

3. The Educational Programme

Head of the project team (Director
of the Master's degree programme)

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3.1. The Educational Programme Profile "Global Marketing" in the specialty 075 «Marketing»

1 – General Information	
Full name of a HEI and a structural unit	State University of Trade and Economics Faculty of International Trade and Law Department of World Economy
Academic degree and qualification name in the original language	Master's Degree Subject Area «Marketing»
Educational programme official name	“Global Marketing”
Compliance with the Higher Education Standard of the Ministry of Education and Science of Ukraine	Meets to the Higher Education Standard of the Ministry of Education and Science of Ukraine
Diploma type and the educational programme scope	Master diploma, unitary, 90 ECTS credits, training period - 1 year 4 months
Accreditation Availability	Ministry of Education and Science of Ukraine, Ukraine, Order No. 1565 of the Ministry of Education and Science of Ukraine dated 19.12.2016, valid until 01 July 2024.
Cycle/Degree	National Qualification Frameworks of Ukraine – cycle 7, FQ-EHEA – the second cycle, EQF-LLL –cycle 7
Preconditions	A person has the right to obtain a master's degree provided that he or she has a bachelor's or specialist's degree
Language(s) of training	Ukrainian, English
Programme validity period	By 01.07.2026
Internet address for permanent placement of the educational programme description	https://knute.edu.ua/
2 – The aim of the Educational Programme	
Training of highly qualified specialists with in-depth knowledge in the field of global marketing, practical skills and competences for the effective operation of enterprises in the context of internationalisation of economic activity and the ability to carry out research and teaching activities	
3 –Educational programme characteristics	
Subject area	- Object of study: marketing activity as a form of interaction between market participants to meet their economic and social interests. - Learning objectives: training of specialists who have modern economic thinking and relevant competencies necessary to solve problems and solve complex problems of marketing activities that

	<p>involve research and/or innovation and are characterised by uncertainty of conditions and requirements.</p> <ul style="list-style-type: none"> - Theoretical content of the subject area: the essence of marketing as a modern concept of business management; conceptual and categorical apparatus, principles, functions, marketing concepts and their historical background; specifics of the activities of market participants in various fields and in 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 techniques and technologies necessary to ensure effective marketing activities. - Tools and equipment: modern universal and specialised information systems and software products necessary for making and implementing marketing management decisions.
Educational programme orientation	Educational and professional; professional and applied.
The main focus of the educational programme	<p>The programme is aimed at obtaining higher education in the field of management and administration with in-depth study of global marketing tools and technologies, mechanisms for implementing marketing projects of multinational corporations in the context of digitalisation of production and management, algorithms for organising marketing research in international markets with fragmentation of production and sales processes in global value chains, development and implementation of international information and communication marketing activities.</p> <p>Keywords: global marketing, digital marketing, world markets of goods and services</p>
Programme features	<p>The competences developed as a result of the study 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 analyse and apply in practice innovative tools ("Digital Marketing Technologies") to determine the regional characteristics of the creative environment of an organisation ("Creative Economy"), as well as to acquire key skills in the use of global branding methods in real and virtual space through integrated marketing communications to ensure the growth of global brand value and enhance the image - own, of enterprises or organisations ("Project Brand Management"), which is related to</p> <p>The programme introduced bilingual educational components "Global Marketing" and "Strategic Marketing".</p>
4 – Graduates employability and suitability for further learning	
Employability	<p>Positions in state executive authorities, civil service, economic and administrative units 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.</p> <p>List of professions and professional job titles according to the current edition of the State Classifier of Ukraine: Classifier of Professions DK 003:2010): Heads of marketing departments (1233), namely marketing director, commercial director, head of sales (marketing) department, head of commercial department; Heads of advertising and public relations departments (1234), head of small enterprises without management (1319), head of projects and programmes (1238),</p>

