3. Educational Programme

Director of the Bachelor's degree programme «Journalism» –
D.S. Faivishenko, Doctor of Science (Economics), Professor.

3.1. Profile of the Educational programmme 061 "Journalism" (Subject Area "Advertising and Public Relations")

1 – General Infirmation	
Full name of IHE and structural unit	State University of Trade and Economics, Faculty of Trade and Marketing, Department of Journalism and Advertising
Academic degree and qualification title in the original	Bachelor's degree specialty «Journalism» Subject Area «Advertising and Public Relations»
Educational Programme Title	«Advertising and Public Relations»
Compliance with Higher Education Standard of Ministry of Education and Science of Ukraine	This Educational programme meets HES of Ministry of Education and Science of Ukraine
Type of diploma and scope of Educational programme	Single degree (provided on the basis of one educational institution), 240 ECTS credits
Availability of accreditation	Certificate of accreditation issued by the National Agency for Higher Education Quality Assurance (NAQA) valid until July 1, 2027 (issue date of the certificate June 23, 2022 № 3583
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 SUTE
Language(s) of training	Ukrainian
Programme duration	01/07/2027
Educational Programme Link	https://knute.edu.ua/
2 – Educational programme 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; communication appeals, visual and audiovisual content, advertising and PR product; relevant phasing of the company's advertising campaign and public relations campaign.	
3 - Educational programme characteristics	
Subject area	*Study and activity objects*: social communications in various forms and types; social communication products; audience and other consumers

	(users) of these products.
	The aim of study is to develop the graduate's ability to solve complex specialized tasks 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 of conditions.
	Theoretical content of the subject area: journalism concepts, advertising and public relations, publishing, editing and other types of communication activities as social communication institutions.
	Methods, techniques and technologies: applied social and communication technologies; methods and techniques of collecting, processing and disseminating information, media planning, professional norms and standards and other special methods used in the field of social communications and narrow professional fields of social communication.
	Tools and equipment: television and radio equipment, computer equipment, image, video, sound and layout software.
Educational programme 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.
Main focus of the Educational programme 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.
Programme 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	The graduate may hold the positions according to the National Classifier of Professions DK 003: 2010: 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 programme, 7 level of EQF-LLL and 7 level of NQF of Ukraine
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 («case study» method), work in small groups, distance learning
Assessment	Written exams, tests, final control, oral and written examinations, evaluation of essays and presentations, defense of term papers, individual and group research papers. Certification (thesis defence) according to the Regulations on thesis (project), Regulations on the organization of the educational process of students, Regulations on the evaluation of learning outcomes of students and postgraduate students.
6 – Programme 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 of 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 realize one's rights and responsibilities as a member of society, to understand 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, use different types and forms of activity for recreation and healthy lifestyle. 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, manner of behavior, artistry), ability to public activity.*

Professional competence (PC)	PC 01. Ability to apply knowledge in the field of social communications in the 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 created media product. PC 06. Ability to implement 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 reasons, scenarios for them and organize a full cycle of processes of preparation and conduct communication activities.* *PC 09. Ability 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 – Programme learning outcomes (PLO)	
	PLO 01. Explain 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 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 own activities and the team activities with 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 colleagues' activities as bearers of rights and responsibilities of society members, representatives of civil society.* *PLO 10. Evaluate colleagues' performance in terms of storage and enhancement of social and cultural values and achievements.* *PLO 11. Communicate fluently in Ukrainian on professional matters, including oral, written and electronic contacts.* *PLO 12. Communicate fluently in a foreign language on professional matters, including oral, written and electronic contacts.* *PLO 13. Anticipate the audience reaction 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 platform.* *PLO 16. Plan work and colleagues' work, aimed at generating information content and creating a media product, as well as its promotion.*

	PLO 17. Post up-to-date information about media product on accessible online platforms.
	PLO 18. Use 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 programme implementation	
Academic staff	The Department of Journalism and Advertising of SUTE is responsible for the training of specialists in journalism, specialization "Advertising and Public Relations". The Head of the Department is Diana Serhiivna Faivishenko, Doctor of Science (Economics), Professor. The educational process is provided by lecturers, 100% of academic staff have a degree and / or academic title (20.0% are doctors of sciences, 80.0% are candidates of sciences, 16.3% of lecturers have the title of Professor, 73.7% of the academic staff have the title of Associate Professor). Professionals of the Bachelor's degree programme «Journalism» 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 SUTE. Social and household infrastructure of SUTE is available.
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.

