

3.1 Educational – professional program 075 «Marketing»

(Specialization «Trade marketing»),

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3.1. Educational program in speciality 075 «Marketing»

(Specialization «Trade marketing»),

1 – General information	
Full name of IHE and structural unit	Kyiv National University of Trade and Economics, Faculty of Trade and Marketing, Department of Marketing
Level of higher education and qualification name in the original language	Level of higher education Master degree specialty «Marketing» specialization «Trade Marketing»
Program official name	«Trade Marketing»
Diploma type and scale of the program	Qualification Title Master degree, unitary, 90 program credits ECTS duration of study 1 year 4 months
Accreditation	Ministry of Education and Science of Ukraine, Order №1565 of Ministry of Education and Science of Ukraine dated 19.12.2016, valid till 01.07.2024.
Cycle/Level	NQF of Ukraine – 7 level, FQ-EHEA – the second cycle, EQF-LLL–7 level
Preconditions	Bachelor degree
Languages of instruction	Ukrainian
Program duration	till 01.07.2024
Internet address for permanent placement of the program description	https://knute.edu.ua
2 – Educational program aim	
Formation of a modern system of professional knowledge and acquisition of practical skills in order to apply them in specialized, pedagogical and research activities for the	

<p>effective solution of management tasks at different hierarchical levels in the field of trade marketing.</p> <p>Trade marketer masters operational economic, creative, commercial and organizational-technological processes related to key areas of trade marketing of trade enterprises and determines, adjusts and implements strategic vectors of its development based on relevant tools and marketing technologies.</p>	
<p>3 - Educational program characteristics</p>	
<p>Subject area (sphere of knowledge, speciality and specialization)</p>	<p>Sphere of knowledge 07 «Management and Administration» Specialty 075 «Marketing» Specialization «Trade Marketing»</p>
<p>Educational program orientation</p>	<p>Academic, educational and professional, applied.</p> <p>The program consists of professional and practical training disciplines.</p>
<p>Main focus of the educational program and specialization</p>	<p>Special education in marketing. Formation of professional competence to manage the marketing performances of trade enterprises in the context of dynamic changes in the external environment.</p> <p>Key words: marketing performance, marketing analysis, strategic marketing, marketing management.</p>
<p>Features of the program</p>	<p>Availability of a variable component of professionally-oriented disciplines for work in trade marketing; practical training at trade enterprises engaged in marketing performances.</p>
<p>4 – Graduate employability and further learning</p>	
<p>Employability</p>	<p>The graduate is employable in accordance with the National classifier of Ukraine SC 003: 2010: Executive (Senior manager); chairman of the cooperative (society, collective farm, etc.); chairman of the board of directors; chief administrator (at commercial enterprises); chief consultant; director (manager) of a small enterprise (transport, warehousing); director (manager) of a small trading company; director (chief, other head) of the enterprise; director of the department; commercial director; director of the representative office; branch director; marketing director; head of sales (marketing); head of the commercial department; marketing consultant; sales economist; head of the retail trade enterprise; market manager;</p>

	head of the department (a separate one); head of the department (within the Office); head of the department (central public authorities); head of the department (local authorities); Deputy Director of the Department - Head of Department; head (director, chief, etc.) of the department; store manager; business efficiency consultant; manager (manager) in wholesale trade; manager (manager) in retail of non-food products; manager (manager) in the retail trade of household and non-food products; manager (manager) in the retail sale of household goods and their repair; manager (manager) in food retail; manager (manager) in trade in vehicles; manager (manager) of administrative performances.
Further learning	Further learning - obtaining the third level of higher education and obtaining the degree of Doctor of Philosophy.
5 – Teaching and assessment	
Teaching and learning	Problem-oriented and lecture-practical training with the acquisition of general and professional competencies sufficient to generate new ideas, solve complex problems in the professional field. Mastering the methodology of scientific work, skills of presenting its results in native and foreign languages. Conducting independent research using the resource base of the university and partners. Student-centered learning, self-study, problem-oriented learning of interactive-cognitive nature, learning through practical training, learning through business games and the use of case-studies, competence approach in the construction and implementation of educational programs.
Assessment	Monitoring (testing, essays, presentations, individual tasks, situational tasks, business cases, business games), written exams, practice. Public defense of final qualification work. Assessment is carried out in accordance with the "Regulations on the assessment of learning outcomes of students and graduates", "Regulations on the organization of the educational process of students".
6 - Program competences	

