3. Educational Program
Head of Project Group (Guarantee of Educational Program)
D.S. Fayvishenko, Doctor of Science, Economics, Prof.
3.1. Profile of the educational program in the specialty 061 "Journalism" (in specializing "Advertising and Public Relations")

1 – General information	
Full name of IHE and structural unit	Kyiv National University of Trade and Economics, Faculty of Trade and Marketing, Department of Journalism and Advertising
Academic degree and qualification title in the original	Academic degree – Bachelor's degree specialty “Journalism” specialization “Advertising and Public Relations”
Educational Program Title	“Advertising and Public Relations”
Type of diploma and scope of educational program	Single degree (provided on the basis of one educational institution), 240 ECTS credits
Availability of accreditation	Certificate of accreditation issued by the Ministry of Education and Science, Youth and Sports of Ukraine (Ukraine) valid until July 1, 2021 on the basis of the order of the Ministry of Education and Science of Ukraine from May 25, 2011 № 1102169
Cycle/Level	EQF of Ukraine – 6 level, FQ-EHEA- first cycle, EQF-LLL- 6 level
Academic Background	- complete secondary education; - admission conditions to the program are regulated by the Rules of admission to KNUTE
Language(s) of instruction	Ukrainian
Program duration	01/07/2026
Educational Program Link	https://knute.edu.ua/
2 – Educational program aim	
Provide students with theoretical knowledge and practical skills sufficient to successfully complete the study of the market position of the enterprise and the corresponding study of its policy in the field of advertising and public relations in a competitive environment; preparation of proposals for the promotion of goods and services through advertising and public relations; development of original layouts of communication appeals, advertising product and public relations product, enterprise advertising campaign and public relations campaign.	
3 - Educational program characteristics	
Subject area (Field of study, specialty, and specialization)	Field of study 06 “Journalism”, Specialty 061 “Journalism”, Specialization “Advertising and Public Relations”

Educational program orientation	Educational and professional. Emphasis on readiness to work and acquire skills and knowledge in social and humanitarian, fundamental natural science, professional and practical training.
Educational focus of the educational program and specialization	Formation of a system of professional knowledge and practical skills necessary for the effective solution of problems related to the use of advertising technologies and public relations, as well as the implementation of advertising activities by enterprises in various spheres of public life. Key words: management of communications, reputation and image of the enterprise; strategic and tactical planning of the communication system; creation of productive programs of advertising and relations with target groups of the public; monitoring and research of public opinion and attitude to the corporate image and reputation of the enterprise; advertising and corporate public relations technologies.
Program features	Availability of a variable component of professionally-oriented disciplines for work in the field of advertising and public relations; practical training in enterprises engaged in advertising and public relations.
4 – Career opportunities and further learning	
Career opportunities	According to the State Classification of Professions, DK 003: 2010 is: Qualified executive activity in publishing houses, information and media agencies, press services, political, commercial and public organizations, media structures, research, expert institutions, educational institutions.
Further learning	Opportunity to study according to the third cycle of FQ-EHEA program, 7 level of EQF-LLL and 7 level of NQF
5 – Training and assessment	
Teaching and learning	Classroom and independent work on the basis of problem-oriented approach using modern educational technologies and methods (trainings, video trainings, presentations, discussions, moderation, simulation of situations, business games, "brainstorming", situational exercises (method "case study"), work in small groups, distance learning
Assessment	Written exams, tests, final control, speaking, written examinations, evaluation of essays and presentations, defense of term papers, individual and group research papers. Certification (final qualifying work and defense) according to the Regulations on final qualifying work (project), Regulations on the organization of the educational process of students, Regulations on the evaluation of learning outcomes of students and graduate students.
6 – Program competences	
Integral competence	Ability to solve complex specialized problems and practical problems in the field of social communications, which involves the application of the