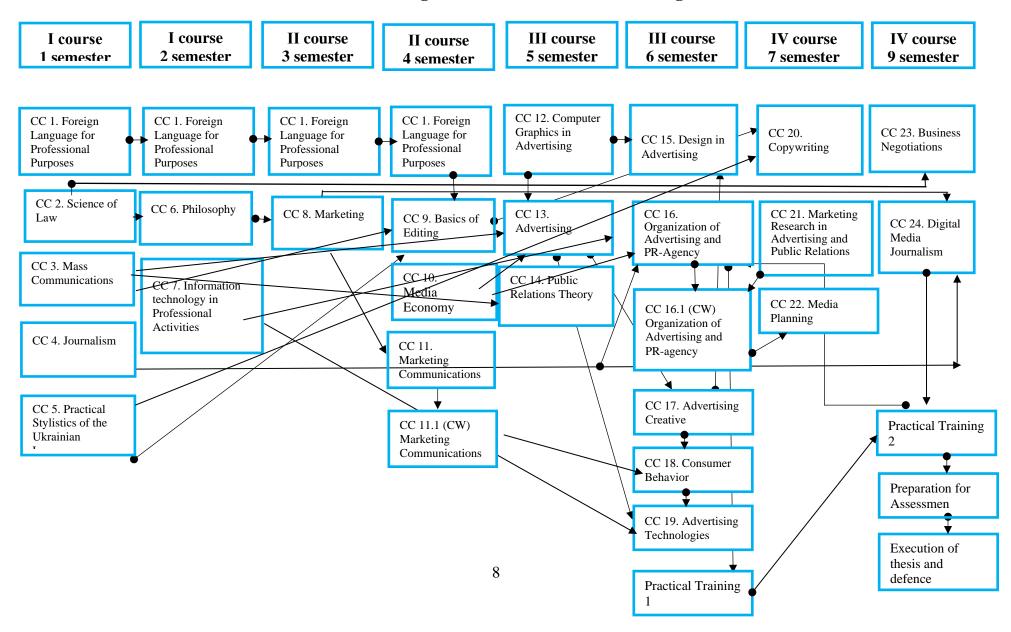| 9 – Academic mobility	
National credit mobility	National credit mobility is carried out in accordance with the concluded agreements on academic mobility.
International credit mobility	International credit mobility is realized through the conclusion of agreements on international academic mobility (Erasmus +), double graduation, long-term international projects involving student education, double degree, etc.
Training of foreign students	Foreign students study in academic groups. For them, 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 Programme components and their logical order

Code a/d	Components of the educational programme (academic disciplines, course projects (papers), practices, qualifying exam, final qualifying exam)	Total credits
1	2	3
Compulsory courses of EP		
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	Editing Basics	6
CC 10	Media Economy	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	Consumers 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**
Elective course of EP		
EC 1	Life Safety	6
EC 2	Industrial Journalism	6
EC 3	Diplomatic and Business Protocol And Etiquette	6
EC 4	Economic Theory	6
EC 5	Business Ethics	6
EC 6	Imageology	6

EC 7	Infographics	6
EC 8	Information Wars	6
EC 9	History of Economics and Economic Thought	6
EC 10	History of Foreign Literature	6
EC 11	History of Advertising and Public Relations	6
EC 12	History of Ukraine	6
EC 13	History of Ukrainian Culture	6
EC 1 4	Cultural Heritage of Ukraine	6
EC 15	Logics	6
EC 16	Layout in Advertising	6
EC 17	Management	6
EC 18	Public Speaking	6
EC 19	Basics of Cybersecurity	6
EC 20	Politology	6
EC 21	Direct Marketing	6
EC 22	Psychology	6
EC 23	Psychology of Advertising	6
EC 24	Psychology of Trade	6
EC 25	World Culture	6
EC 26	Social Leadership	6
EC 27	Sociology	6
EC 28	Commodity Science	6
EC 29	Ukrainian Literature and Folklore	6
EC 30	HR-management	6
Total credits for Elective courses		**60**
Practical Training		
Practical Training 1		3
Practical Training 2		6
Total		**9**
Assessment		
Preparation for Assessment		**3**
Execution of thesis and defence		**6**
Total		**9**
TOTAL SCOPE OF THE EDUCATIONAL PROGRAMME		**240**

The final assessment for all educational programme components is exam.