Integral competence	Ability to solve complex tasks and problems in the field of trade marketing in professional activity or in the learning process, which involves research and / or innovation and is characterized by uncertainty of conditions and requirements.
General competences	<p>GC 1. Ability to make informed decisions.</p> <p>GC 2. Ability to generate new ideas (creativity).</p> <p>GC 3. Ability to evaluate and ensure the quality of works performed.</p> <p>GC 4. Ability to adapt and acts in a new situation.</p> <p>GC 5. Interpersonal skills.</p> <p>GC 6. Ability to search, process and analyze information from various sources.</p> <p>GC 7. Ability to show initiative and entrepreneurship.</p> <p>GC 8. Ability to develop and manage projects.</p>
Special (professional) competencies	<p>PC1. Ability to logically and consistently reproduce and apply knowledge of the latest theories, methods and practical experiences of marketing.</p> <p>PC2. Ability to correctly interpret the results of recent theoretical research in the field of marketing and practice of their application.</p> <p>PC3. Ability to conduct independent research and interpret their results in the field of marketing.</p> <p>PC4. Ability to apply a creative approach to work in specialty.</p> <p>PC5. Ability to diagnose marketing activities of a market entity, perform marketing analysis and forecasting.</p> <p>PC6. Ability to choose and apply effective means of managing the marketing activities of the market entity at the level of organization, department, group, network.</p> <p>PC7. Ability to develop and analyze the marketing strategy of the market entity and ways to implement it, taking into account cross-functional relationships.</p> <p>PC8. Ability to form a marketing system of the market entity and evaluate the effectiveness and efficiency of its operation.</p> <p>PC9. Ability to carry out theoretical and applied research in the field of marketing at the appropriate level.</p>

<p><i>Cross-subject competencies</i></p>	<p><i>CSC1. Ability to explain and make relevant management decisions in the formation of marketing strategy and tactics.</i></p> <p><i>CSC2. Ability to develop, plan, monitor, control and timely adjust marketing activities to stimulate the distribution network (distributors, dealers, retail chains).</i></p> <p><i>CSC3. Ability to conduct store product checks, identify relevant threats and risks, generate and implement effective marketing solutions to prevent and / or eliminate these threats and risks.</i></p> <p><i>CSC4. Ability to develop a brand tracking program for the timely transformation of the system of brand marketing communications and increase customer loyalty to the brand against the background of permanent contextual changes.</i></p> <p><i>CSC5. Ability to justify, develop, adapt and implement trade marketing strategies and trade marketing budgets.</i></p>
<p>7 – Program learning outcomes</p>	
	<p>P1. Know and be able to apply in practice modern principles, theories, methods and practical techniques of marketing.</p> <p>P2. Be able to adapt and apply new advances in the theory and practice of marketing to achieve specific goals and solve the tasks of the market entity.</p> <p>P3. Plan and conduct their own research in the field of marketing, analyze its results and ground the adoption of effective marketing decisions in conditions of uncertainty.</p> <p>P4. Be able to develop a strategy and tactics of marketing activities, taking into account the cross-functional nature of its implementation.</p> <p>P5. Present and discuss the results of scientific and applied research, marketing projects in state and foreign languages.</p> <p>P6. Be able to increase the effectiveness of marketing activities of the market entity at different levels of government, develop projects in the field of marketing and manage them.</p> <p>P7. Be able to form and improve the marketing system of the market entity.</p> <p>P8. Use methods of interpersonal communication in the course of solving collective tasks, negotiations, scientific discussions in the field of marketing.</p>

P9. Understand the nature and features of the use of marketing tools in the marketing decision-making process.