	provisions and methods of social communication and other sciences and is characterized by uncertainty
General competence (GC)	GC 01. Ability to apply knowledge in practice situations. GC 02. Knowledge and understanding of the subject area and understanding professional activity. GC 03. Ability to be critical and self-critical. GC 04. Ability to search, process and analyze information from various sources. GC 05. Skills in the use of information and communication technologies. GC 06. Ability to adapt and act in a new situation. GC 07. Ability to work in a team. GC 08. Ability to learn and master modern knowledge. GC 09. Ability to exercise one's rights and responsibilities as a member of society, to realize the values of civil (free democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine. GC 10. Ability to preserve and increase moral, cultural, scientific values and achievements of society based on 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 society, techniques and technologies. active recreation and healthy living. GC 11. Ability to communicate in the state language. GC 12. Ability to communicate in a foreign language. GC 13. *Ability to operate freely by means of verbal (speech culture, sociability, tolerance) and nonverbal communication (sign systems, appearance, facial expressions, gestures, mannerisms, artistry), ability to public activity.*
Professional competence (PC)	PC 01. Ability to apply knowledge in the field of social communications in their professional activities. PC 02. Ability to generate information content. PC 03. Ability to create a media product. PC 04. Ability to organize and control team professional activities. PC 05. The ability to effectively promote the created media product. PC 06. Ability to conduct safe media activities. PC 07. *Ability to apply technologies of public opinion formation, to recognize and prevent manipulative technologies.* PC 08. *Ability to create effective information drives, scenarios for them and organize a full cycle of processes of preparation and conduct of communication activities.* PC 09. A*bility to anticipate trends and prospects for the development of advertising and PR business in the context of globalization and global transformation and to predict reputational risks, as well as to develop plans for anti-crisis measures.*
7 – Program learning outcomes (PLO)	

	PLO 01. Explain their production actions and operations on the basis of acquired knowledge. PLO 02. Apply knowledge in the field of subject specialization to create an information product or to conduct an information campaign. PLO 03. Evaluate your own or someone else's information product, information campaign, organized and conducted independently or with colleagues. PLO 04. Search, process and analyze information from various sources. PLO 05. Use modern information and communication technologies and specialized software to solve professional problems. PLO 06. Plan your activities and the activities of the team taking into account the goals, limitations and perceived risks. PLO 07. Coordinate personal tasks with colleagues' tasks. PLO 08. Identify in production situations facts, events, information, processes about which there is a lack of knowledge, and reveal the ways and sources of obtaining that knowledge. PLO 09. Evaluate the activities of colleagues as bearers of rights and responsibilities of members of society, representatives of civil society. PLO 10. Evaluate the performance of colleagues in terms of storage and reproduction. social and cultural values and achievements. PLO 11. Fluent in professional matters, including oral, written and electronic communication, in Ukrainian. PLO 12. Fluent in professional matters, including oral, written and electronic communication, in a foreign language. PLO 13. Anticipate the reaction of the audience to the information product or information campaigns, taking into account the provisions and methods of social communication sciences. PLO 14. Generate information content on a given topic using available as well as mandatory sources of information. PLO 15. Create a competent media product on a given topic, a certain genre, taking into account the distribution channel or publication platform. PLO 16. Plan your work and the work of colleagues, aimed at generating information content and creating a media product, as well as its promotion. PLO 17. Post up-to-date information about your media product on accessible online platforms. PLO 18. Use the necessary knowledge and technologies to overcome crisis communication situations on the basis of tolerance, dialogue and cooperation. PLO 19. *Plan and forecast the results of cooperation with the customer in the media field, determine trends in the development and operation of domestic and foreign media systems.* PLO 20. *Develop scenarios of communication events, have creative techniques for developing new ideas, apply image technologies in advertising and PR activities, provide consulting on image-making, apply brand development technologies.* PLO 21. *Use models of strategic management in the field of advertising and PR, skills to make a work plan for the implementation of advertising*

	and PR-campaigns, evaluate the effectiveness of advertising and PR-activities.
8 – Resource support for program implementation	
Academic staff	The Department of Journalism and Advertising of KNUTE is responsible for the training of specialists in journalism, specialization "Advertising and Public Relations". The Head of the Department: Diana Serhiivna Fayvishenko, Doctor of Science, Economics, Prof.. The educational process is provided by lecturers, 100% of whom have a degree and / or academic title. Of these, doctors of sciences - 20.0%, candidates of sciences - 80.0%. 16.3% of lecturers have the title of professor, 73.7% - the title of associate professor. Professionals in Bachelor's degree in Advertising and Public Relations must have professional knowledge and skills in journalism, social communications, PR, and advertising. The participation of foreign specialists and practitioners in the teaching of disciplines of the training cycle is possible.
Facilities	The basis of material and technical support consists of lectures with appropriate multimedia equipment, computer and specialized classrooms, laboratories of KNUTE. Availability of social and domestic infrastructure of KNUTE.
Informational, teaching and learning materials	General scientific and special sources of information on advertising and public relations, educational and methodical and monographic literature, information resources of the distance learning system and the Internet.
9 – Academic mobility	
National credit mobility	National credit mobility is carried out in accordance with the concluded agreements on academic mobility.
International credit mobility	International credit mobility is realized through the conclusion of agreements on international academic mobility (Erasmus +), double graduation, long-term international projects involving student education, double degree, etc.
Training of foreign students	Foreign students study in academic groups. For foreign students, the discipline "Ukrainian as a foreign language" is taught for 1-7 semesters with a separate schedule by teachers who have completed special training in teaching Ukrainian as a foreign language.

