

3. Educational program

Head of the project group
(Guarantor of the educational
program)

Doctor of Economics,
Prof. Korzh M.V.

3.1. Profile of the educational program "Global Marketing" in the specialty 075 «Marketing»

1 – General information	
Full name of IHE and structural unit	State University of Trade and Economics Faculty of International Trade and Law Department of World Economy
The degree of higher education and the title of the qualification in the original language	Master's degree of higher education Specialty «Marketing»
The official name of the educational program	«Global Marketing»
Compliance with the standard of higher education of the Ministry of Education and Culture of Ukraine	It complies with the SHE of the Ministry of Education and Culture of Ukraine
Type of diploma and scope of the educational program	Master's degree, singular, 90 ECTS credits, the term of study is 1 year and 4 months
Availability of accreditation	Ministry of Education and Science of Ukraine, Ukraine, Order No. 1565 of the Ministry of Education and Science of Ukraine dated December 19, 2016, valid until July 1, 2024.
Cycle/level	NFQ of Ukraine – 7th level, FQ-EHEA – second cycle, EQF-LLL – 7th level..
Prerequisites	A person has the right to obtain a master's degree of higher education, whether he has a bachelor's or specialist degree
Language(s) of instruction	Ukrainian and English
The term of validity of the educational program	till 01.07.2026
Internet address of the permanent placement of the description of the educational program	https:// knute.edu.ua
2 – The purpose of the educational program	
Training of highly qualified specialists who have thorough knowledge in the field of global marketing, possess practical skills and competencies for the effective operation of enterprises in the conditions of internationalization of economic activity and are able to carry out research and teaching activities	

3 - Characteristics of the educational program

Subject category	<ul style="list-style-type: none">• Object of study: marketing activity as a form of interaction of subjects of market relations to satisfy their economic and social interests..• Training goals: training of specialists who possess modern economic thinking and relevant competencies necessary for solving problems and complex tasks of marketing activity, which involve conducting research and/or implementing innovations and are characterized by uncertainty of conditions and requirements.• Theoretical content of the subject area: the essence of marketing as a modern concept of business management; conceptual and categorical apparatus, principles, functions, concepts of marketing and their historical prerequisites; the specifics of the activities of market entities in different areas and on different types of markets; content of marketing activities, development of marketing strategies and formation of management decisions in the field of marketing.• Methods, techniques and technologies: general scientific and special methods, professional methods and technologies necessary to ensure effective marketing activities.• Tools and equipment: modern universal and specialized information systems and software products necessary for making and implementing marketing management decisions.
Orientation of the education program	Educational and professional; professional and applied.
The main focus of the educational program	<p>The program is aimed at obtaining a higher education in the field of management and administration with an in-depth study of tools and technologies of global marketing, mechanisms for implementing marketing projects of transnational corporations in conditions of digitization of production and management, algorithms for organizing marketing research in international markets for the fragmentation of production and sales processes in global chains of creation cost, development and implementation of international information and communication marketing activities.</p> <p>Keywords: global marketing, digital marketing, world markets of goods and services.</p>

Features of the program	The competences formed as a result of training are necessary for analysts and experts whose activities are related to relations in the field of global marketing at the international and national levels. The ability to analyze and apply in practice an innovative instrumentarium ("Digital Marketing Technologies") to determine the regional features of the organization's creative environment ("Creative Economy"), as well as the acquisition of key skills regarding the use of global branding methods in real and virtual space with the help of integrated marketing communications for ensuring the growth of the value of the global brand and improving the image of one's own, enterprises or organizations ("Project Brand Management"), related to conducting research and/or implementing innovations form the basis for the development of both academic and professional careers of program graduates. The program introduces the teaching of bilingual educational components "Global Marketing", "Strategic Marketing".
4 – Qualification of graduates to employment and further education	
Qualification for employment	Positions in state executive bodies, civil service, economic and administrative divisions in the field of marketing, advertising and public relations, business analytics, market research, sales activities at the international and national levels in real and virtual space. The list of professions and professional job titles according to the current edition of the State Classifier of Ukraine: profession classifier SC 003:2010): head of marketing departments (1233), namely marketing director, commercial director, head of the sales (marketing) department, head of the commercial department; heads of advertising and public relations divisions (1234), heads of small enterprises without a management apparatus (1319), manager of projects and programs (1238), manager of enterprises, institutions, organizations and their divisions (14) - in particular, manager) in the field of information provision (1473), manager of regional development (1474), manager of communication technologies (1474), manager of marketing (1475), manager of sales (1475.4), manager of public relations (1475.4), manager of advertising (1476.1), junior researcher (marketing) (2419.1), marketing consultant (2419.2), specialist in sales market expansion methods (marketer) (2419.2), specialist in public and press relations (2419.2).
Further education	Possibility to study in the third cycle programs.
5 – Teaching and assessment	