P10. Substantiate marketing decisions at the level of the market entity with the use of modern management principles, approaches, methods, techniques.

P11. Use methods of marketing strategic analysis and interpret its results in order to improve the marketing activities of the market entity.

P12. Carry out diagnostics and strategic and operational marketing management for the development and implementation of marketing strategies, projects and programs.

P13. Manage the marketing activities of the market entity, as well as its divisions, groups and networks, determine the criteria and indicators of its evaluation.

P14. To form a marketing system of interaction, to build long-term mutually beneficial relations with other market participants.

P15. Collect the necessary data from various sources, process and analyze their results using modern methods and specialized software.

FQW(final qualification work)16. Ground and make relevant management decisions in the formation of marketing strategy and tactics.

FQW17. Be able to develop, plan, monitor, control and timely adjust marketing activities to stimulate the distribution network (distributors, dealers, retail chains).

FQW18. Ability to conduct store product checks, identify relevant threats and risks, and generate and implement effective marketing solutions to prevent and / or eliminate these threats and risks.

FQW19. Be able to develop a brand tracking program for the timely transformation of the system of brand marketing communications and increase customer loyalty to the brand against the background of permanent contextual changes.

FQW20. Be able to ground, develop, adapt and implement trade-marketing strategies and trade-marketing budgets.

8 – Resource support for program implementation

Staffing	<p>The Department of Marketing of KNTEU is the graduate and responsible for the preparation of masters in the specialization "Trade Marketing". Staffing meets the licensing conditions of educational activities of educational institutions.</p> <p>100% of the teaching staff involved in the teaching of professionally oriented disciplines have degrees in the specialty and are characterized by a high level of professional training. In order to improve their professional level, all academic staff undergo internships once every five years.</p> <p>Employment contracts have been concluded with all academic staff.</p>
Material and technical support	<p>Provision of training facilities, computer workplaces, multimedia equipment meets the needs. All the necessary social and domestic infrastructure is available, the number of places in dormitories meets the requirements.</p> <p>Provision of premises for training sessions and test activities - 4 sq.m. meters per person.</p> <p>40% of classrooms are equipped with multimedia equipment.</p> <p>KNTEU infrastructure: libraries, including a reading hall, food stations, an assembly hall, sports halls, stadiums, a medical center, dormitories.</p>
Information and educational-methodical support	<p>KNTEU fully complies with the technological requirements for teaching and information support of educational activities.</p> <p>There is an access to databases of periodicals in English of the relevant or related profile.</p> <p>There is an official website of KNTEU, which contains basic information about its activities (structure, licenses and certificates of accreditation, educational / educational-scientific / publishing / certification (scientific staff) activities, educational and scientific departments and academic staff, list of educational disciplines, admission policy, contact information): https://knute.edu.ua</p> <p>The operating distance learning system MOODLE provides self-study and individual training. The Laboratory of Distance Learning KNTEU has educational and methodical materials on the disciplines of the curriculum: http://ldn.knute.edu.ua</p>
9 – Academic mobility	

National credit mobility	Individual agreements on academic mobility for training and research in universities and institutions of Ukraine are admitted. Credits received at other universities in Ukraine are recalculated according to the certificate of academic mobility.
International credit mobility	KNTEU participates in the Erasmus + program in K1 course under agreements with: 1. University of Paris-Est Créteil (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. For academic staff: mobility for teaching purpose. 3. University of Hohenheim (Stuttgart, Germany). Educational degree: master. Specialty: Economics and Business Administration. For academic staff: mobility for internship training.
Higher education training of foreign students	Training of foreign students is carried out on general terms or on an individual schedule, provided that they study Ukrainian language in the amount of 6 ECTS credits, which are additionally provided by the curriculum.

