

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

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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 «Bachelor» Specialty «Marketing» Specialization «Marketing»
Educational program official name	«Marketing»
Diploma type and volume of the educational program	Bachelor diploma, single, 240 ECTS credits, training period 3 years and 10 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 – 6 level, FQ-EHEA – the first cycle, EQFLLL – 6 level
Preconditions	Complete general secondary education
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 theoretical, professional knowledge and practical skills necessary to effectively solve marketing orientation tasks of participants of market relations in competitive markets. Mastering the technologies and methods of marketing: market research, studying the needs of consumers, the formation of the product, price, marketing and communication policy of the enterprises to meet their economic and social interests.	
3 - Educational program characteristics	
Subject area (sphere of knowledge, speciality, and specialization)	Field of knowledge 07 «Management and administration» Specialty 075 «Marketing» Specialization «Marketing»
Educational program orientation	Educational and professional. Theoretical content of the subject area: the essence of marketing as a modern concept of business management;

	<p>conceptual and categorical apparatus, principles, functions, marketing concepts and their historical preconditions; specifics of activity of market participants in different spheres and in different types of markets; the content of marketing activities, development of marketing strategies and the formation of management decisions in the field of marketing.</p> <p>Tools and equipment: modern universal and specialized information systems and software products necessary for making and implementing marketing management decisions.</p> <p>Methods, techniques and technologies: general and special methods, professional methods and technologies necessary to ensure effective marketing activities.</p>
Main focus of the educational program and specialization	<p>Learning objectives: preparation of bachelors of marketing, who have modern economic thinking and relevant competencies necessary for effective marketing activities.</p> <p>Object of study: marketing activities as a form of interaction between the participants of market relations to meet their economic and social interests.</p> <p>Keywords: marketing, marketing research, marketing policy and strategy, marketing activity of the enterprise, content marketing, social media marketing (SMM), client-oriented.</p>
Features of the program	Availability of a variable component of professionally oriented disciplines for work in the field of marketing; 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: assistant of the head of enterprise (institution, organization); chain supplier; sales organizer; commercial agent; trading agent; trader (business service and advertising).
Further learning	The possibility of the second cycle degree program FQ-EHEA, level 7 EQF and level 7 NLC. Obtaining additional qualifications in the system of postgraduate education.
5 – Training and assessment	
Teaching and Learning	<p>Competency approach in the design and implementation of training programs.</p> <p>Teaching on the basis of problem-oriented learning using educational technologies and techniques to develop abilities and motivate students' interest.</p>
Assessment	Assessment of written examinations, defence of term papers, individual and collective research works should be 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 post-graduate students.
6 - Program competences	

Integral competence	Ability to solve complex special tasks and practical problems in the field of marketing activity or in the process of learning, which involves the application of certain theories and methods of the corresponding science and is characterized by complexity and uncertainty of the conditions.
General competence (GC)	<p>GC1. Ability to fulfil 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, supremacy of law, rights and freedoms of a man and citizen in Ukraine.</p> <p>GC2. Ability to preserve and increase the moral, cultural, scientific values and achievements of society on the basis of understanding of the history and legitimacy of the subject area development, its place in the general system of knowledge about nature and society and in the development of society, engineering and technology, use different types and forms of physical activity for active rest and healthy lifestyle.</p> <p>GC3. Ability to apply abstract thinking, analysis and synthesis.</p> <p>GC4. The ability to learn and acquire modern knowledge.</p> <p>GC5. Determination and persistence in terms of tasks and responsibilities.</p> <p>GC6. Knowledge and understanding of the subject area and understanding of professional activities.</p> <p>GC7. Ability to apply knowledge in practical situations.</p> <p>GC8. Ability to conduct research at the appropriate level.</p> <p>GC9. Skills in the use of information and marketing 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 representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity).</p> <p>GC13. Ability to work in an international context.</p> <p>GC14. Ability to act socially responsibly and consciously.</p>
Professional competence (PC)	<p>PC1. Ability to reproduce the acquired knowledge of the subject area of marketing logically and consistently.</p> <p>PC2. Ability to analyse and summarize the provisions of the subject area of modern marketing critically.</p> <p>PC3. Ability to use theoretical marketing positions to interpret and predict phenomena and processes in the marketing environment.</p> <p>PC4. The ability to conduct marketing activities based on an understanding of the nature and content of marketing theory and the functional relationships between its components..</p> <p>PC5. Ability to apply correctly methods, techniques and marketing tools.</p> <p>PC6. Ability to conduct market researches in various areas of marketing activities.</p> <p>PC7. Ability to determine the impact of functional areas of marketing on the results of economic activity of market participants.</p>

