3. Educational Program «Digital Marketing»
In specialty 075 «Marketing»
Educational Program Guarantor
Candidate of Technical Sciences,
Associate Professor of marketing Department Yankovets T.M.
3.1 Profile of Educational program «Digital Marketing»
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	«Digital Marketing»
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	National Qualifications Framework of Ukraine, level 7, FQ-EHEA - the second cycle, EQF-LLL - 7 level
Academic Backgrounds	Availability of the bachelor's degree
Language(s) of instruction	Ukrainian
Program duration	July 1 ,2024 .
Educational Program Link	https://knute.edu.ua/
2 - Educational program aim	
Modern formation of the professional knowledge and acquisition of practical skills for the purpose of their application in the profile, pedagogical and research activity for the effective management of managerial tasks in the digital marketing. The marketer in the digital marketing masters in the operational, economic, creative, commercial, organizational and technological processes that are related to the main areas of the marketing activity of the organization and develops or corrects strategic guidelines for its development with the support of digital technologies, methods, instruments.	
3 - Educational program general information	
Subject area	*Object of study*: marketing activity as a form of interaction between the subjects of market relations to meet their economic and social interests. *Training objectives:* 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. *Theoretical content of the subject area:* 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. *Methods, techniques and technologies:* general scientific and special methods, professional methods and technologies necessary to ensure effective marketing activities. *Tools and equipment:* modern universal and specialized informational systems and software products necessary for the adoption and implementation of marketing management decisions.
Orientation of educational program	Educational and professional, applied. The program consists of disciplines of professional and practical training.
The main focus of the educational program and specialization	Specialized education in the field of digital marketing. Formation of professional competence in the ability to manage digital marketing activities of the enterprise with appliance of digital technologies, channels, methods, instruments. Keywords: marketing, digital technologies, omni channels, digital marketing, digital marketing strategies, digital marketing instruments.
Program features	The presence of a variable component of professionally oriented disciplines for work in the field of digital marketing; practical training at enterprises engaged in marketing activities with appliance of digital technologies, channels, methods, instruments.
4 – Career opportunities and further learning	
Career opportunities	The graduate is suitable for employment in positions according to the National Classifier of professions DK 003: 2010: Marketing Director; Commercial Director, Head of Sales (Marketing); Head of Commercial Department; Director (Manager) of a Small Enterprise; Marketing Professionals, namely: Entrepreneurship Advisor; Marketing Consultant; Specialist in Digital Technologies; Public Relations and Press Specialist; Specialist in the Efficiency of Entrepreneurship; Specialist in Methods for Market Expanding (Marketing Expert, Categorical Manager); Specialist in the Efficiency of Entrepreneurship; Specialist in Commodity Market Research; Junior Researcher (marketing); Researcher (marketing); Researcher-Consultant (marketing).
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	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. 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.
Assessment	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", "Regulations on the students' educational process organization".
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)	GC 1. Ability to make grounded decisions. GC 2. Ability to generate new ideas (creativity). GC 3. Ability to assess and ensure the quality of the work provided. GC 4.Ability to adaptation and actions in a new situation. GC 5. Skills of interpersonal interaction. GC 6. Ability to carry out scientific researches, search, processing and analysis of the information. GC7. Ability to demonstrate initiative and entrepreneurship. GC 8. Ability to work out projects and manage them.
Professional competence (PC)	PC1. Ability to logically reproduce and apply knowledge of the latest theories, methods and practical techniques of marketing. PC2. Ability to interpret correctly the results of the latest theoretical investigations in marketing and practice of their appliance. PC 3. Ability to carry out independent research and interpret their results in marketing. PC 4. Ability to apply creative approach to the professional work. PC 5. Ability to diagnose marketing activity of a marketing entity, carry out marketing analysis and forecasting. PC 6. Ability to choose and employ effective means of managing marketing activity of a market entity at the organizational, departmental, group, net levels. PC 7. Ability to work out and analyze marketing strategy of a market entity and the ways to implement it employing interfunctional connections.

