

3. Educational Program

Head of Project Group (Guarantee of Educational Program)

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3.1. Profile of the Educational Program in the specialty 061 «Journalism» (in specialization «Advertising»)

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 – Master’s degree specialty «Journalism» specialization «Advertising»
Educational Program Title	«Advertising»
Qualification Title (Degree), program credits and duration	Master's degree, individual, 90 ECTS credits, Training Schedule - 1, 4.
Accreditation	Certificate of accreditation issued by the Ministry of Education and Science, Youth and Sports of Ukraine (Ukraine) valid until July 1, 2023 on the basis of the order of the Ministry of Education and Science of Ukraine from February 8, 2013 № 300 1
Cycle/Level	EQF of Ukraine – 7 level, FQ-EHEA- second cycle, EQF-LLL- 7 level
Academic Background	- existence of Bachelor’s degree; - admission conditions to the program are regulated by the Rules of admission to KNUTE.
Language(s) of instruction	Ukrainian
Program duration	01.07.2023
Educational Program Link	https://knute.edu.ua
2 – Educational program aim	

Establishing a system of professional knowledge and practical skills is necessary to solve effectively problems related to the creation of journalistic products, investigative journalism, and creation of advertising messages and the implementation of advertising activities. The advertiser researches applied social communications, determines the advertising strategy in conditions of competition, prepares proposals for promotion of goods and services, develops original layouts of advertising and other communication messages, determines the location of advertising.

3 – Educational program characteristics

Subject area (Field of study, specialty, and specialization)	Field of study 06 «Journalism», Specialty 061 «Journalism», Specialization «Advertising»
Educational program orientation	Applied educational and scientific orientation. The program consists of disciplines of general, professional and practical training.
Educational focus of the educational program and specialization	Special education is in the field of study «Journalism» in the advertising area. Formation of professional competences helps to create advertising messages, to study applied social communications, to carry out advertising activities at the enterprise. Keywords: social and communication technologies, advertising creative, digital advertising technologies, journalistic investigation, journalistic creativity.
Program features	Availability of a selective component of professionally oriented disciplines for work in the field of journalism and advertising; practical training in 9 credits at the enterprises which are engaged in advertising activity.

4 – Career opportunities and further learning

Career opportunities	According to the State Classification of Professions, DK 003: 2010 is qualified management and executive activities in publishing houses, information and media agencies, press services, political, commercial and public organizations, media structures, research, expert institutions, educational institutions. The professional activity of the Master of advertising in the relevant positions is to perform functions that are components of the descriptor of the acquired competencies: general education, research, teaching; psychological and ethical; social, general historical, economic, managerial, and marketing. At the same time, they may hold positions in state structures and departments,
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	institutions (state administration), self-government bodies and in the international organizations in the positions that require higher education.
Further learning	Opportunity to study according to the third cycle of FQ-EHEA program, 8 level of EQF-LLL and 9 level of NQF
5 – Training and assessment	
Teaching and learning	Students-centralized training, competence approach in the implementation of training programs.
Assessment	Written exams. Assessment is protected under the “Act about the organization of students’ educational process” and “Act about the assessment of training results of KNUTE students and postgraduate students”.
6 – Program competences	
Integral competence	Ability to solve complex tasks and problems in the in the sphere of <i>journalism and advertising</i> and / or in the learning process, which involves research and / or innovation and is characterized by uncertainty of conditions and requirements, <i>to generate a media product idea, develop a creative concept and media design of a product, to create photo materials of various genres, to form advertising strategy of the enterprise, to use information and digital technologies in advertising activity of the enterprise.</i>
General competence (GC)	<i>GC 1. Ability to use knowledge in practice. GC 2. Ability to communicate with non-professionals. GC 3. Knowledge of a second language. GC 4. PC skills. GC 5. Research skills. GC 6. Ability to self-education. GC 7. Ability to adapt to new conditions and make decisions in difficult and unpredictable situations. GC 8. Information skills (ability to find and analyze information from different sources). GC 9. Ability to take initiative and generate new ideas (creativity). GC 10. Adhere to professional ethics, knowledge of international norms and legislation of Ukraine in the field of safety the population life, management system of labor protection and civil protection.</i>