	<p>PC8. Ability to develop marketing support for business development in conditions of uncertainty.</p> <p>PC9. Ability to use marketing tools in innovation activity.</p> <p>PC10. Ability to use marketing information systems in marketing decisions and develop recommendations to improve their effectiveness.</p> <p>PC11. Ability to analyse the behaviour of market participants and determine the peculiarities of the functioning of markets.</p> <p>PC12. Ability to substantiate, present and implement the results of marketing research.</p> <p>PC13. Ability to plan and conduct effective marketing activity of the market entity in cross-functional terms.</p> <p>PC14. Ability to offer improvements due to the functions of marketing activities.</p>
7 – Program learning outcomes	
	<p>PLO1. Demonstrate knowledge and understanding of the theoretical foundations and principles of marketing activities.</p> <p>PLO2. Analyse and predict market phenomena and processes based on the application of fundamental principles, theoretical knowledge and applied skills of conducting marketing activities.</p> <p>PLO3. Apply the acquired theoretical knowledge to solve practical problems in the field of marketing.</p> <p>PLO4. Collect and analyse the necessary information, calculate economic and marketing indicators, justify management decisions based on the use of the necessary analytical and methodological tools.</p> <p>PLO5. Identify and analyse the key characteristics of marketing systems at different levels, as well as the peculiarities of behaviour of their subjects.</p> <p>PLO6. Identify the functional areas of marketing activities of the market entity and their relationships in the management system, calculate the relevant indicators that characterize the effectiveness of such activities.</p> <p>PLO7. Use digital information and communication technologies, as well as software products necessary for the proper conduct of marketing activity and the practical application of marketing tools.</p> <p>PLO8. Apply innovative approaches to marketing activities of the market entity, flexibly adapt to changes in the marketing environment.</p> <p>PLO9. Assess the risks of marketing activities, establish the level of uncertainty of the marketing environment in the process of making management decisions.</p> <p>PLO10. Explain information, ideas, problems and alternative options for management decisions to specialists and non-specialists in the field of marketing, representatives of various structural units of the market entity.</p> <p>PLO11. Demonstrate the ability to apply an interdisciplinary approach and perform marketing functions of a market entity.</p> <p>PLO12. Demonstrate skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical</p> <p>PLO13. To be responsible for the results of their activities, to show the skills of entrepreneurial and managerial initiative.</p>

