

3. Educational Program in specialty 075 «Marketing» (in specialization «Marketing management»),

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3.1 The Profile of the Educational Program 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, The Department of Marketing
Level of higher education and qualification name in the original language	Level of higher education «Master» Specialty «Marketing» Specialization «Marketing management»
Educational program official name	«Marketing management»
Diploma type and volume of the educational program	Master diploma, single, 90 ECTS credits, training period 1 year and 4 months
Accreditation	Certificate of Accreditation issued by the Ministry of Education and Science of Ukraine, (Ukraine), the order of the Ministry of Education and Science of Ukraine from 19.12.2016 № 1565 for the period of validity until July 1, 2024
Cycle\Level	HPK Ukraine – 7level, FQ-EHEA – the second cycle, EQFLLL – 7 level
Preconditions	A bachelor's degree
Language (languages) of instruction	Ukrainian
Program validity period	Until July 1, 2024
Internet address for permanent placement of the educational program description	https://knute.edu.ua
2 – Educational program aim	
Formation of a modern system of professional knowledge and acquisition of practical skills for the purpose of their application in profile, pedagogical and research activity for the effective decision of administrative tasks in the field of marketing management. The marketer masters the operational economic, creative, commercial and organizational-technological processes that are related to the main areas of marketing management of the enterprise and develops or adjusts the strategic guidelines of its development with the support of marketing technologies.	
3 - Educational program characteristics	
Subject area (sphere of knowledge, speciality, and specialization)	Field of knowledge 07 «Management and administration» Specialty 075 «Marketing» Specialization «Marketing management»
Educational program orientation	Educational and professional, applied. The program consists of the disciplines of professional and practical training.

Main focus of the educational program and specialization	Special education in marketing. Formation of professional competence in the ability to manage the marketing activities of the enterprise. Keywords: marketing activity, marketing analysis, strategic marketing, marketing management.
Features of the program	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 –Graduate employability and further learning	
Employability	The graduate may hold positions according to the National Classifier of professions DK 003:2010: a marketing director; a commercial director, the head of Sales Department (Marketing); the head of Commercial Department; marketing consultant; specialist for market expanding methods (marketing expert, category manager); specialist in commodity market research; junior researcher (marketing); researcher (marketing); researcher-consultant (marketing).
Further learning	Further learning includes obtaining the third level of higher education and an educational and scientific degree of PhD.
5 –Training and assessment	
Teaching and learning	Problem-oriented learning with obtaining of general and professional competencies for the production of new ideas, solving complex problems in the professional field. Mastering scientific work methodology, presentation skills of its results in native and foreign languages. Carrying out independent scientific research using the resource base of the university and partners. Student-centred learning, self-study, problem-oriented learning, training through laboratory practice, training through business games, competency-based approach to the implementation of training programs.
Assessment	Current control includes (testing, essays, presentations, individual tasks, situational tasks, business games), written exams, practice. Public defence of final qualification work. Assessment is carried out in accordance with the Regulations on the organization of the educational process of students and the Regulations on the assessment of learning outcomes of students and graduate students,

6 - Program competences	
Integral competence	Ability to solve complex tasks and practical problems in the field of marketing in professional activity or in the process of learning, which involves conducting research and / or innovation and is characterized by uncertainty of the conditions and requirements.
General competence (GC)	<p>GC 1. Ability to make reasonable decisions.</p> <p>GC 2. Ability to generate new ideas (creativity).</p> <p>GC 3. Ability to evaluate and ensure the quality of performed work.</p> <p>GC 4. Ability to adapt and act in new situations.</p> <p>GC 5. Ability to carry out communication activities.</p> <p>GC 6. Ability to search, process and analyse information from various sources.</p> <p>GC7. Ability to take initiative and entrepreneurship.</p> <p>GC 8. Ability to develop projects and manage them.</p>
Professional competence (PC)	<p>PC 1. Ability to logically and consistently reproduce and apply knowledge of the latest theories, methods and practical marketing techniques.</p> <p>PC 2. Ability to interpret critically the results of recent theoretical and practical research in the field of marketing and practice of their application.</p> <p>PC3. Ability to conduct independent researches and interpret their results in the field of marketing.</p> <p>PC 4. Ability to apply a creative approach to work in the specialty.</p> <p>PC 5. Ability to diagnose the marketing activities of a market entity, conducting marketing analysis and forecasting.</p> <p>PC 6. Ability to choose and apply effective means of managing the marketing activity of a market entity at the level of the organization, department, group, network.</p> <p>PC 7. Ability to develop and analyse the marketing strategy of the market entity and ways of its implementation, taking into account cross-functional relationships.</p> <p>PC 8. Ability to form a marketing system of a market entity and evaluate the effectiveness and efficiency of its operation.</p> <p>PC 9. Ability to carry out theoretical and applied research in the field of marketing at the appropriate level.</p> <p><i>PC 10. Ability to use relevant legal norms and restrictions in the formation of marketing strategy and tactics.</i></p> <p><i>PC 11. Ability to choose and apply effective means of managing marketing communications of a market entity in conditions of uncertainty.</i></p> <p><i>PC 12. Ability to analyse and form the marketing system of a market entity in the field of trade.</i></p> <p><i>PC 13. Ability to analyse and form the marketing system of a market entity in the field of public administration.</i></p>