3.2. List of Educational Program components and their logical order

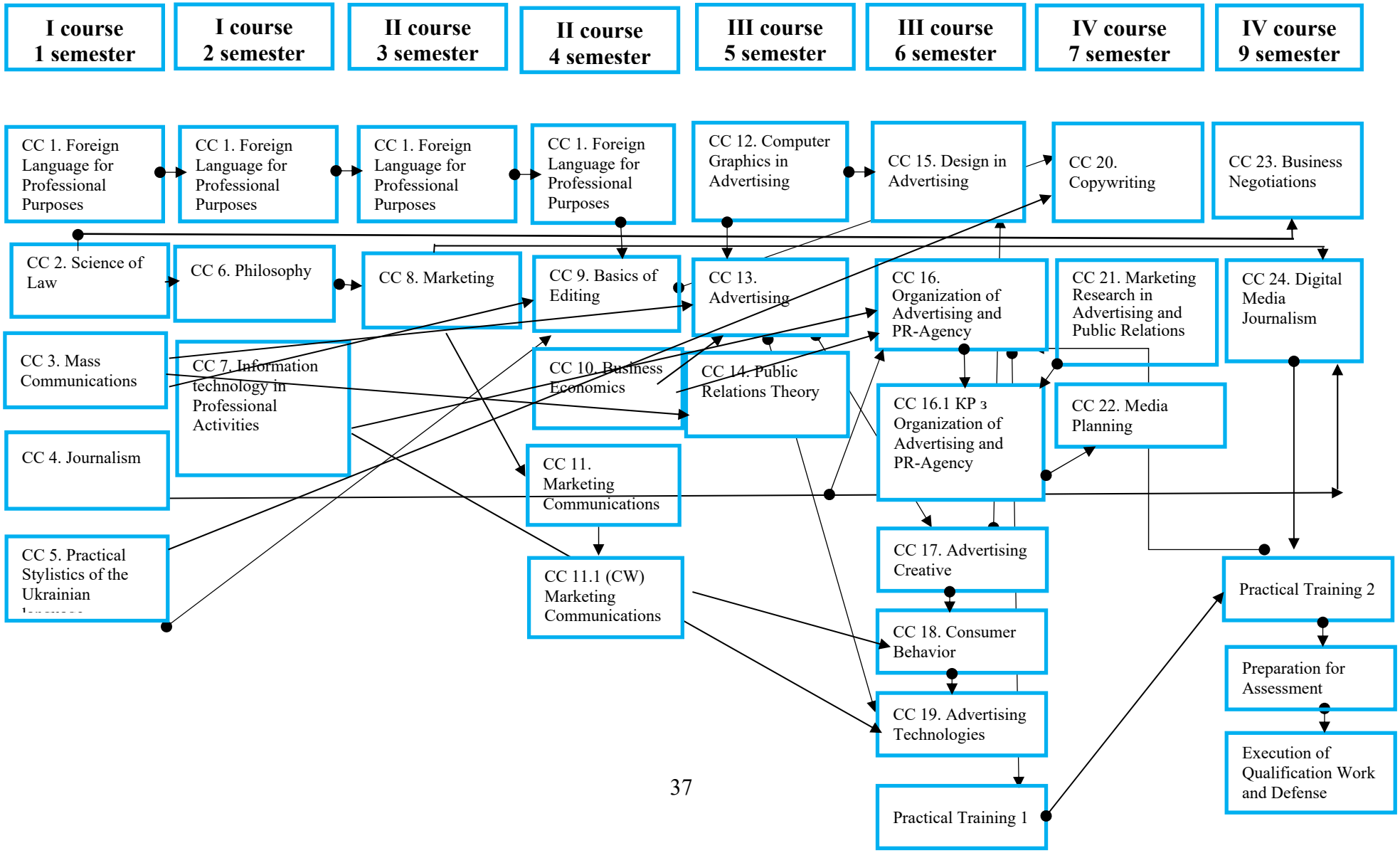
Code a/d	Components of the educational program (academic disciplines, course projects (papers), practices, qualifying exam, final qualifying exam)	Total credits
1	2	3
Educational Program Components		
CC 1	Foreign Language for Professional Purposes	24
CC 2	Science of law	6
CC 3	Mass Communications	6
CC 4	Journalism	6
CC 5	Practical Stylistics of the Ukrainian Language	6
CC 6	Philosophy	6
CC 7	Information Technology in Professional Activities	6
CC 8	Marketing	6
CC 9	Basic Editing	6
CC 10	Business Economics	6
CC 11	Marketing Communications	6
CC 11.1	(CW) Marketing Communications	
CC 12	Computer Graphics in Advertising	6
CC 13	Advertising	6
CC 14	Theory of Public Relations	6
CC 15	Advertising Design	6
CC 16	Organization of Advertising and PR-agency	6
CC 16.1	(CW) Organization of Advertising and PR-agency	
CC 17	Advertising Creative	4,5
CC 18	Consumer Behavior	6
CC 19	Advertising Technologies	4,5
CC 20	Copywriting	6
CC 21	Marketing Research in Advertising and Public Relations	6
CC 22	Media Planning	6