	<p>PLO14. Perform functional responsibilities in the group, offer reasonable marketing solutions.</p> <p>PLO15. Act responsibly and socially consciously on the basis of ethical principles of marketing, respect for cultural diversity and the values of civil society with respect for individual rights and freedoms.</p> <p>PLO16. Meet the requirements of a modern marketer, increase the level of personal training.</p> <p>PLO17. Demonstrate skills of written and oral professional communication in the official and foreign languages, as well as proper use of professional terminology.</p> <p>PLO18. Demonstrate responsibility in relation to moral, cultural, scientific values and achievements of society in professional marketing activities.</p>
8 – Resource support for program implementation	
Staff support	<p>The Department of Marketing and Advertising of KNUTE is graduate and it is responsible for the preparation of bachelors in marketing. The staff support is in compliance with the Licensing Conditions for conducting educational activities of educational institutions. 100% of the faculty members involved in teaching professionally oriented disciplines have academic degrees in their specialty and they have a high level of professional training.</p> <p>In order to improve their professional level, all scientific and teaching staff undertake an internship one time every five years.</p> <p>Employment contracts have been concluded with all scientific and teaching staff.</p>
Material and technical support	<p>Provision of premises for training and control activities is 4 square meters per person.</p> <p>40% of the classrooms are equipped with multimedia equipment.</p> <p>Infrastructure of KNUTE: libraries, including a reading room, catering facilities, assembly hall, gyms, a stadium, a medical centre, dormitories.</p>
Information and educational methodical support	<p>The existing distance learning system MOODLE provides independent and individual training.</p> <p>KNUTE fully complies with the technological requirements for educational, methodological and informational provision of educational activities.</p> <p>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, the list of educational disciplines, admission rules, contact information: https://knute.edu.ua</p> <p>There are educational and methodological materials of the curriculum in the Distance Learning Laboratory of KNUTE: 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	KNUTE takes part in the program Erasmus+ in K1 according to the contracts with: 1. University of Grenoble Alps (Grenoble, France). Educational Degree: Bachelor. Specialty: Economics and Management. 2. University of Central Lancashire (Preston, UK). Educational Degree: Bachelor. Specialty: Business Communication.
Training of overseas students	Training of overseas students is conducted on the general terms or on an individual schedule, provided if they study the Ukrainian language in the volume of 6 ECTS credits, which are additionally provided for by the curriculum.

3.2. List of educational program components and their logical order

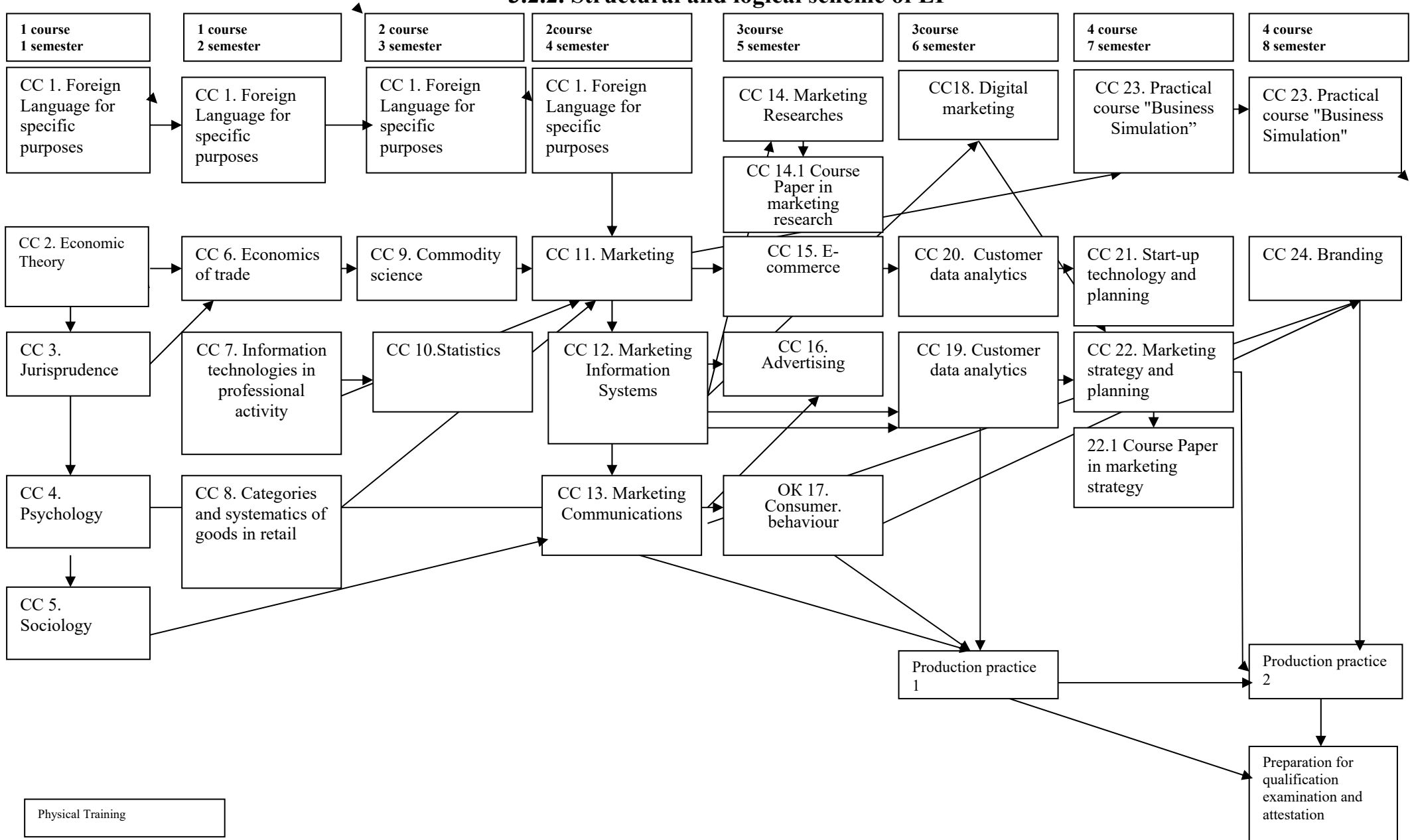
3.2.1. List of educational program components

