to-date marketer, to strengthen and upgrade their own professional competence.</p> <p>PLO17. To demonstrate the skills of written and verbal professional communication in the national and foreign languages along with a proper use of professional terms.</p> <p>PLO18. To treat in a responsible way moral, cultural, and scientific values and advances of the society in the field of professional marketing.</p> <p><i>PLO19. To collect and analyse the necessary information, to calculate marketing indicators, to justify managerial decisions based on the use of the required set of analytical and methodical tools.</i></p> <p><i>PLO20. To create advertising messages and promotional materials.</i></p> <p><i>PLO21. To build distributor networks; to develop the strategies of differential cooperation with company's clients through the distributors and dealers operating in the market; to use efficient methods of increasing sales of goods and services.</i></p>
--	--

	<p><i>PLO22. To collect and analyse the necessary information, to calculate marketing metrics, to justify managerial decisions based on the use of the required set of analytical and methodical tools.</i></p> <p><i>PLO23. To design a public relations programme.</i></p>
8 – Resource support for programme implementation	
Academic Staff	The specialists training bachelors in the educational programme «Advertising Business» are professionally trained and/or well-experienced experts in economics, administration, and communications. All the teaching staff engaged in the educational process scientific qualifications and academic titles. All of them have signed labour contracts.
Facilities	Academic facilities-student ratio is 4 m2 per person. 40% of the classrooms are technologically equipped with multimedia units. The KNUTE facilities include the following: libraries and a reading room, a canteen and cafeterias, an assembly hall, gyms, a stadium, a health-care centre, residence halls.
Informational, teaching and learning materials	There is an access to databases of scientific periodicals in English of the corresponding or related profile (a shared use of the bases by several educational institutions is possible). There is the KNUTE official website containing basic information about its activities (structure, licenses and certificates of accreditation, educational / scientific / publishing / attestation (scientific staff) activities, educational and scientific structural divisions and their composition, the list of subjects, admission rules, contact information): http://ldn.knute.edu.ua The KNUTE Centre for Distance Learning provides teaching materials on the curriculum.
9 – Academic mobility	
National credit mobility	National credit mobility is implemented in accordance with concluded agreements on academic mobility.
International credit mobility	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.
Training of foreign students	Conditions and characteristics of the educational programme in the context of training foreign citizens: command of the Ukrainian language at a level no lower than B2.