CC 23	Business Negotiations	7,5
CC 24	Digital Media Journalism	7,5
	Total credits for Compulsory Components:	**162**
Optional Components of EP		
OC 1	Life Safety	6
OC 2	Industry Journalism	6
OC 3	Diplomatic And Business Protocol And Etiquette	6
OC 4	Economic Theory	6
OC 5	Business Ethics	6
OC 6	Imageology	6
OC 7	Infographics	6
OC 8	Information Wars	6
OC 9	History of Economics and Economic Thought	6
OC 10	History of Foreign Literature	6
OC 11	History of Advertising and Public Relations	6
OC 12	History of Ukraine	6
OC 13	History of Ukrainian Culture	6
OC 14	Cultural Heritage of Ukraine	6
OC 15	Logics	6
OC 16	Layout in Advertising	6
OC 17	Management	6
OC 18	Public Speaking	6
OC 19	Politology	6
OC 20	Direct Marketing	6
OC 21	Psychology	6
OC 22	Psychology of Advertising	6
OC 23	Psychology of Trade	6
OC 24	World Culture	6

OC 25	Social Leadership	6
OC 26	Sociology	6
OC 27	Commodity Science	6
OC 28	Ukrainian Literature and Folklore	6
OC 29	HR-management	6
Total credits for Optional Components:		**60**
Practical Training		
Practical Training 1		3
Practical Training 2		6
TOTAL		**9**
Assessment		
Preparation for Assessment		**3**
Execution of qualification work and defense		**6**
TOTAL		**9**
Total scope of the educational program		**240**

The final assessment for all educational program components is exam.

3.3. Structural and logical scheme of Educational Program



3.4. Final assessment

Certification takes place in the form of public defense of the qualification work.

Qualification work is a manufactured information product or a project of an information campaign or an information campaign, to which an explanatory note is attached.

Qualification work should involve solving a complex specialized problem or practical problem in the field of social communications, characterized by complexity and uncertainty.

Qualification work should not contain academic plagiarism, fabrication and falsification.

Qualification work should be posted on the website of the higher education institution or in the repository of the higher education institution.