Code	Educational program (academic disciplines, term projects (papers), placement, qualification exam, final qualification work)	Amount of credits
1	2	3
Compulsory components		
CC 1	Foreign Language for Specific Purposes	24
CC 2	Economic Theory	6
CC 3	Jurisprudence	6
CC 4	Psychology	6
CC 5	Sociology	6
CC 6	Economics of trade	6
CC 7	Information technologies in professional activity	6
CC 8	Categories and systematics of goods in retail	6
CC 9	Commodity science	6
CC 10	Statistics	6
CC 11	Marketing	6
CC12	Marketing Information Systems	6
CC 13	Marketing Communications	6
CC 14	Marketing Researches	6
CC 14.1	Course Paper in marketing research	
CC 15	E-commerce	6
CC 16	Advertising	6
CC17	Consumer behaviour	6
CC 18	Digital marketing	6
CC 19	Customer data analytics	9
CC 20	Forecast of digital behaviour of consumers	6
CC 21	Start-up technology	6
CC 22	Marketing strategy and planning	6
CC 22.1	Course Paper in marketing strategy and planning	
CC 23	Practical course "Business Simulation"	9
CC 24	Branding	6
Total amount of compulsory components:		180
Optional components of EP		
OC 1	Safety of Life	6
OC 2	Accounting	6
OC 3	Design in Advertising	6
OC 4	Diplomatic and Business Protocol and Etiquette	6

Code	Educational program (academic disciplines, term projects (papers), placement, qualification exam, final qualification work)	Amount of credits
1	2	3
OC 5	Business negotiations	6
OC 6	Ecology	6
OC 7	Protection of the Consumers Rights	6
OC 8	Event marketing	6
OC 9	Imageology	6
OC 10	Information systems in retail	6
OC 11	Computer Graphics in Advertising	6
OC 12	Logistics	6
OC 13	Marketing services	6
OC 14	Marketing Commodity and Pricing Policy	6
OC 15	Management	6
OC 16	International Marketing	6
OC 17	Trade Organization	6
OC 18	Direct Marketing	6
OC 19	Business Psychology	6
OC 20	Advertising on the Internet	6
OC 21	Religious Studies	6
OC 22	Decision making systems	6
OC 23	Social leadership	6
OC 24	Commodity science. Antiques	6
OC 25	Commodity science. Flowers	6
OC 26	Commodity science. Fuel and lubricants	6
OC 27	Commodity science. Vehicles	6
OC 28	Commodity science. Civilian weapons	6
OC 29	Trade equipment	6
OC 30	Philosophy	6
Total credits for optional components:		60
Practical Training		
	Production practice 1	3
	Production practice 2	6
Total		9
Attestation		
	Preparation for qualification examination and attestation	3
Total		3
THE TOTAL VOLUME OF THE EDUCATIONAL PROGRAM		240

The examination is the final form of assessment for all components of the educational program.

3.2.2. Structural and logical scheme of EP



3.3 The form of attestation of higher education applicants

Attestation is carried out in the form of a qualification examination.