7 –Program learning outcomes

PLO 1. Know and be able to apply in practice modern principles, theories, methods and practical marketing techniques.

PLO 2. Be able to adapt and apply new achievements in the theory and practice of marketing to reach specific goals and solve the tasks of the market entity.

PLO 3. Plan and conduct their own research in the field of marketing, analyse its results and justify effective marketing decisions in conditions of uncertainty.

PLO 4. Be able to develop a strategy and tactics of marketing activity, taking into account the cross-functional nature of its implementation.

PLO 5. Present and discuss the results of scientific and applied research, marketing projects in the official and foreign languages.

PLO 6. Be able to increase the effectiveness of marketing activity of the market entity at different levels of management, develop projects in the field of marketing and manage them.

PLO 7. Be able to form and improve the marketing system of the market entity.

PLO 8. Use methods of interpersonal communication in solving collective tasks, conducting negotiations, scientific discussions in the field of marketing.

PLO 9. Understand the nature and features of using marketing tools in the marketing decision-making process.

PLO 10. Substantiate marketing decisions at the level of the market entity using modern management principles, approaches, methods, techniques.

PLO 11. Use methods of marketing strategic analysis and interpret its results in order to improve the activities of the market entity.

PLO 12. Carry out diagnostics, strategic and operational marketing management for the development and implementation of marketing strategies, projects and programs.

PLO 13. Manage the marketing activities of the market entity, as well as its divisions, groups and networks, determine the criteria and indicators of its evaluation.

PLO 14. To form a marketing system of interaction, to build long-term mutually beneficial relationship with other market participants.

PLO 15. Collect the necessary data from various sources, process and analyse their results using modern methods and specialized software.

PLO16. Use relevant legal norms and restrictions in the formation of marketing strategy and tactics.

PLO 17. To choose and apply effective means of managing marketing communications of the market entity in conditions of uncertainty.

	<p><i>PLO 18. Be able to form and improve the marketing system of the market entity in the field of trade</i></p> <p><i>PLO 19. Be able to form and improve the marketing system of the market entity in the field of public administration.</i></p>
8 – Resource support for program implementation	
Staff support	<p>The Department of marketing of KNUTE is responsible for the training of Masters in specialization «Marketing management». Staff support comply with the Licensing conditions for conducting educational activities of educational institutions. 100% of the academic staff involved in teaching professionally-oriented courses have degrees in the specialty and there is a high level of training. In order to increase the professional level, all scientific and pedagogical staff undertake an internship once every five years. Employment contracts have been concluded with academic and teaching staff.</p>
Material and technical support	<p>The provision of premises for learning, computers, multimedia equipment meets the needs. All necessary social and living infrastructure is available, the number of beds in the dormitories meet the requirements. Provision of premises for training and control activities is 4 square meters per person. 40% of the classrooms are equipped with multimedia equipment. Infrastructure of KNUTE consists of libraries, including a reading room, catering facilities, an assembly hall, gyms, a stadium, a medical centre, and dormitories.</p>
Information and educational methodical support	<p>KNUTE fully complies with the technological requirements for educational, methodological and informational provision of its educational activities. There is an 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).</p> <p>There is an official website of KNUTE, which contains basic information about its activities (structure, licenses and certificates of accreditation, educational/ educational / scientific / publishing / attestation (scientific personnel) activities, educational and scientific structural divisions and their composition, list of educational disciplines, admission rules, contact information: https://knute.edu.ua</p> <p>The existing distance learning system MOODLE provides independent and individual training. Distance Learning Laboratory of KNUTE has teaching materials on curriculum subjects: http://ldn.knute.edu/ua</p>

