

3.Educational programme

3.1. Profile of the educational programme “International Marketing” in the subject area 292 “International Economic Relations”

Director of the Bachelor’s
degree programme

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Economics, Associate Professor

1 – General information	
Full name of IHE and structural subdivision	State University of Trade and Economics, Faculty of International Trade and Law, Department of World Economy
The degree of higher education / vocational education and training and the name of the qualification in the language of the original	Academic degree bachelor Subject Area “International Economic Relations”
The official name of the educational programme	“International Marketing”
Compliance with the Higher Education Standard of the Ministry of Education and Science of Ukraine	Corresponds to the Higher Education Standard of the Ministry of Education and Science of Ukraine
Type of diploma and the volume of the educational programme	Bachelor’s diploma, unitary, 240 ECTS credits, term of study - 3 years and 10 months
Availability of accreditation	Accredited by the Ministry of Education and Science of Ukraine, accreditation certificate of the National Agency for Higher Education Quality Assurance No. 7699 valid until 04/17/2024. Valid until 07/01/2029.
Cycle / Level	NQF of Ukraine - level 6 FQ-EHEA – the first cycle EQF-LLL – level 6
Prerequisites	- educational degree “Junior Bachelor”; - complete general secondary education; - the conditions for admission and study under the Programme are regulated by the Admission Rules of the State University of Trade and Economics (SUTE).
Language (s) of training	Ukrainian

The duration of the educational programme	until the next review of the educational programme
Internet address for the permanent placement of the educational programme description	https://knute.edu.ua/
2 – The purpose of the educational programme	
Training of highly qualified specialists capable of conducting market research of foreign markets, analyzing all types of marketing activities of an enterprise, making strategic and operational decisions regarding the forms of the enterprise's entry into external markets, developing a marketing mix for the enterprise's activities in an international competitive environment, and effectively using individual marketing tools to influence consumers and competitors.	
3 – Characteristics of the educational programme	
Subject area	<p>The object of study: the functioning and development of the global economy, the forms of international economic relations and the mechanisms of their implementation, the motivation and behavior of subjects of international economic relations at the micro, meso, macro, and mega levels, in the process of the evolution of international relations and international cooperation.</p> <p>The theoretical content of the subject area: the economy of global economic relations with its patterns of formation and development of social reproduction processes in their interconnection and interdependence based on international economic activity, international division of labor, and the institutional mechanism of regulation in the process of transformation of international economic relations and international economic cooperation.</p> <p>Learning objectives: to train specialists capable of solving specialised complex tasks and practical problems characterised by complexity and uncertainty in the field of international economic relations.</p> <p>Methods, methodologies, and technologies: methods of theoretical and empirical research, economic-mathematical analysis and forecasting, data analysis methodologies, information search and processing technologies, expert evaluation of the results of the implementation of international economic relations.</p> <p>Tools: modern information and analytical systems, standard and specialised software products.</p>
The educational programme orientation	Educational and professional
The main focus of the educational programme	<p>The program is aimed at obtaining higher education in the field of international economic relations with an in-depth study of international marketing, the activities of transnational corporations, the organization of marketing research in international markets, and the development and implementation of international marketing communications.</p> <p><i>Keywords:</i> international marketing, international economic relations, foreign markets, market entry strategy, advertising, public relations, social media, digital marketing.</p>
Features of the programme	In-depth study and knowledge of modern practices in international economic relations, their legal and organisational foundations, along