The qualification exam should include the assessment of learning outcomes due to this educational and professional program.

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

Компоненти	CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9	CC10	CC11	CC12	CC13	CC14	CC14.1	CC15	CC16	CC17	CC18	CC19	CC20	CC21	CC22	CC22.1	CC23	CC24
Компетентності																										
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				•					•		•	•	•	•	•		•			•			•	•	•	•

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

Compe- tences \ Components	Components																														
	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	
GC01	•			•		•			•										•		•		•	•	•	•	•	•	•	•	•
GC02	•			•		•									•				•		•		•	•	•	•	•	•	•	•	•
GC03										•											•			•	•	•	•	•	•	•	•
GC04		•	•								•			•		•		•			•			•	•	•	•	•	•	•	•
GC05		•			•										•								•		•	•	•	•	•	•	•
GC06							•						•	•		•	•	•		•										•	
GC07					•		•			•		•	•	•	•		•	•		•		•			•	•	•	•	•	•	•
GC08													•			•															
GC09			•					•	•	•	•		•			•		•			•		•								
GC10					•			•							•					•				•							
GC11																															
GC12				•	•							•			•		•		•					•	•	•	•	•	•	•	•
GC13																															
GC14																															
PC1												•				•															
PC2	•				•	•	•																	•	•	•	•	•	•	•	•
PC3							•			•			•	•		•					•		•								
PC4								•		•			•	•								•									
PC5							•	•					•	•		•	•	•	•	•	•										
PC6													•			•															
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PC11											•	•	•			•	•	•	•												
PC12					•																										
PC13										•			•	•	•	•	•					•									
PC14		•	•				•			•	•	•	•	•	•			•		•											

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

Components Program learning outcomes	CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9	CC10	CC11	CC12	CC13	CC14	CC14.1	CC15	CC16	CC17	CC18	CC19	CC20	CC21	CC22	CC22.1	CC23	CC24
PLO1								•			•		•	•	•		•			•			•	•		
PLO2		•				•				•	•			•	•	•					•	•	•	•	•	
PLO3			•	•		•	•	•	•	•	•	•	•		•		•	•	•			•		•	•	•
PLO4						•	•		•	•	•	•		•	•	•	•			•	•	•	•	•	•	
PLO5															•			•		•	•	•	•	•		
PLO6						•					•	•			•					•				•		•
PLO7							•			•		•	•	•		•	•		•	•	•				•	
PLO8													•		•	•	•		•	•			•	•		•
PLO9						•				•											•	•	•			
PLO10										•			•							•	•					•
PLO11		•			•			•	•	•		•		•	•		•		•					•		
PLO12				•	•		•	•	•		•	•	•		•				•	•	•		•	•	•	
PLO13				•											•					•			•	•	•	
PLO14											•	•												•	•	
PLO15	•	•	•		•				•		•	•		•	•		•							•		•
PLO16	•					•	•	•	•		•	•		•	•	•	•	•	•	•	•		•	•	•	•
PLO17	•														•								•			•
PLO18			•								•	•		•	•		•		•				•	•		

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

Program learning outcomes \ Components	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	
	PLO1													•	•		•															
PLO2												•	•	•		•								•								
PLO3	•		•		•	•	•			•	•				•		•		•	•	•			•	•	•	•	•	•	•	•	
PLO4							•			•						•								•								•
PLO5									•					•		•								•								
PLO6													•	•	•				•	•												
PLO7			•					•	•	•	•								•	•		•		•								
PLO8								•					•	•	•				•	•		•										
PLO9													•	•	•		•							•								
PLO10							•					•			•			•														
PLO11				•								•									•											
PLO12			•						•	•	•				•				•						•	•	•	•	•	•	•	
PLO13		•							•			•		•	•				•		•				•							
PLO14								•		•					•						•				•							
PLO15					•	•						•				•			•		•		•			•	•	•	•	•	•	•
PLO16			•		•					•	•		•	•		•	•			•		•										
PLO17				•	•															•												
PLO18	•		•	•			•		•		•			•									•		•	•						•