3.5. Program Competences and EP Components Matrix

3.5.1. Program Competences and EP Compulsory Components Matrix

Components/ Competences	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8	CC 9	CC 10	CC 11	CC 12	CC 13	CC 14	CC 15	CC 16	CC 17	CC 18	CC 19	CC 20	CC 21	CC 22	CC 23	CC 24
GC 01	●		●	●	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
GC 02		●	●	●	●	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
GC 03			●		●	●										●							●	
GC 04			●	●	●		●				●		●	●	●		●	●	●	●	●	●		●
GC 05			●		●		●					●	●	●	●		●		●			●	●	●
GC 06	●				●	●								●		●							●	
GC 07		●														●							●	
GC 08	●	●			●	●	●		●	●	●	●	●	●	●		●	●	●	●	●			●
GC 09			●		●									●										●
GC 10			●	●	●	●					●			●	●					●				●
GC 11			●	●	●				●		●		●	●						●			●	●
GC 12	●													●						●				●
GC *13*		●	●	●				●						●									●	
PC 01			●	●				●	●		●		●	●	●	●	●	●	●	●	●		●	●
PC 02			●	●	●				●		●		●	●			●			●				●
PC 03			●	●	●				●		●	●	●	●	●		●	●	●	●				●
PC 04																●								
PC 05								●		●	●	●	●	●			●	●	●		●	●		
PC 06			●	●					●										●					●
PC *07*		●	●	●										●					●					●
PC *08*		●						●			●		●	●			●							
PC *09*		●									●		●	●		●					●			

3.5.2. Program Competences and EP Optional Components Matrix

Components / 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 9
GC01	●	●	●	●	●		●	●								●		●		●	●	●	●		●	●	●	●	
GC02	●	●					●	●			●				●	●				●		●						●	
GC03					●	●													●						●	●		●	
GC04		●		●				●	●	●	●	●									●	●	●			●			
GC05							●	●									●												
GC06								●									●				●				●			●	
GC07																	●								●			●	
GC08		●						●			●				●						●								
GC09								●																		●			
GC10	●	●			●		●		●		●	●	●	●										●			●		●
GC11		●	●		●			●			●							●								●			
GC12			●															●							●				
GC13		●	●															●							●				
PC01		●	●		●			●			●										●	●			●	●		●	
PC02		●						●										●		●									
PC03		●				●	●									●													
PC04																	●			●	●				●	●		●	
PC05						●																	●						
PC06		●						●																					
PC07		●																●				●							
PC08		●				●																		●				●	●
PC09																												●	

3.6. Program Learning Outcomes (PLO) and EP Basic Components Matrix

3.6.1. Program Learning Outcomes (PLO) and EP Compulsory Components Matrix

Components / Program learning outcomes	CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9	CC10	CC11	CC12	CC13	CC14	CC15	CC16	CC17	CC18	CC19	CC20	CC21	CC22	CC23	CC24
PLO 01	●		●	●			●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
PLO 02		●	●	●	●	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
PLO 03			●		●	●					●		●	●		●	●				●	●	●	●
PLO 04			●	●	●		●				●		●	●	●	●	●	●	●	●	●	●	●	●
PLO 05							●					●	●	●	●				●			●		●
PLO 06	●																							
PLO 07																●	●							
PLO 08	●	●	●		●	●	●		●	●	●	●	●	●	●	●	●	●	●	●	●		●	●
PLO 09		●																						●
PLO 10				●		●					●			●	●		●			●			●	●
PLO 11			●	●	●				●		●		●	●			●			●			●	●
PLO 12	●							●						●						●				●
PLO 13									●		●		●	●	●		●	●	●	●	●			●
PLO 14			●	●	●								●	●	●		●		●	●				●
PLO 15			●	●	●				●		●	●	●	●	●		●	●	●	●				●
PLO 16													●	●		●								
PLO 17								●		●	●	●	●					●	●		●	●		
PLO 18			●	●							●			●									●	●
PLO *19*																●					●	●		
PLO *20*											●		●	●		●	●				●			
PLO *21*											●		●	●		●						●		

3.6.2 Program Learning Outcomes (PLO) 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	OC 18	OC 19	OC 20	OC 21	OC 22	OC 23	OC 24	OC 25	OC 26	OC 27	OC 28	OC 29
PLO 01	●	●	●	●	●			●			●					●		●			●	●	●			●	●	●	
PLO 02		●					●	●			●							●		●									
PLO 03		●						●			●							●										●	
PLO 04		●		●			●	●	●	●	●	●								●						●			●
PLO 05							●	●									●												
PLO 06																	●				●				●			●	
PLO 07																	●											●	
PLO 08		●													●													●	
PLO 09		●						●											●							●		●	
PLO 10								●			●														●			●	●
PLO 11		●						●				●	●	●				●		●				●					
PLO 12										●								●											
PLO 13		●					●	●													●	●	●						
PLO 14		●																								●			
PLO 15		●				●	●									●						●							
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