Teaching and learning	A balanced combination of classroom and independent work on the basis of problem-oriented and interactive learning using modern educational technologies and methods (simulation-active methods, technology of learning intensification based on reference schemes and iconic models, cases, trainings).
Assessment	Written exams, solving situational practical tasks, presentations, surveys, testing, writing essays, cases, public defense of final qualification work, etc. The evaluation is carried out in accordance with the «Regulations on the evaluation of the results of students' and postgraduate studies at DTEU», «Regulations on the organization of the educational process of students».
6 – Program competencies	
Integral competence	The ability to solve complex tasks and problems in the field of marketing on the world markets of goods and services in professional activity or in the process of learning, which involves conducting research and/or implementing innovations and is characterized by the uncertainty of the conditions and requirements of the international economic environment.
General competences	GC1. Ability to make informed decisions. GC2. Ability to generate new ideas (creativity). GC3. Ability to evaluate and ensure the quality of the work performed. GC4. Ability to adapt and act in a new situation. GC5. Interpersonal skills. GC6. Ability to search, process and analyze information from various sources. GC7. Ability to show initiative and entrepreneurship. GC8. Ability to develop and manage projects.
Special (professional) competences	SC1. Ability to reproduce and apply knowledge of the latest theories, methods and practical techniques of marketing logically and consistently. SC2. Ability to correctly interpret the results of the latest theoretical research in the field of marketing and the practice of their application. SC3. Ability to conduct independent research and interpret their results in the field of marketing. SC4. Ability to apply a creative approach to work by profession. SCK5. Ability to diagnose the marketing activity of a market entity, perform marketing analysis and forecasting. SC6. Ability to choose and apply effective means of managing the marketing activities of a market entity at the level of an organization, division, group, network.

	<p>SC7. Ability to develop and analyze the marketing strategy of a market entity and ways of its implementation, considering cross-functional relationships.</p> <p>SC8. Ability to form a market entity's marketing system and evaluate the effectiveness and efficiency of its functioning.</p> <p>SC9. Ability to carry out theoretical and applied research in the field of marketing at an appropriate level.</p> <p>SC10. <i>Ability to collect, analyze and process statistical data, scientific and analytical materials, which are necessary for solving complex tasks in the field of global marketing.</i></p> <p>SC11. <i>Ability to choose a design and organize WEB-analytics activities based on national and international sources of trade and economic information</i></p>
7 – Program learning outcomes	
	<p>O1. To know and be able to apply modern principles, theories, methods and practical methods of marketing in practical activities.</p> <p>O2. To be able to adapt and apply new achievements in the theory and practice of marketing to achieve specific goals and solve the problems of a market entity.</p> <p>O3. To plan and carry out own research in the field of marketing, analyze its results and justify the adoption of effective marketing decisions in conditions of uncertainty.</p> <p>O4. To be able to develop a strategy and tactics of marketing activity considering the cross-functional nature of its implementation.</p> <p>O5. To present and discuss the results of scientific and applied research, marketing projects in national and foreign languages.</p> <p>O6. To be able to increase the effectiveness of the marketing activity of the market entity at different levels of management, to develop and manage projects in the field of marketing.</p> <p>O7. To be able to form and improve the marketing system of a market entity.</p> <p>O8. To use methods of interpersonal communication while solving collective problems, conducting negotiations, scientific discussions in the field of marketing.</p> <p>O9. To understand the essence and features of using marketing tools in the process of making marketing decisions.</p> <p>O10. To explain marketing decisions at the level a market entity using modern management principles, approaches, methods, and techniques.</p>