<p>Professional competence (PC)</p>	<p><i>PC 1. Ability to know and apply legislative and regulatory regulation of social, political and advertising communications in society.</i></p> <p><i>PC 2. Ability to understand the phenomenon of language communication and use foreign language knowledge in professional communication.</i></p> <p><i>PC 3. Ability to understand the process of designing a journalistic product, generate new ideas for journalistic and advertising content and apply various methods of its creation.</i></p> <p><i>PC 4. Ability to generate a media product idea; develop a creative concept and media product design;</i></p> <p><i>PC 5. Ability to create photo materials of various genres, using photographic equipment and computer software packages for processing raster graphics;</i></p> <p><i>PC 6. Ability to have approaches to the formation of enterprise policy in various industries in the sphere of advertising;</i></p> <p><i>PC 7. Ability to use information and digital technologies in advertising activities of enterprises.</i></p>
<p>7 – Program learning outcomes (PLO)</p>	
	<p><i>PLO 1. Use methods of scientific knowledge, analysis and synthesis in practice.</i></p> <p><i>PLO 2. Use general scientific and fundamental knowledge to solve practical problems in the sphere of advertising.</i></p> <p><i>PLO 3. Use modern knowledge and practical skills, ways of thinking, professional, ideological and civic qualities, moral and ethical values that determine the ability to carry out professional and educational activities in the sphere of journalism and advertising for the future specialists.</i></p> <p><i>PLO 4. Language proficiency and ability to communicate business English and other foreign languages in professional activity.</i></p> <p><i>PLO 5. Understand ways of generation new ideas in the process of preparing a journalistic product.</i></p> <p><i>PLO 6. Analyze digital advertising material of a modern enterprise.</i></p> <p><i>PLO 7. Use the power of the Internet, mobile and digital technologies to maintain the brand image, launch a new product to a market, increase visibility,</i></p>

and stimulate sales.

PLO 8. Use the legal principles of journalism and advertising.

PLO 9. Use the information legislation of Ukraine in the regulation of information relations, ensuring the constitutional right to information.

PLO 10. Use and implement digital technologies in advertising.

PLO 11. Generate new ideas for advertising messages, use signs in advertising materials and methods of creating advertising appeals and journalistic products.

PLO 12. Make the program of advertising communications of the enterprises of various branches of economy.

PLO 13. Use modern information technologies in advertising.

PLO 14. Develop a creative concept and media product design.

PLO 15. Create photo materials of various genres, using photographic equipment and computer software packages.

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». The Head of the Department has the academic degree of Doctor and the academic title of Associate Professor. 84% of academic staff have a degree and / or academic title. Employment contracts have been concluded with all scientific and pedagogical specialists.
Facilities	There are premises for classes and tests – 4 sq.m. per person. 40% of the classrooms have multimedia equipment. KNUTE infrastructure includes libraries, reading room, food outlets, congress hall, sports halls, stadium, medical center, dormitories.
Informational, teaching and learning materials	There is an access to databases of periodicals in English of the relevant or related area (sharing of databases by several educational institutions is allowed). The official website of KNUTE has basic information

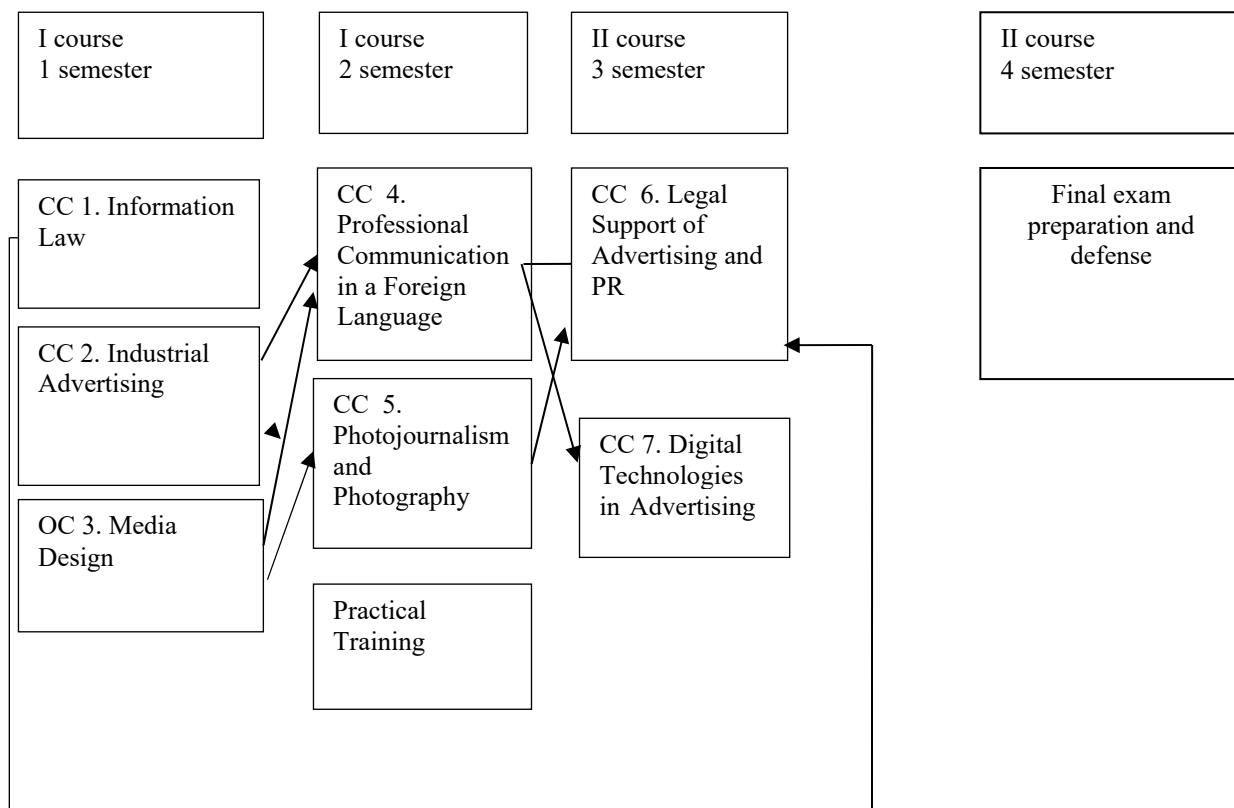
	<p>about its activities (structure, licenses and certificates of accreditation, educational / educational and scientific / publishing / certification (scientific staff) activities, educational and scientific departments and their staff, list of educational disciplines, admission rules, and contact information): https://knute.edu.ua.</p> <p>There are educational and methodical materials on educational disciplines of the curriculum in the Department of Distance Learning KNUTE: http://dist.knute.edu.ua</p>
9 – Academic mobility	
National credit mobility	Distance Double Degree program between KNUTE and Grenoble Alps University (Grenoble, France) is for students of all faculties. Tuition is in English or French with the possibility of going to study for the second semester at Grenoble Alps University.
International credit mobility	KNUTE participates in the Erasmus + program K1 under the agreements with: <ol style="list-style-type: none"> 1. Grenoble Alps University (Grenoble, France). 2. University of Central Lancashire (Preston, the UK).
Training of foreign students	Foreign citizens can study at KNUTE: <ul style="list-style-type: none"> - at the preparatory department for foreigners and stateless persons for a year; - for specialties of higher education with a Bachelor degree: full-time education for 3 years 10 months, distance learning for 4 years 6 months.