9 – Academic mobility	
National credit mobility	Individual agreements on academic mobility are allowed for studying and conducting research in universities and scientific institutions of Ukraine. Credits received at other universities in Ukraine are recalculated according to the certificate on academic mobility
International credit mobility	<p>KNUTE takes part in the program Erasmus+ in K1 according to contracts with:</p> <ol style="list-style-type: none"> 1. University Paris-Est Creteil (Paris, France), educational degree: Master. Specialty: International Master in Business Management. 2. Audencia Business School (Nantes, France). Educational degree: Master. Specialty: Economics, management and business administration. There is mobility for teaching purposes for academic and teaching staff 3. University of Hohenheim (Stuttgart, Germany). Educational degree: Master. Specialty: Economics and business administration. There is mobility for teaching purposes for academic and teaching staff.
Training of overseas students	Training of foreign students is conducted on the general terms or on an individual schedule on conditions that they study the Ukrainian language in the amount of 6 ECTS credits, which are additionally provided for by the curriculum.

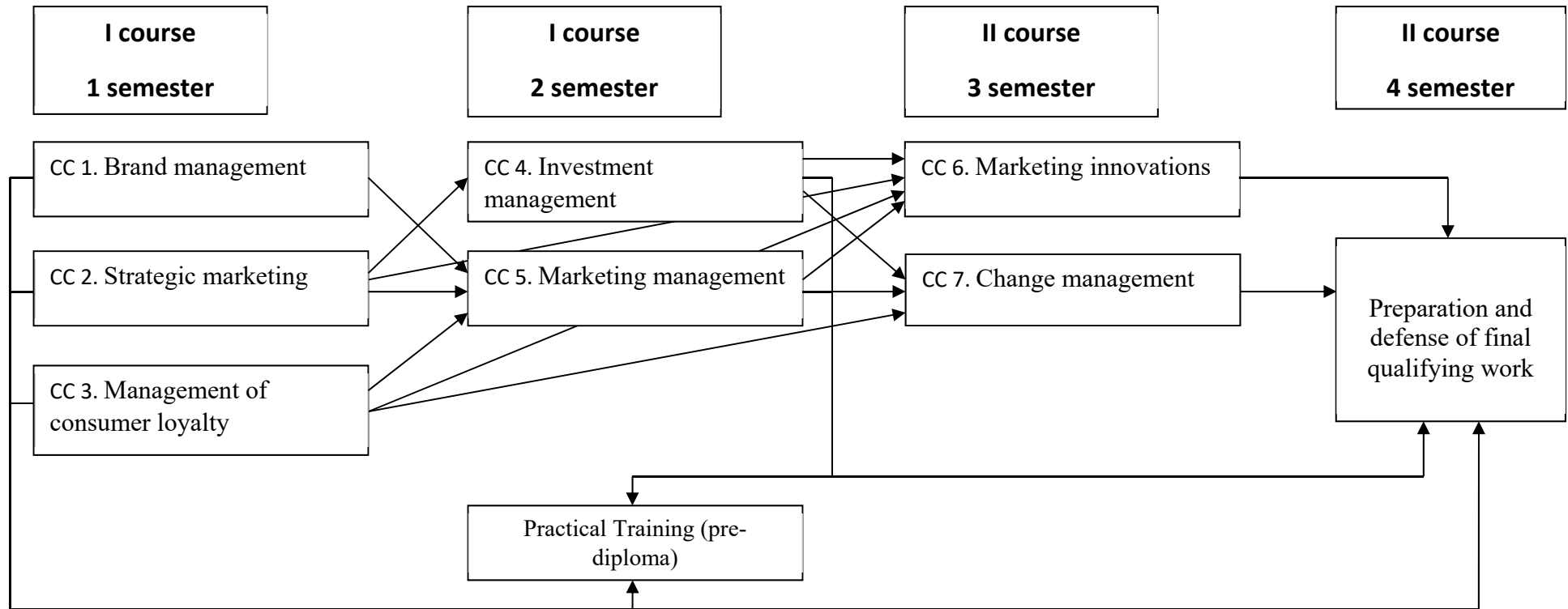
List of educational program components and their logical order