	manager (administrator) of enterprises, institutions organisations and their subdivisions (14) - in particular, manager (administrator) in the field of information provision (1473), manager (administrator) in regional development (1474), manager (administrator) in communication technologies (1474), manager (administrator) in marketing (1475), manager (administrator) in sales (1475). 4), public relations manager (manager) (1475.4), advertising manager (manager) (1476.1), junior researcher (marketing) (2419.1), marketing consultant (2419.2), specialist in methods of expanding the market (marketer) (2419.2), specialist in public and press relations (2419.2).
Further learning	Opportunity to study under third-cycle programmes.
5 – Teaching and assessment	
Teaching and learning	A balanced combination of classroom and independent work based on problem-based and interactive learning with the use of modern educational technologies and methods (simulation and active methods, technology for intensifying learning based on reference schemes and iconic models, cases, trainings).
Assessment	Written examinations, solving situational practical tasks, presentations, surveys, testing, essays, case studies, public defence of the final qualification work, etc. Assessment is carried out in accordance with the Regulations on Assessment of Undergraduate and Postgraduate Students' Learning Outcomes at SUTE, the Regulations on the Organisation of the Students' Educational Process
6 - Programme competences	
Integral competence	Ability to solve complex tasks and problems in the field of marketing in the world markets of goods and services in professional activities or in the process of study, which involves research and/or innovation and is characterised by uncertainty of conditions and requirements of the international economic environment
General competences (GC)	GC1. Ability to make informed decisions. GC2. Ability to generate new ideas (creativity). GC3. Ability to evaluate and ensure the quality of work performed. GC4. Ability to adapt and act in a new situation. GC5. Interpersonal interaction skills. GC6. Ability to search, process and analyse information from various sources. GC7. Ability to take initiative and entrepreneurship. GC8. Ability to develop and manage projects.
Special (professional, subject) competences (SC)	SC1. Ability to logically and consistently reproduce and apply knowledge of the latest theories, methods and practices of marketing. 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 interpretation of their results in the field of marketing. SC4. Ability to apply a creative approach to work in the speciality. SC5. Ability to diagnose the marketing activities of a market entity, conduct marketing analysis and forecasting. SC6. Ability to select and apply effective means of managing the marketing activities of a market participant at the level of an organisation, unit, group, network. SC7. Ability to develop and analyse the marketing strategy of a market participant and ways to implement it, taking into account inter-

	<p>functional relationships.</p> <p>SC8. Ability to form a marketing system of a market participant 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 the appropriate level.</p> <p>SC10. <i>Ability to collect, analyse and process statistical data, scientific and analytical materials necessary to solve complex problems in the field of global marketing.</i></p> <p>SC11. <i>Ability to choose the design and organise activities on WEB-analytics based on national and international sources of trade and economic information</i></p>
7 –Programme learning outcomes	
	<p>PLO1. To know and be able to apply in practice modern principles, theories, methods and practices of marketing.</p> <p>PLO2. To be able to adapt and apply new achievements in marketing theory and practice to achieve specific goals and solve problems of a market entity.</p> <p>PLO3. To plan and conduct own research in the field of marketing, analyse its results and justify the adoption of effective marketing decisions under conditions of uncertainty.</p> <p>PLO4. Be able to develop a strategy and tactics of marketing activities, taking into account the cross-functional nature of its implementation.</p> <p>PLO5. Present and discuss the results of scientific and applied research, marketing projects in the state and foreign languages.</p> <p>PLO6. To be able to increase the efficiency of marketing activities of a market entity at various levels of management, to develop and manage marketing projects.</p> <p>PLO7. To be able to form and improve the marketing system of a market entity.</p> <p>PLO8. To use methods of interpersonal communication in the course of solving collective problems, negotiations, scientific discussions in the field of marketing.</p> <p>PLO9. Understand the essence and features of the use of marketing tools in the process of making marketing decisions.</p> <p>PLO10. Justify marketing decisions at the level of a market entity using modern management principles, approaches, methods, techniques.</p> <p>PLO11. To use methods of marketing strategic analysis and interpret its results in order to improve the marketing activities of a market entity.</p> <p>PLO12. Carry out diagnostics and strategic and operational marketing management for the development and implementation of marketing strategies, projects and programmes.</p> <p>PLO13. Manage the marketing activities of the market participant, as well as its divisions, groups and networks, determine the criteria and indicators for its evaluation.</p> <p>PLO14. To form a marketing system of interaction, build long-term mutually beneficial relationships with other market participants.</p> <p>PLO15. Collect the necessary data from various sources, process and analyse their results using modern methods and specialised software</p> <p>PLO16. <i>To collect, analyse and process statistical data, scientific and analytical materials necessary for solving complex problems in the field of global marketing.</i></p>
8 – Resource support for programme implementation	
Staffing	The staff of teachers involved in the implementation of the EPP meets