	PC 8. Ability to form marketing system of a market entity and assess the results and effectiveness of its functioning. PC 9. Ability to carry out marketing theoretical and applied research at the proper level. *PC10. Ability to determine the marketing policy of the enterprise on the Internet.* *PC11.* Ability to justify the management decisions of the enterprise in the field of digital marketing.
7 - Program learning outcomes	
	PLO1. To know and be able to apply in the practical activity the modern principles, theories, methods and practical techniques of marketing. 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. 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. PLO 4. To be able to work out strategy and tactics of marketing activity taking into consideration cross-functional character of its implementation. PLO 5. To present and discuss the results of scientific and applied research, marketing projects by state and foreign languages. 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. PLO 7. To be able to form and enhance a market entity marketing activity. PLO 8. To employ the methods of interpersonal communication in solving team tasks, negotiating, scientific discussions in marketing. PLO 9. To understand the essence and peculiarities of applying marketing tools in the process of decision-making in marketing. PLO 10. To justify marketing decisions at the level of a market entity with employing modern management principles, approaches, methods, techniques. PLO 11. To use the marketing strategic analysis methods and interpret its results with the aim to improve marketing activity of a market entity. PLO 12. To diagnose and perform strategic and operational marketing management to develop and implement marketing strategies, projects and programs. PLO 13. To manage marketing activity of a market entity as well as its departments, groups and chains, determine criteria and its assessment results. PLO 14. To form marketing system of interaction, build long-term mutual beneficial connections with other market entities. PLO 15. To collect necessary date from different sources, process and analyze them with the help of modern methods and specialized software.
8 – Resource support for program implementation	

Academic staff	The graduate and responsible for master's training in the field of the digital marketing 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.
Facilities	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. The infrastructure of SUTE: libraries, including the reading room, catering facilities, the assembly hall, gymnasiums, the stadium, the medical center, dormitories.
Informational, teaching and learning materials	SUTE fully complies with the technological requirements for the educational, methodological and informational support of educational activities. There is the access to databases of periodical scientific publications in English of the corresponding or related profile (it is possible to share the bases of several educational institutions) There is the official website of SUTE, which contains the basic information about its activities (the structure, licenses and certificates of the accreditation, educational / education-scientific / publishing / attestation (of the scientific staff) activities, educational and scientific structural divisions and their composition, the list of educational disciplines, admission rules, contact information): https://knute.edu.ua/. The existing distance learning system MOODLE provides the independent and individual training. In the Distance Learning Laboratory of KNUTE there are educational and teaching materials of educational disciplines from the educational curriculum: http://ldn.knute.edu.ua.
9 – Academic mobility	
National Credit Mobility	The individual deals about academic mobility for studying and research conducting in universities and scientific institutions of Ukraine are allowed. Credits received at other universities in Ukraine are re-calculated according to the certificate of the academic mobility.
International Credit Mobility	SUTE participates in Erasmus + program according to the direction of K1 by concluding agreements with:

	1. University of Pari Es Cretay (Paris, France). Educational Degree: Master. Specialty: International Master in Business Management.
	2. Business School "Audense" (Nantes, France). Educational Degree: Master. Specialty: Economics, Management, and Business Administration. For the scientific and pedagogical staff: mobility for teaching purposes.
	3. Hohenheim University (Stuttgart, Germany). Educational Degree: Master. Specialty: Economics and Business Administration. For scientific and pedagogical staff: mobility for the internship purposes.
Training of foreign students	Training of foreign students is conducted according to the general conditions or to the individual schedule, provided by the studying of Ukrainian in the amount of 6 ECTS credits provided by the curriculum additionally.