3.2.1. List of educational program components

Code	Components of the educational program (academic disciplines, term projects control (papers), placement, qualification exam, final qualification work)		Amount of credits
1	2		3
Compulsory components the educational program			
CC1	Brand management		6
CC 2	Strategic marketing		6
CC 3	Management of consumer loyalty		6
CC 4	Investment management		7,5
CC 5	Marketing management		7,5
CC 6	Marketing innovations		6
CC 7	Change management		6
Total amount of compulsory components			45
Optional components the educational program			
OC 1	Business engineering		6
OC 2	Brand strategy		6
OC 3	Consumer law		6
OC 4	Corporate law		6
OC 5	Corporate public relations		6
OC 6	Marketing analysis		6
OC 7	Marketing information systems		6
OC 8	Management psychology		6
OC 9	Risks in marketing		6
OC 10	Trading networks		6
Total amount of optional components:			24
Practical training			
	Practical Training (pre-diploma)		9
Attestation			
	Preparation and defence of final qualifying work		12
TOTAL EP VOLUME			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 graduates

Attestation of graduates of the educational program of specialty 075 "Marketing" (specialization "Marketing Management") is carried out in the form of public defense of final qualifying work and ends with the issuance of a standard document on awarding a master's degree with qualification: higher education master's degree in "Marketing" specialization "Marketing Management".

Certification is carried out openly and publicly.

3.4.1 Matrix of compliance of program competences to the compulsory components of the educational program

Components Competences	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7
GC 1		+			+	+	+
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			+				
PC 12			+				
PC 13							

3.4.2 Matrix of compliance of program competencies to the optional components of the educational program

Competences \ Components	Components									
	OC1	OC2	OC3	OC4	OC5	OC6	OC7	OC8	OC9	OC10
GC1		+	+	+		+				
GC 2			+					+		
GC 3	+					+				+
GC 4			+	+	+				+	
GC 5			+	+			+			
GC 6			+	+		+	+			
GC 7			+		+					
GC 8	+	+						+	+	
PC1										
PC 2									+	
PC 3						+				
PC 4	+		+	+				+		
PC 5		+				+	+			
PC 6					+			+	+	+
PC 7		+							+	
PC 8										+
PC 9						+	+			
<i>PC 10</i>		+	+	+						
<i>PC 11</i>					+			+	+	
<i>PC 12</i>			+	+		+		+		+
<i>PC 13</i>						+				

3.5.1. Matrix of providing program learning outcomes with relevant compulsory components of the educational program

Program learning outcomes \ Components	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7
	PLO1			+		+	
PLO2	+					+	+
PLO3							
PLO4		+		+			+
PLO5	+	+		+	+		
PLO6	+	+		+	+	+	+
PLO7					+		
PLO8		+					+
PLO9			+		+		
PLO10					+	+	
PLO11		+		+			
PLO12	+	+	+	+		+	+
PLO13					+		
PLO14			+				
PLO15							+
<i>PLO16</i>							
<i>PLO17</i>							
<i>PLO18</i>			+				
<i>PLO19</i>							

3.5.2. Matrix of providing program learning outcomes with relevant optional components of the educational program

Components Program learning outcomes	OC 1	OC 2	OC 3	OC 4	OC 5	OC 6	OC 7	OC 8	OC 9	OC 10
PLO 1		+			+					
PLO2									+	+
PLO3						+	+		+	
PLO4		+								
PLO5						+	+			
PLO6	+									
PLO7								+		
PLO8			+	+	+		+			
PLO9										
PLO10						+			+	
PLO11		+				+	+			
PLO12		+								
PLO13										+
PLO14			+	+	+		+			
PLO15	+		+	+		+	+		+	
<i>PLO16</i>			+	+						
<i>PLO17</i>								+	+	
<i>PLO18</i>						+		+		+
<i>PLO19</i>			+		+		+			