3.2. List of the educational programme components and their logical order

3.2.1 List of the EP components

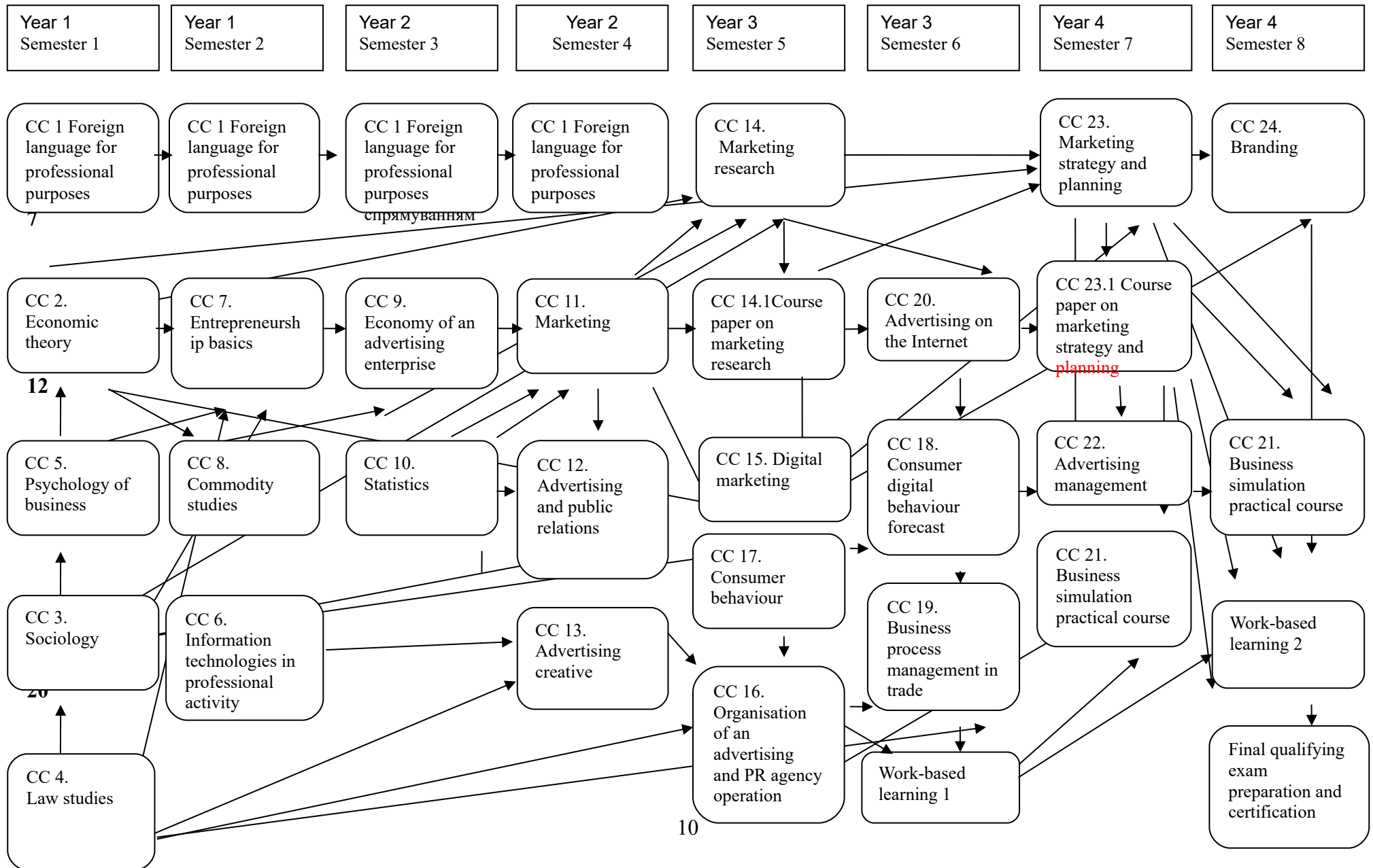
Subject code	The Educational Programme components (courses, course projects (papers), work-based learnings, qualifying examination, final qualification work)	Total credits
1	2	3
EP Compulsory components		
CC 1	Foreign language for professional purposes	24

CC 2	Economic theory	6
CC 3	Sociology	6
CC 4	Law studies	6
CC 5	Psychology of business	6
CC 6	Information technologies in professional activity	6
CC 7	Entrepreneurship basics	6
CC 8	Commodity studies	6
CC 9	Economy of an advertising enterprise	6
CC 10	Statistics	6
CC 11	Marketing	6
CC 12	Advertising and public relations	6
CC 13	Advertising creative	6
CC 14	Marketing research	6
CC 14.1	Course paper on marketing research	6
CC 15	Digital marketing	6
CC 16	Organisation of an advertising and PR agency operation	6
CC 17	Consumer behaviour	6
CC 18	Consumers digital behaviour forecast	6
CC 19	Business process management in trade	9
CC 20	Advertising on the Internet	6
CC 21	Business simulation practical course	9
CC 22	Advertising management	6
CC 23	Marketing strategy and planning	6
CC 23.1	Course paper on marketing strategy and planning	6
CC 24	Branding	6
Total credits for compulsory components:		180
EP Optional components		
OC 1	Life safety	6
OC 2	Accounting	6
OC 3	Advertising design	6
OC 4	Diplomatic and business protocol and etiquette	6
OC 5	Business negotiating	6
OC 6	Environmental studies	6
OC 7	E-Commerce	6
OC 8	Consumer rights protection	6
OC 9	Event marketing	6
OC 10	Imageology	6
OC 11	Information systems in retail	6
OC 12	Categories and systematics in retail	6
OC 13	Computer graphics in advertising	6
OC 14	Copywriting	6
OC 15	Media planning	6
OC 16	Management	6
OC 17	Organisation of trade	6
OC 18	Psychology of advertising	6
OC 19	Religious studies	6
OC 20	Decision-making systems	6
OC 21	Social responsibility of business	6
OC 22	Social leadership	6
OC 23	Product and pricing policies in advertising business	6
OC 24	Commodity studies. Antiques	6
OC 25	Commodity studies. Plants and flowers	6