	<p>O11. To use the methods of marketing strategic analysis and interpret its results to improve the marketing activity of the market entity.</p> <p>O12. To carry out diagnostics and strategic and operational management of marketing for the development and implementation of marketing strategies, projects, and programs.</p> <p>O13. To manage the marketing activities of the market entity, as well as its divisions, groups, and networks, determine the criteria and indicators for its assessment.</p> <p>O14. To form a marketing system of interaction, build long-term mutually beneficial relations with other market subjects.</p> <p>O15. To collect necessary data from various sources, process and analyze their results using modern methods and specialized software.</p> <p><i>O16. To collect, analyze and process statistical data, scientific and analytical materials, which are necessary for solving complex tasks in the field of global marketing.</i></p>
8 – Resource support for program implementation	
Staff support	<p>The personnel of teachers involved in the implementation of the EPP meets the personnel requirements for ensuring the implementation of educational activities provided for by the Licensing conditions for the implementation of educational activities (CMU resolution No. 1187 of 12.30.2015).</p> <p>Practitioners in the field of world trade are involved in conducting problematic lectures. The best foreign experts are involved in the implementation of the EPP in teaching the disciplines of professional training.</p> <p>In order to improve their professional level, the scientific and pedagogical staff undergo an internship once every five years.</p>
Material and technical support	<p>The basis of material and technical support consists of:</p> <ul style="list-style-type: none"> lecture halls equipped with the advanced multimedia equipment; specialized computer classes with the necessary software - for practical work, information search and processing of results, high-speed Internet and access to international library and reference systems; co-working spaces - for teamwork and development of communication skills; the virtual reality hall for group practical classes of students using virtual reality glasses is intended for the demonstration of educational content created with the help of virtual reality technologies in order to increase the efficiency of material acquisition by students of higher education.

	Availability of social and household infrastructure of DTEU.
Informational, educational and methodological support	The active MOODLE distance learning system provides independent and individual training. SUTE has fully complied with the technological requirements for educational and methodological and information support of educational activities. The program is equipped with textbooks, educational and methodological publications, an information base and access to closed sources of information, in particular - scientometric databases.
9 – Academic mobility	
National credit mobility	The qualification of credit mobility is carried out in accordance with the Law of Ukraine «On Education», the Law of Ukraine On Higher Education», the Regulations «On the Organization of the Educational Process of Students», «On the Procedure for the Implementation of the Right to Academic Mobility at DTEU» and agreements on studies under terms of academic mobility based on the following documents: course catalog; training agreement; academic reference; certificate of completion of practical training. According to the terms of credit mobility, all credits obtained outside the place of primary education and which are components of the educational program are re-credited to the student of higher education.
International credit mobility	According to the international cooperation programs, the best students of higher education with knowledge of foreign languages and according to the DTEU rating have the opportunity to study in France (Higher Paris School of Commerce (ESCP Europe) Paris; University of Paris-Est Creteil (Universite Paris-Est Creteil) Gustave Eiffel Institute of Business Administration , Paris; Higher School of Management "Audencia Nantes" Nantes; University Grenoble Alpes (Université Grenoble Alpes) Faculty of Economics Grenoble) and Great Britain (University of Central Lancashire (University of Central Lancashire) Preston).
Education of foreign students	Conditions and features of the educational program in the context of studying foreign citizens: knowledge of the Ukrainian language at a level not lower than B1.