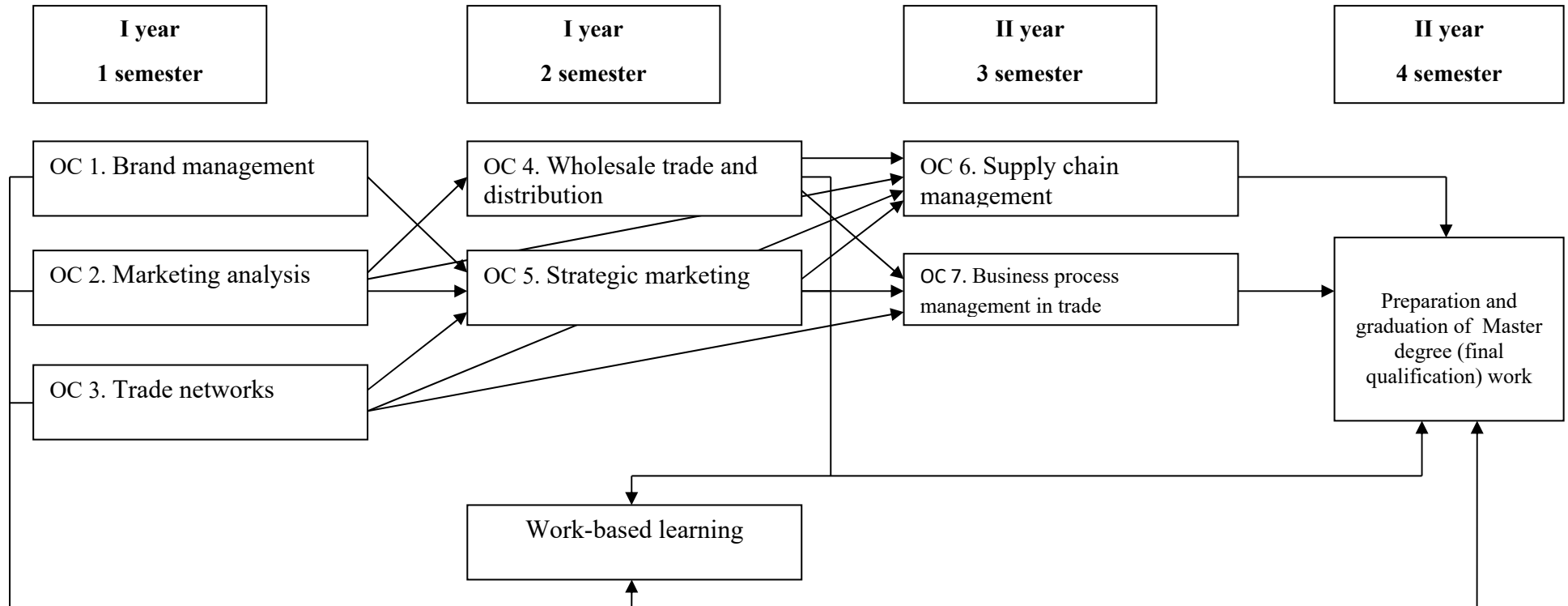
3.2. List of educational program components and their logical consequence

3.2.1. List component EP

№	Educational program components (academic disciplines, semester projects (works), practical training, qualification exam, final qualification work)	Total credits
1	2	3
Compulsory components of EP		
CC 1	Brand management	6
CC 2	Marketing analysis	6
CC 3	Trade networks	6
CC 4	Wholesale trade and distribution	7,5
CC 5	Strategic marketing	7,5
CC 6	Supply chain management	6
CC 7	Consumer loyalty management	6
Total amount of compulsory components:		45
Optional components of EP		
OC 1	Agromarketing	6
OC 2	Internet marketing	6
OC 3	Category management	6
OC 4	Commercial logistics	6
OC 5	Consumer law	6
OC 6	Logistics management	6
OC 7	International trade	6
OC 8	Management psychology	6
OC 9	Risks in marketing	6
OC 10	Systems of sources of trade and economic information	6
OC 11	Business process management in trade	6
Total volume of optional components:		24
Work-based learning		
	Work-based learning	9
Attestation		
	Preparation and graduation of Master degree (final qualification) work	12
TOTAL EDUCATIONAL PROGRAM VOLUME		90

For all components of the educational program, the form of final control is an exam.