	<p>the staffing requirements for the provision of educational activities stipulated by the Licensing Conditions for the Conduct of Educational Activities (Resolution of the Cabinet of Ministers of Ukraine No. 1187 of 30.12.2015).</p> <p>Practitioners in the field of world trade are engaged to deliver problematic lectures. The best foreign specialists are involved in the implementation of the EPP in teaching professional training disciplines.</p> <p>To improve their professional level, all academic staff undergo an internship once every five years.</p>
Material and technical support	<p>The basis of material and technical support is made up of:</p> <p>lecture halls equipped with advanced multimedia equipment;</p> <p>Specialised computer labs with the necessary software for practical work, information search and processing, high-speed Internet and access to international library and reference systems;</p> <p>coworking spaces for teamwork and development of communication skills;</p> <p>a virtual reality room for group practical classes of students using virtual reality glasses is designed to demonstrate educational content created using virtual reality technologies to improve the efficiency of learning by higher education students.</p> <p>Availability of SUTE's social infrastructure.</p>
Information and educational-methodological support	<p>The current MOODLE distance learning system provides independent and individual training.</p> <p>SUTE fully complies with the technological requirements for educational, methodological and information support of educational activities.</p> <p>The programme is equipped with textbooks, teaching and learning materials, an information database and access to closed sources of information, including scientometric databases.</p>
9 – Academic mobility	
National credit mobility	<p>Credit mobility is determined in accordance with the Law of Ukraine "On Education", the Law of Ukraine "On Higher Education", the Regulations "On the Organisation of the Educational Process of Students", "On the Procedure for Exercising the Right to Academic Mobility in SUTE " and study agreements under the terms of academic mobility on the basis of the following documents: course catalogue; study agreement; academic certificate; certificate of practical training.</p> <p>Under the terms of credit mobility, all credits obtained outside the place of main study and which are components of the educational programme are transferred to the student.</p>
International credit mobility	<p>Under international cooperation programmes, the best students with foreign language skills and SUTE's rating have the opportunity to study in France (ESCP Europe, Paris); Universite Paris-Est Creteil, Gustave Eiffel Institute of Business Administration, Paris; Audencia Nantes Graduate School of Management, Nantes; Université Grenoble Alpes, Faculty of Economics, Grenoble) and the UK (University of Central Lancashire, Preston).</p>
Foreign students training	<p>Conditions and features of the educational programme in the context of studying for foreign citizens: knowledge of Ukrainian at least B1 level.</p>