3.2. List of components of the educational program and their logical sequence

Code	Components of the educational program (educational disciplines, course projects (works), practices, qualification exam, graduation thesis)	Кількість кредитів
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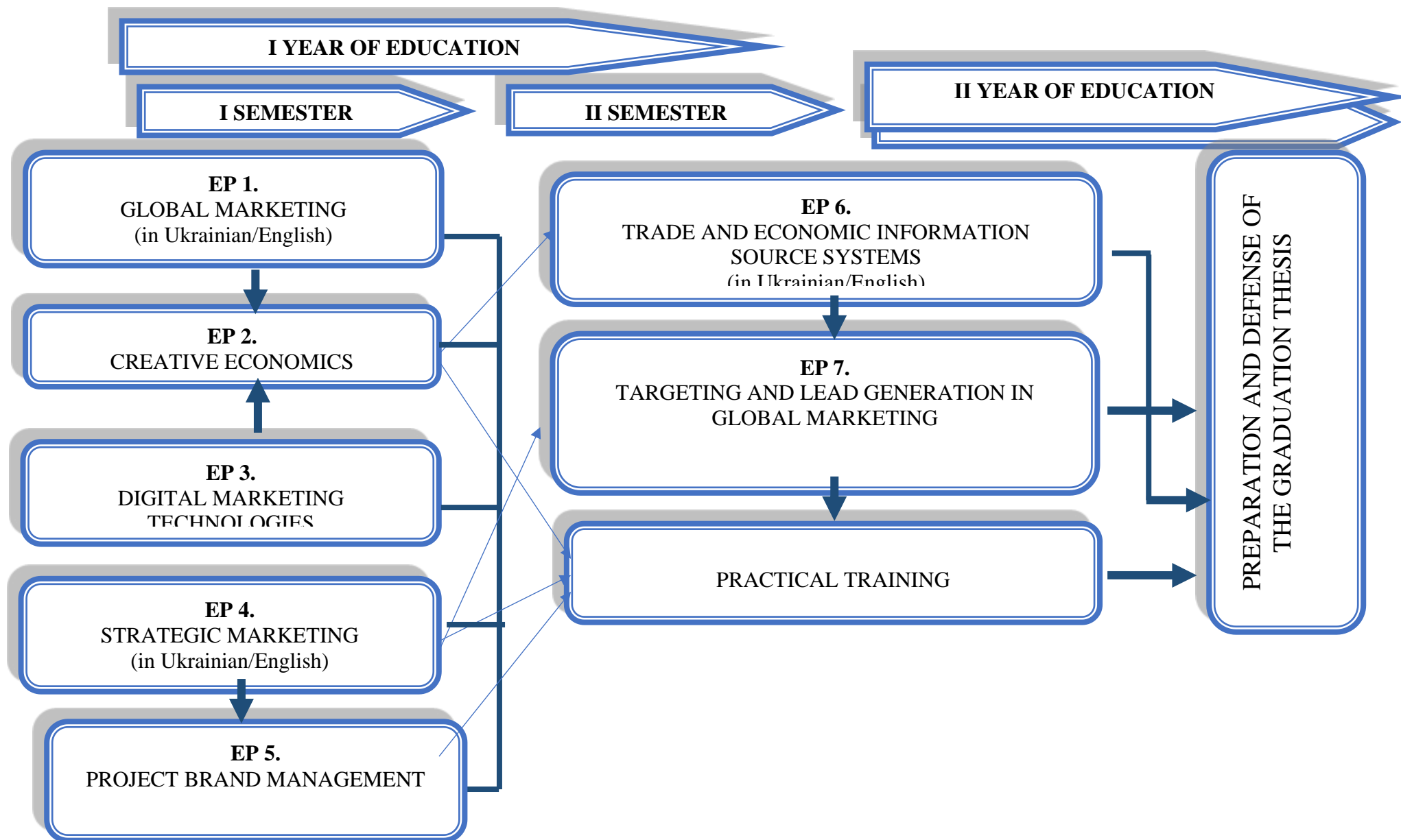
1	2	3
Compulsory Components of EP		
CC 1.	Global Marketing (in Ukrainian/English)	6
CC 2.	Creative economy	6
CC 3.	Digital marketing technologies	6
CC 4.	Strategic marketing (in Ukrainian/English)	6
CC 5.	Project brand management	6
CC 6.	Systems of trade and economic information sources (in Ukrainian/English)	9
CC7.	Targeting and lead generation in global marketing	6
The total volume of compulsory components:		45
Optional Components of EP		
OC1.	Business engineering	6
OC2.	Global value chains	6
OC3.	Corporate public relations	6
OC4.	Consumer law	6
OC5.	International management (in Ukrainian/English)	6
OC6.	International security (in Ukrainian/English)	6
OC7.	International strategies of economic development	6
OC8.	Deep and comprehensive free trade zone of Ukraine with the EU	6
OC9.	The EU internal market law (in Ukrainian/English)	6
OC10.	Reputation management	6
OC11.	Sociology	6
OC12.	Trade negotiations and commercial diplomacy	6
OC13.	Change management	6
OC14.	Customer loyalty management	6
OC15.	Qualitative methods in sociological research	6
OC16.	Audio&videoproduction	6
OC17.	WEB analytics	6
Based on the provisions of Art. 62 of the Law of Ukraine «On Higher Education», students can choose academic disciplines from other educational programs ¹		6
The total volume of optional components:		24
Practical training		
Practical training		9
Attestation		
Preparation of final qualification work and defense		12
GENERAL VOLUME OF THE EDUCATIONAL PROGRAM		90