3.2.2. Structural and logical framework of EP



3.3 Attestation form for higher education applicants

Attestation of Masters of Marketing is carried out in the form of public defense of the final qualification work.

The final qualification work should involve solving a complex specialized task or problem in the field of modern marketing, involving research and/or innovation and characterized by uncertainty of conditions and requirements.

The final qualifying work should not contain academic plagiarism, including incorrect textual borrowings, fabrication and falsification.

The final qualifying work must be published on the official website of the higher education institution, its department or posted in its repository. Publication of the final qualification work containing information with limited access is carried out in accordance with the requirements of existing legislation.

3.4.1. Matrix of correspondence of program competence to EP compulsory components

Components Competences	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7
	GC1	+	+	+	+	+	+
GC2	+				+	+	+
GC3		+		+	+	+	
GC4	+		+	+			
GC5			+			+	+
GC6				+			
GC7	+			+	+	+	+
GC8					+		
PC1		+					
PC2			+		+		
PC3						+	+
PC4	+		+	+		+	
PC5		+			+		
PC6	+	+		+			+
PC7		+			+		+
PC8	+	+			+		
PC9							+
<i>CSC1</i>	+	+		+	+	+	
<i>CSC2</i>	+		+	+	+	+	+
<i>CSC3</i>		+					+
<i>CSC4</i>	+				+		+
<i>CSC5</i>	+	+			+		

3.4.2. Matrix of correspondence of program competence to EP optional components

Competences \ Components	Components										
	OC1	OC2	OC3	OC4	OC5	OC6	OC7	OC8	OC9	OC10	OC11
GC1	+	+	+	+	+	+	+	+	+	+	+
GC2		+	+	+	+	+				+	
GC3				+	+	+	+		+		+
GC4		+					+	+	+	+	+
GC5		+	+					+			
GC6	+				+	+			+	+	+
GC7	+	+	+	+		+	+		+	+	+
GC8	+			+		+		+			
PC1	+	+							+		
PC2	+	+								+	
PC3				+				+		+	
PC4		+	+	+	+	+	+	+		+	+
PC5	+								+		
PC6	+					+		+			+
PC7									+		
PC8	+	+							+		
PC9		+									
CSC1	+	+	+	+	+	+	+		+		+
CSC2	+	+				+			+		
CSC3		+					+	+			+
CSC4		+							+		
CSC5	+	+				+					+

3.5.1. Matrix for providing program learning outcomes (PLO) 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
P1	+				+		+
P2	+	+			+	+	
P3		+	+	+			
P4	+		+	+	+	+	+
P5	+		+			+	
P6					+		
P7					+		
P8	+			+		+	+
P9		+				+	+
P10	+				+		
P11		+			+		
P12					+		+
P13			+				
P14	+		+			+	+
P15		+		+		+	
<i>FQW 16</i>	+			+	+		+
<i>FQW 17</i>	+	+	+		+	+	
<i>FQW 18</i>	+	+		+			+
<i>FQW 19</i>	+	+					+
<i>FQW 20</i>			+	+	+	+	+

3.5.2. Matrix for providing program learning outcomes (PLO) with relevant optional components of the educational program

Program learning outcomes	Components										
	OC1	OC2	OC3	OC4	OC5	OC6	OC7	OC8	OC9	OC10	OC11
P1	+	+		+		+			+		+
P2	+	+					+			+	
P3									+		
P4		+		+		+					
P5											+
P6	+	+					+				
P7	+	+				+			+		
P8		+	+	+	+	+	+	+		+	+
P9		+	+	+		+			+		
P10		+			+	+		+	+	+	
P11	+								+		
P12		+							+		
P13	+						+	+			
P14		+									+
P15				+	+	+	+		+	+	+
<i>FQW 16</i>	+	+	+	+		+	+		+	+	+
<i>FQW 17</i>	+	+		+							+
<i>FQW 18</i>	+	+						+	+		
<i>FQW 19</i>	+	+			+		+				+
<i>FQW 20</i>	+	+		+	+	+					