3.2. List of the educational programme components and their logical order

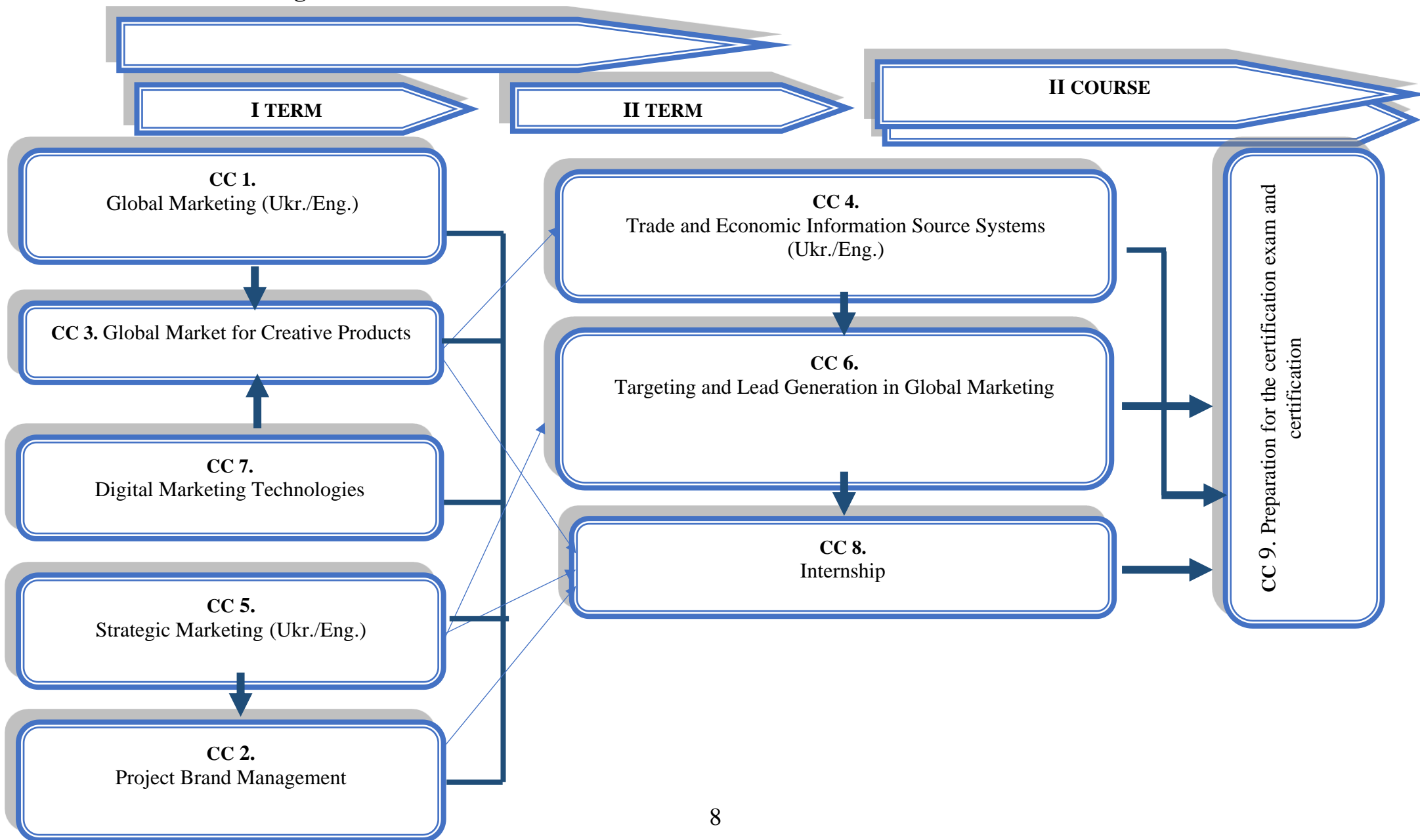
Academic Course Code	Educational programme components (academic courses, course projects (works), internships, a qualification exam, Master thesis)	Amount of credits
1	2	3
Education Programme Compulsory Components		
CC 1.	Global Marketing (Ukr./Eng.)	6
CC 2.	Global Market for Creative Products	6
CC 3.	Digital Marketing Technologies	6
CC 4.	Strategic Marketing (Ukr./Eng.)	6
CC 5.	Project Brand Management	6
CC 6.	Trade and Economic Information Source Systems (Ukr./Eng.)	9
CC 7.	Targeting and Lead Generation in Global Marketing	6
CC 8.	Internship	9
CC 9.	Preparation for the certification exam and certification	12
Total Volume of Compulsory Components:		66
Educational Programme Elective Components		
EC1.	Audio&videoproduction	6
EC2.	Business Engineering	6
EC3.	Global Value Chains	6
EC4.	Corporate Public Relations	6
EC5.	Consumer Law	6
EC6.	Creative Economy	
EC7.	International Management (Ukr./Eng.)	6
EC8.	International Security (Ukr./Eng.)	6
EC9.	International Economic Development Strategies	6
EC10.	Deep and Comprehensive Free Trade Area between Ukraine and the EU	6
EC11.	EU Internal Market Law (Ukr./Eng.)	6
EC12.	Reputation Management	6
EC 13.	Sociology	6
EC 14.	Trade Negotiations and Commercial Diplomacy	6
EC15.	Change Management	6
EC16.	Customer Loyalty Management	6
EC 17.	Qualitative Methods in Sociological Research	6
EC 18.	WEB Analytics	6
Based on the provisions of Art. 62 of the Law of Ukraine "On Higher Education", students can choose disciplines from other educational programmes ¹		6
Total Volume of Elective Components		24
Total EP volume:		90