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

¹The procedure for forming an individual educational trajectory is regulated by the Regulation on the Organization of the Educational Process of Students URL::

<https://knute.edu.ua/file/NzU4MQ==/f97864d4b918244e228a0400a9a98f96.pdf>

3.3 Structural and logical scheme of EP



3.4. Form of attestation of applicants of higher education

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

Graduation qualification work should involve solving a complex problem or problem in the field of international economic relations, which requires research and/or innovation and is characterized by uncertainty of conditions and requirements.

Graduation qualification work must not contain academic plagiarism, fabrication, falsification, and is stored in the repository of the institution of higher education.

Publication of final qualification papers containing information with limited access shall be carried out in accordance with the requirements of current legislation.

3.5. Matrix of correspondence of program competences compulsory components of the educational program

Components/ Competences	CC1	CC2	CC3	CC4	CC5	CC6	CC7
GC1	+		+		+		
GC2	+	+	+			+	
GC3					+	+	+
GC4	+		+			+	+
GC5		+	+				
GC6	+		+	+			+
GC7		+			+	+	
GC8	+		+	+	+	+	+
SC1	+		+				
SC2	+		+			+	
SC3		+	+	+			
SC4		+	+			+	+
SC5	+				+		
SC6	+		+			+	
SC7			+		+		+
SC8	+		+		+		+
SC9			+	+			+
SC10	+				+	+	
SC11		+		+			+

Matrix of correspondence of program competencies to 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	OC 11	OC 12	OC 13	OC 14	OC 15	OC 16	OC 17
O1	+		+		+	+	+	+			+		+	+		+	+
O2		+	+	+									+				
O3	+	+		+	+	+	+			+	+				+	+	
O4	+	+	+									+	+	+			+
O5							+			+	+			+	+		
O6						+	+					+	+	+		+	
O7		+			+				+								+
O8					+		+	+									
O9		+	+										+			+	
O10	+			+	+				+		+					+	
O11		+	+			+						+	+				
O12					+		+			+					+	+	
O13	+						+		+								+
O14		+		+							+	+		+		+	
O15					+		+		+								
O16	+	+	+		+	+					+		+				+

3.6. Matrix of provision of program learning outcomes with relevant compulsory components of the educational program

Components/ Program learning outcomes	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7
O1	+		+		+	+	
O2	+		+		+		
O3							
O4	+	+	+			+	
O5		+	+	+		+	+
O6	+		+		+		
O7	+				+		+
O8			+			+	+
O9	+	+			+		+
O10	+		+		+		
O11	+				+		
O12			+	+		+	+
O13			+			+	+
O14	+		+		+	+	
O15	+	+			+		
O16				+		+	+

Matrix of provision of program learning outcomes with the relevant optional components of the educational program

Components/ Program learning outcomes	OC1	OC2	OC3	OC4	OC5	OC6	OC7	OC8	OC9	OC10	OC11	OC12	OC13	OC14	OC15	OC16	OC17
O1	+		+		+	+	+	+			+		+	+		+	+
O2		+	+	+									+				
O3	+	+		+	+	+	+			+	+				+	+	
O4	+	+	+									+	+	+			+
O5							+			+	+			+	+		
O6						+	+					+	+	+		+	
O7		+			+				+								+
O8					+		+	+									
O9		+	+										+			+	
P10	+			+	+				+		+					+	
O11		+	+			+						+	+				
O12					+		+			+					+	+	
O13	+						+		+								+
O14		+		+							+	+		+		+	
O15					+		+		+								
O16	+	+	+		+	+					+		+				+