OC 26	Commodity studies. Fuels and lubricants	6
OC 27	Commodity studies. Vehicles	6
OC 28	Commodity studies. Civilian weapons	6
OC 29	Trade marketing	6
OC 30	Shop fitting and vending equipment	6
OC 31	Sales management and merchandising	6
OC 32	Philosophy	6
Total credits for optional components:		60
Practical training		
Work-based learning 1		3
Work-based learning 2		6
Total credits for practical training		9
Final assessment		
Final qualifying exam preparation and certification		3
Total credits for final assessment		3
TOTAL NUMBER OF THE EP CREDITS		240

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

3.2 The EP Structural and Logic Network



21
22



3. Final assessment of graduates

The final assessment is carried out in the form of a final qualification examination.

The final qualification examination should be aimed at evaluating the achieved learning outcomes defined by the educational programme in the institution of higher education.

3.4.1 The programme competences and the EP compulsory components matrix

Components Competences	GC1	GC2	GC3	GC4	GC5	GC6	GC7	GC8	GC9	GC10	GC11	GC12	GC13	GC14	GC14.1	GC15	GC16	GC17	GC18	GC19	GC20	GC21	GC22	GC23	GC23.1	GC24
	GC1	+									+												+	+		
GC2	+		+		+			+	+							+		+			+					
GC3		+	+	+		+		+	+			+	+						+			+				
GC4	+	+	+		+	+				+		+				+					+					+
GC5					+		+				+					+				+		+		+		
GC6							+		+	+	+	+		+			+	+		+	+	+	+	+		+
GC7	+			+											+		+						+		+	
GC8					+								+													+
GC9		+											+		+						+		+		+	
GC10	+																	+								
GC11						+							+	+		+						+				
GC12	+				+		+			+	+					+								+	+	
GC13	+		+		+																		+		+	
GC14				+							+						+					+	+			
PC1									+	+	+						+		+		+	+				
PC2		+							+	+		+		+									+		+	
PC3									+	+					+		+								+	
PC4									+	+		+		+			+				+			+	+	
PC5									+		+		+	+			+		+		+		+	+	+	
PC6	+									+			+				+									
PC7												+	+		+		+			+		+	+	+	+	+
PC8											+	+								+		+		+		+
PC9		+									+												+			
PC10		+								+			+				+			+			+			+
PC11		+		+		+	+			+						+				+				+		
PC12					+	+				+		+	+					+					+		+	
PC13	+	+		+														+				+		+		
PC14		+		+		+		+					+	+				+							+	
PC15																		+			+			+		
PC16							+													+			+			+
PC17										+	+		+							+	+		+			+
PC18							+		+			+					+					+	+			
PC19				+		+								+			+			+			+	+	+	