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

3.2.1 3.2.1. List of EP components

Code n/d	Educational Program components (educational disciplines, course projects (course paper), practice, the qualifying examination, the final qualification work)	Total credits
1	2	3
Compulsory components		
CC 1	Digital Technologies in business	6
CC2	Strategic Marketing	6
CC 3	Digital Technologies in marketing	6
CC 4	Internet-marketing	7,5
CC 5	Mobile marketing	7,5
CC 6	WEB-analytics	6
CC 7	Digital Technologies in advertising	6
Total volume of compulsory components		**45**
Optional components		
OC 1	Audio&Video Production	6
OC 2	Life safety	6
OC 3	Business-engineering	6
OC 4	Brand management	6
OC 5	Informational wars	6
OC 6	Commercial Law	6
OC 7	Consumer Law	6
OC 8	Corporate Public relations	6
OC 9	Marketing analysis	6
OC 10	Marketing information systems	6
OC 11	Media design	6
OC 12	Cybersecurity basics	6
OC 13	Risks in marketing	6
OC 14	Management of changes	6
OC 15	Management of the consumers' loyalty	6
Total amount of optional components:		**24**
Practical training		
	Work-based (pre-diploma) learning	**9**
Attestation		
	Final qualification thesis preparation and defence	**12**
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

I course 1 term	I course 2 term	II course 3 term

CC 1. Digital- technologies in business	CC 4. Internet marketing	CC 6. WEB-analytics
CC 2. Strategic marketing	CC 5. Mobile marketing	CC 7 Digital-technologies in advertising
CC 3. Digital- technologies in marketing		

Practical training

Final qualification thesis preparation and defence
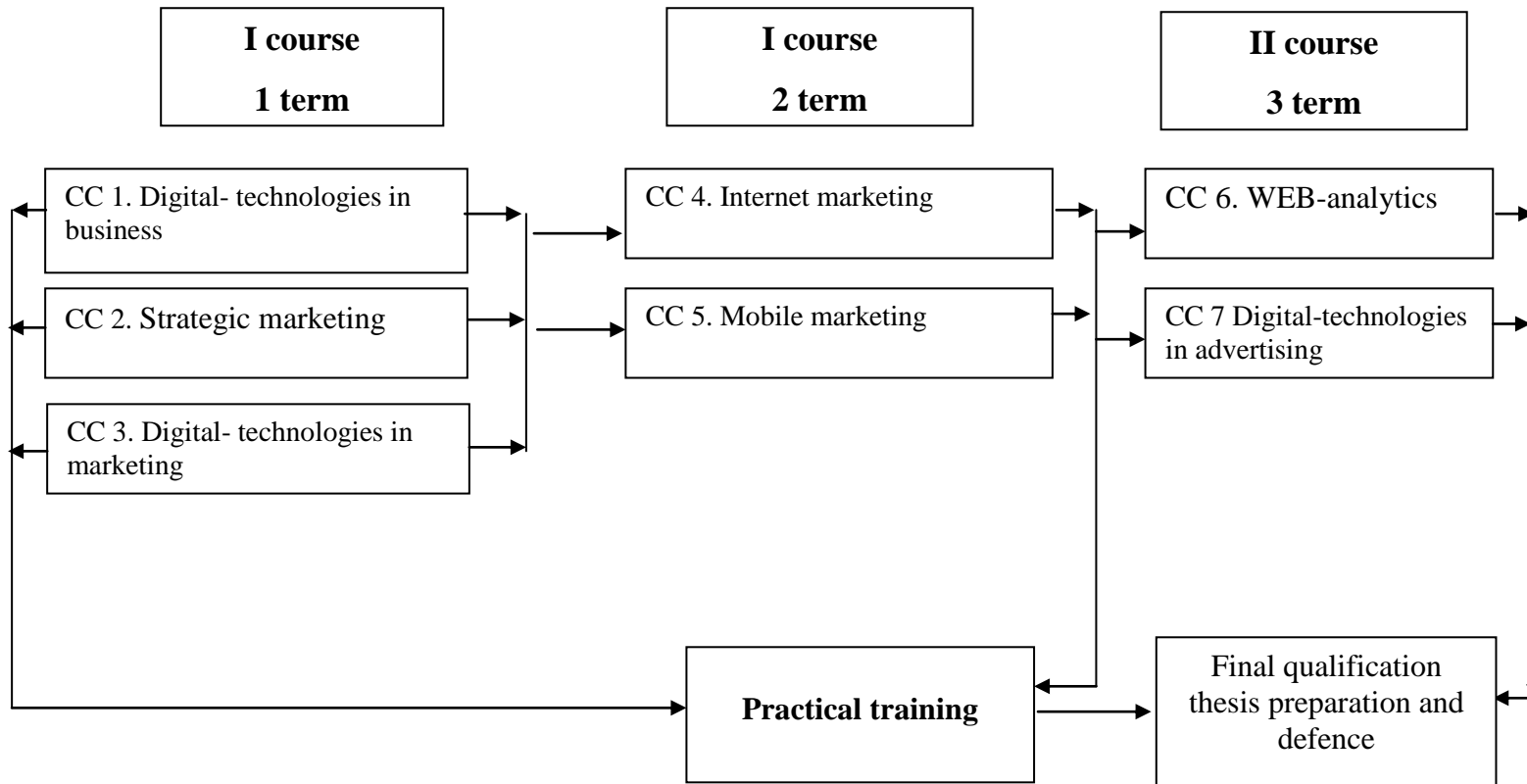
3.3. Final assessment