3.1 List of Educational Program components and their logical order

3. Code a/d	Components of the educational program (academic disciplines, course projects (papers), practical trainings, final exam)	Total credits
Educational Program Components		
CC 1	Information Law	6
CC 2	Industrial Advertising	6
CC 3	Media Design	6
CC 4	Professional Communication in a Foreign Language	7,5
CC 5	Photojournalism and Photography	7,5
CC 6	Legal Support of Advertising and PR	6
CC 7	Digital Technologies in Advertising	6
Total credits for Compulsory Components:		45
Optional Components of EP		
OC 1	Audio&Video Production	6
OC 2	Brand management	6
OC 3	Industrial Public Relations	6
OC 4	Journalistic Creativity	6
OC 5	Journalistic Investigation	6
OC 6	Internet- marketing	6
OC 7	Information Systems in Advertising	6
OC 8	Conflictology and Psychology of Business Communication	6
OC 9	Creative Management	6
OC 10	Cross-cultural Management	6
OC 11	Psychology of Image	6
OC 12	Consumer Loyalty Management	6
Total credits for Optional Components:		24
Practical Training		
Practical Training		9
Assessment		
Final exam preparation and defense		12
TOTAL		90

The final assessment for all educational program components is exam.

3.3. Structural and logical scheme of Educational Program



3.4. Final assessment

Assessment of the graduates of the educational program of specialty 061 «Journalism» is carried out in the form of defense of final qualification paper according to the Regulations on final qualification paper (project) and ends with the issuance of the standard document of a Master's degree, specialty «Journalism», specialization «Advertising».

Assessment is carried out openly and publicly.

3.5. Program Competences and EP Compulsory Components Matrix

Components / Competences	CC1	CC2	CC3	CC4	CC5	CC6	CC7
GC1	+	+	+	+	+	+	+
GC2				+			
GC3				+			
GC4		+	+		+		+
GC5		+	+		+		
GC6	+	+	+	+	+	+	+
GC7		+	+		+		
GC8	+	+	+		+	+	
GC9		+	+		+		+
GC10	+	+			+	+	
PC1	+	+			+	+	
PC2				+			
PC3			+		+		
PC4			+				
PC5					+		
PC6		+					
PC7							+

3.6. Program Competences and EP Optional Components Matrix

Components / Competences	OC1	OC2	OC3	OC4	OC5	OC6	OC7	OC8	OC9	OC10	OC11	OC12
GC 1	+	+	+	+	+	+	+	+	+	+	+	+
GC 2					+							
GC 3	+											
GC 4	+			+	+	+	+					
GC 5		+	+		+							+
GC 6		+	+	+	+	+						+
GC 7		+	+		+	+	+	+	+	+		+
GC 8		+	+	+	+	+	+				+	+
GC 9	+	+	+	+	+	+			+	+		+
GC 10	+	+	+	+	+	+		+		+		
PC 1	+	+	+	+	+	+		+		+		
PC 2				+	+							
PC 3				+								
PC 4	+			+								
PC 5				+	+							
PC 6							+					
PC 7	+					+						

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

Components / Program learning outcomes	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7
PLO1		+	+		+		
PLO 2		+					+
PLO 3	+	+	+	+	+	+	+
PLO 4				+			
PLO 5			+		+		
PLO 6							+
PLO 7							+
PLO 8	+		+			+	
PLO 9	+						
PLO 10							+
PLO 11			+		+		+
PLO 12		+					
PLO 13							+
PLO 14			+				
PLO 15					+		