3.4.2. The programme competences and the EP optional components matrix

Components	OC1	OC2	OC3	OC4	OC5	OC6	OC7	OC8	OC9	OC10	OC11	OC12	OC13	OC14	OC15	OC16	OC17	OC18	OC19	OC20	OC21	OC22	OC23	OC24	OC25	OC26	OC27	OC28	OC29	OC30	OC31	OC32				
GC1	+	+		+	+	+	+	+	+	+	+		+		+	+	+	+		+						+					+					
GC2	+				+	+	+	+	+	+	+		+		+	+	+	+									+									
GC3	+	+												+								+														
GC4							+											+												+						
GC5								+									+						+													
GC6												+	+					+		+						+		+	+							
GC7	+	+									+								+			+					+					+				
GC8							+							+				+					+													
GC9		+																			+															
GC10																															+					
GC11												+	+				+	+							+											
GC12							+	+	+	+	+				+	+		+	+	+		+		+	+				+			+				
GC13							+	+	+	+	+				+	+															+					
GC14	+	+	+		+	+	+				+							+								+										
PC1																			+								+		+							
PC2							+							+																						
PC3				+														+				+														
PC4														+										+												
PC5																		+			+						+	+								
PC6		+																+				+		+												
PC7	+	+																	+	+		+	+		+	+	+						+			
PC8							+												+				+													
PC9															+												+								+	
PC10		+												+							+						+									
PC11			+																			+									+					
PC12																			+				+	+												
PC13				+	+	+																	+		+		+									
PC14								+																												
PC15			+																									+								
PC16													+		+		+	+						+												

<i>PLO22</i>		+							+					+	+	+		+					+		+	+	
<i>PLO23</i>														+		+			+	+	+	+					

3.5.2 Programme learning outcomes and the EP optional components matrix

Competences		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	OC 18	OC 19	OC 20	OC 21	OC 22	OC 23	OC 24	OC 25	OC 26	OC 27	OC 28	OC 29	OC 30	OC 31	OC 32			
Programme learning outcomes																																				
PLO1	+																											+								
PLO2																						+							+		+					
PLO3	+	+						+																												
PLO4		+																					+				+									
PLO5																						+														
PLO6																						+														
PLO7																						+	+	+			+			+		+		+		
PLO8		+													+							+					+			+						
PLO9																				+													+			
PLO10								+	+			+	+		+	+					+				+											
PLO11			+					+														+					+			+						
PLO12														+	+																		+			
PLO13								+	+											+	+					+										
PLO14									+				+							+						+										
PLO15	+		+	+		+	+				+		+	+												+										
PLO16	+							+									+																	+		
PLO17										+	+																									+
PLO18		+																					+					+			+				+	
<i>PLO19</i>	+		+	+				+	+		+	+		+		+																		+		
<i>PLO20</i>											+	+										+			+									+		
<i>PLO21</i>																						+		+					+		+				+	
<i>PLO22</i>		+																					+					+			+				+	
<i>PLO23</i>																													+		+		+		+	

4. INFORMATION ON EDUCATIONAL COMPONENTS (SUBJECTS)

CONTENTS

INTRODUCTION	2
1. General information	3
1.1. Name and address.....	3
1.2. Institution description (type and status specifically).....	6
1.3. Academic bodies.....	6
1.4. Academic calendar.....	7
1.5. List of educational programmes available.....	7
1.6. Admission requirements including language policy and registration procedures.....	11
1.7. Mechanisms for the credit mobility and previous (formal and informal) learning recognition.....	11
1.8. ECTS credit distribution policy (institution credit framework).....	12
1.9. Academic management mechanisms.....	12
2. Resources and services	12
2.1. Student register and record department.....	13
2.2. Accommodation.....	13
2.3. Catering.....	14
2.4. Accommodation cost.....	14
2.5. Student financial support.....	14
2.6. Medical services.....	16
2.7. Insurance.....	16
2.8. Conditions for students with disabilities and special needs.....	17
2.9. Learning equipment.....	17
2.10. Student mobility through educational programmes.....	20
2.11. Compulsory and optional mobility windows.....	22
2.12. Graduation types (common, dual, multi-party).....	22
2.13. Consortium/Partnership members and their roles.....	22
2.14. Language courses.....	25
2.15. Work-based learning opportunities.....	25
2.16. On-the-job training.....	25
2.17. Sports and recreation facilities.....	26
2.18. Student organizations.....	27
3. Educational programme (<i>with the head of the project group – educational programme guarantor mentioned</i>).....	28
4. Educational programme components (subjects)	42