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

¹The procedure for the formation of an individual educational trajectory is regulated by the Regulations on the organisation 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. Forms of certification of applicants for higher education

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

The final qualification work must provide for the solution of a complex task or problem in the field of international economic relations, which requires research and/or innovation and is characterised by uncertainty of conditions and requirements.

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

The publication of final qualification works containing information with restricted access shall be carried out in accordance with the requirements of the current legislation.

3.5. A consistency programme competences matrix with compulsory courses of the educational programme

Components / Competences	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8	CC 9
GC1	+	+					+		+
GC2	+		+	+			+		+
GC3		+		+		+			+
GC4	+			+		+	+	+	+
GC5			+				+		+
GC6	+				+	+	+		+
GC7		+	+	+					+
GC8	+	+		+	+	+	+		+
SC1	+						+		+
SC2	+			+			+		+
SC3			+		+		+		+
SC4			+	+		+	+		+
SC5	+	+							+
SC6	+			+			+	+	+
SC7		+				+	+		+
SC8	+	+				+	+	+	+
SC9					+	+	+	+	+
SC10	+	+		+					+
SC11			+		+	+		+	+

Matrix of correspondence of programme competences to selective components of the educational programme

Components / Competences	EC 1	EC 2	EC 3	EC 4	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
GC1	+	+	+	+	+	+		+		+	+		+		+		
GC2	+	+	+			+	+			+	+				+	+	+
GC3						+		+			+					+	
GC4			+			+			+		+		+	+	+	+	+
GC5	+	+	+		+	+	+				+	+	+		+		+
GC6				+					+	+		+				+	
GC7				+					+	+		+		+		+	
GC8			+			+			+		+	+		+	+	+	
SC1	+	+			+												+
SC2			+				+									+	
SC3	+			+												+	
SC4		+	+		+	+	+		+		+				+	+	+
SC5				+						+					+	+	
SC6	=	+	+						+	+			+				
SC7				+	+			+	+	+			+	+	+	+	
SC8				+						+			+		+		
SC9	+			+	+										+		+
SC10				+	+			+		+		+					
SC11	+				+					+							

3.6. Matrix of ensuring programme learning outcomes with the relevant compulsory components of the educational programme

Components / Programme Learning Outcomes	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8	CC 9
PLO1	+	+		+			+		+
PLO2	+	+					+		+
PLO3									+
PLO4	+		+	+			+		+
PLO5			+	+	+	+	+	+	+
PLO6	+	+					+		+
PLO7	+	+				+			+
PLO8				+		+	+		+
PLO9	+	+	+			+			+
PLO10	+	+					+	+	+
PLO11	+	+							+
PLO12				+	+	+	+	+	+
PLO13				+		+	+		+
PLO14	+	+		+			+	+	+
PLO15	+	+	+						+
PLO16				+	+	+		+	

Matrix of providing programme learning outcomes with relevant selective components of the educational programme

Components / Programme Learning Outcomes	EC 1	EC 2	EC 3	EC 4	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
PLO1	+	+				+	+	+	+	+			+		+	+	+
PLO2			+	+	+	+									+		
PLO3	+	+	+		+		+	+	+			+	+				
PLO4		+	+			+								+	+	+	+
PLO5									+			+	+			+	
PLO6	+			+			+		+					+	+	+	
PLO7			+	+				+			+						+
PLO8								+	+	+							
PLO9	+		+	+		+									+		
PLO10	+	+			+			+			+		+				
PLO11			+	+		+	+							+	+		
PLO12	+							+	+			+					
PLO13		+							+		+						+
PLO14	+		+	+	+								+	+		+	
PLO15				+				+	+		+						
PLO16		+	+	+		+	+	+					+		+		+