3.3. Structural and logical scheme of Educational Programme

| I course 1 semester | I course 2 semester | II course 3 semester | II course 4 semester | III course 5 semester | III course 6 semester | IV course 7 semester | IV course 9 semester |

CC 1. Foreign Language for Professional Purposes — CC 1. Foreign Language for Professional Purposes — CC 1. Foreign Language for Professional Purposes — CC 1. Foreign Language for Professional Purposes

CC 12. Computer Graphics in Advertising — CC 15. Design in Advertising — CC 20. Copywriting — CC 23. Business Negotiations

CC 2. Science of Law — CC 6. Philosophy — CC 8. Marketing — CC 9. Basics of Editing — CC 13. Advertising — CC 16. Organization of Advertising and PR-Agency — CC 21. Marketing Research in Advertising and Public Relations — CC 24. Digital Media Journalism

CC 3. Mass Communications — CC 7. Information technology in Professional Activities — CC 10. Media Economy — CC 14. Public Relations Theory — CC 16.1 (CW) Organization of Advertising and PR-agency — CC 22. Media Planning

CC 4. Journalism — CC 11. Marketing Communications — CC 17. Advertising Creative

CC 5. Practical Stylistics of the Ukrainian — CC 11.1 (CW) Marketing Communications — CC 18. Consumer Behavior — Practical Training 2 — Preparation for Assessmen — Execution of thesis and defence

CC 19. Advertising Technologies

Practical Training 1

8

3.4. Final assessment

Certification takes place in the form of public defense of the thesis.

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

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

Thesis should not contain academic plagiarism, fabrication and falsification.

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

3.5. Programme Competences and EP Components Matrix

3.5.1. Programme Competences and EP Compulsory Components Matrix

Components/ Competences	CC1	CC2	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. Programme Competences and EP Elective Components Matrix

Components/ Competences	EC 1	EC 2	EC 3	EC 4	EC 5	EC 6	EC 7	EC 8	EC 9	EC10	EC 11	EC12	EC13	EC 14	EC 15	EC 16	EC 17	EC 18	EC 19	EC 20	EC 21	EC 22	EC 23	EC 24	EC 25	EC 26	EC 27	EC 28	EC 29	EC 30
GC 01	●	●	●	●	●		●	●								●		●	●		●	●	●	●		●	●	●	●	
GC 02	●	●					●	●			●				●	●			●			●		●					●	
GC 03					●	●														●						●	●		●	
GC 04		●		●				●	●	●	●	●							●				●	●	●		●			
GC 05							●	●									●		●											
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GC 09								●																				●		
GC 10	●	●			●		●		●		●	●	●	●											●				●	●
GC 11		●	●		●			●			●							●										●		
GC 12			●															●								●				
GC 13		●	●															●										●		
PC 01		●	●		●			●			●											●	●			●	●		●	
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PC 09																													●	

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

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

Components / Program learning outcomes	CC1	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
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 Programme Learning Outcomes (PLO) and EP Elective Components Matrix

Components / Program learning outcomes	EC 1	EC 2	EC 3	EC B4	EC 5	EC 6	EC 7	EC 8	EC 9	EC 10	EC 11	EC 12	EC 13	EC 14	EC 15	EC 16	EC 17	EC 18	EC 19	EC 20	EC 21	EC 22	EC 23	EC 24	EC 25	EC 26	EC 27	EC 28	EC 29	EC 30
PLO 01	●	●	●	●	●			●			●						●		●			●	●	●			●	●	●	
PLO 02		●					●	●			●							●	●		●									
PLO 03		●						●			●							●											●	
PLO 04		●		●			●	●	●	●	●	●							●		●						●			●
PLO 05							●	●									●		●												
PLO 06																	●						●			●			●	
PLO 07																	●												●	
PLO 08		●													●				●										●	
PLO 09		●						●											●	●							●		●	
PLO 10								●			●															●			●	●
PLO 11		●						●				●	●	●					●		●				●					
PLO 12										●								●												
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| PLO 21 | | | | | | | | | | | | | | | | | ● | | | | | | | | |