The Attestation of Masters in Marketing is carried out in the form pf 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 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 information with a restricted access, is carried out in accordance with valid legislation.

3.4.1. Program Competences and EP Components Matrix

Components / Competences	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7
GC1	+	+	+	+	+		+
GC 2	+	+	+	+	+		+
GC 3		+		+	+	+	
GC 4	+	+	+	+	+		
GC 5	+		+				+
GC 6			+	+	+	+	
GC 7	+	+		+	+		
GC 8	+	+	+				
PC 1		+	+	+	+	+	+
PC 2			+	+	+	+	+
PC 3		+	+	+	+	+	+
PC 4			+	+	+	+	+
PC 5						+	
PC 6	+	+	+	+			
PC 7		+	+				
PC 8	+	+	+				
PC 9		+	+	+	+	+	
PC 10		+	+	+			
PC 11	+	+	+			+	

3.4.2. Program Competences and EP Optional Components Matrix

Components / Competences	OP 1	OP 2	OP 3	OP 4	OP 5	OP 6	OP 7	OP 8	OP 9	OP10	OP11	OP12	OP13	OP14	OP15
GC 1		+	+	+	+	+	+				+	+	+	+	
GC 2	+		+	+		+	+	+			+			+	+
GC 3	+	+				+	+		+	+	+		+		
GC 4	+	+	+	+	+	+	+				+	+	+	+	+
GC 5			+	+		+	+	+						+	+
GC 6	+				+				+	+		+	+		
GC 7	+			+		+	+				+				
GC 8	+		+	+		+	+							+	
GC 1				+						+					+
GC 2	+		+					+		+					
GC 3	+			+						+					
GC 4	+		+	+	+	+	+	+		+	+	+		+	+
GC 5	+								+	+			+	+	
GC 6			+	+											
GC 7	+	+			+				+		+	+		+	
GC 8				+					+	+			+		
GC 9				+						+				+	+
GC 10	+			+	+					+					+
GC 11	+			+	+	+	+				+		+	+	

3.5.1. Program learning outcomes and EP compulsory components Matrix

Program Learning Outcomes \ Components	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7
P 1		+	+	+	+	+	+
P 2	+		+				
P 3		+				+	
P 4		+	+	+	+	+	
P 5		+	+	+	+		
P 6	+	+	+				
P 7	+	+	+				
P 8			+	+	+		+
P 9	+		+	+	+		
P 10	+	+	+				
P 11		+				+	
P 12	+	+	+			+	
P 13	+	+	+				
P 14	+	+	+	+	+		
P 15						+	+

3.5.2. Program Learning Outcomes and EP Optional Components Matrix

Program Learning Outcomes \ Components	OC 1	OC 2	OC 3	OC 4	OC 5	OC 6	OC 7	OC 8	OC 9	OC10	OC11	OC12	OC13	OC14	OC15
P 1	+		+	+						+	+		+		+
P 2	+		+	+				+			+			+	+
P 3	+		+						+	+			+		+
P 4	+			+	+							+		+	
P 5	+		+					+			+				+
P 6	+		+	+										+	
P 7			+							+					
P 8	+	+		+	+	+	+	+						+	+
P 9	+		+								+		+		+
P 10	+			+		+	+						+		
P 11	+								+	+					
P 12		+		+	+					+		+	+	+	
P 13				+						+					
P 14	+			+											
P 15						+	+		+	+		+	+	+	