	<p>with mastering marketing tools and conducting international business activities in foreign markets. Practical training 1 and practical training 2 in the third and fourth years of study; predominance of the variable component of professionally oriented disciplines in the third and fourth years of study; advanced study of English and the possibility of learning a second foreign language, mastering specialised computer programs for data analysis and marketing research.</p> <p>Formation of hardskills (professional skills) and soft skills (non-specialised, super-professional skills) for higher education students based on the Educational and Scientific Center for Business Simulation, with classes held at a virtual enterprise using the BAS software product.</p>
4 – Eligibility of graduates for employment and further training	
Eligibility for employment	<p>Graduates can hold the following positions (according to the National Classification of Professions DK 003:2010):</p> <p>marketing consultant, marketing manager, advertising manager, sales manager, public relations manager, specialist in methods of market expansion (marketer), public relations and press specialist, specialist-analyst in international commodity market research, advertising agent, commercial agent, sales agent, sales representative, trade inspector, brokers (intermediaries) in the purchase and sale of goods, advertising representative, communication policy marketer, marketing analyst, marketing consultant, marketing expert in marketing activities, economist in the marketing department of an enterprise.</p>
Further training	<p>Continuation of studies at the second (master's) level of higher education in master's educational programmes in the fields of "Social and Behavioral Sciences," "International Economic Relations," and "Marketing," as well as in interdisciplinary programs related to marketing, international marketing, and international economic relations.</p>
5 – Teaching and Evaluation	
Teaching and learning	<p>Optimal combination of classroom and independent work based on problem-oriented and interactive learning using modern educational technologies and methodologies (case studies, discussion clubs, training sessions).</p>
Assessment	<p>Forms of assessment: written exams, practice, individual assignments, testing, defense of term papers (projects), defense of qualification work. Evaluation is carried out in accordance with the "Regulations on the assessment of learning outcomes of students and postgraduates at SUTE" and the "Regulations on the organisation of the educational process" at SUTE.</p>
6 – Programme Competencies	
Integral competence	<p>The ability to solve complex specialised tasks and practical problems in the field of international relations in general and international economic relations in particular, as well as during the learning process, which involves the application of the latest theories and methods in conducting comprehensive research on global economic relations, characterized by complexity and uncertainty of conditions.</p>
General competencies (GC)	<p>1. The ability to exercise one's rights and responsibilities as a member of society, to understand the values of a civil (free democratic) society and the necessity of its sustainable development, the rule of law, and the rights and freedoms of individuals and citizens in Ukraine.</p>

	<p>2. The ability to preserve and enhance the moral, cultural, and scientific values and achievements of society based on an understanding of the history and patterns of development in the subject area, its place in the overall system of knowledge about nature and society, and in the development of society, technology, and techniques; to use various types and forms of physical activity for active recreation and maintaining a healthy lifestyle.</p> <p>3. The ability to learn and be contemporarily educated.</p> <p>4. The ability to plan and manage time.</p> <p>5. The ability to communicate in the state language both orally and in writing.</p> <p>6. The ability to communicate in foreign languages.</p> <p>7. Skills in using information and communication technologies.</p> <p>8. The ability to think abstractly, analyse, and synthesize.</p> <p>9. The ability to be critical and self-critical.</p> <p>10. The ability to communicate with representatives of other professional groups at different levels (with experts from other fields of knowledge/types of economic activity).</p> <p>11. The ability to work in a team.</p> <p>12. Knowledge and understanding of the subject area and understanding of professional activity.</p>
Special (Professional) Competencies	<p>1. The ability to identify characteristic features and development trends of the global economy, the peculiarities of implementing economic policy, and global integration/disintegration processes, including Euro-Atlantic integration.</p> <p>2. The ability to use basic categories and the latest theories, concepts, technologies, and methods in the field of international economic relations, taking into account their main forms, and to apply theoretical knowledge regarding the functioning and development of international economic relations.</p> <p>3. The ability to identify the features of the functioning of the international economic relations environment and economic development models.</p> <p>4. The ability to substantiate the peculiarities of implementing forms of international economic relations at the mega, macro, meso, and micro levels.</p> <p>5. The ability to conduct comprehensive analysis and monitoring of global market conditions, evaluate changes in the international environment, and adapt to them.</p> <p>6. The ability to analyse international markets for goods and services, tools, and principles of international trade regulation.</p> <p>7. The ability to analyse theories and mechanisms for implementing international monetary, financial, and credit relations.</p> <p>8. The ability to determine the functional features, nature, level, and degree of interconnections between subjects of international economic relations at different levels and to establish communication between them.</p> <p>9. The ability to diagnose the state of research in international economic relations and the global economy in an interdisciplinary combination with political, legal, and natural sciences.</p>

	<p>10. The ability to justify the appropriateness of applying legal, economic, and diplomatic methods (means) to resolve conflict situations at the international level.</p> <p>11. The ability to conduct research on economic phenomena and processes in the international sphere, considering causal and spatial-temporal relationships.</p> <p>12. The ability to use regulatory documents and reference materials in the conduct of professional activities in the field of international economic relations.</p> <p>13. The ability to assess and analyse the security component in international economic relations.</p> <p>14. The ability to communicate at professional and social levels using specialised terminology, including oral and written communication in the state and foreign languages.</p> <p>15. The ability to apply methods, rules, and principles of international economic relations to develop Ukraine's foreign economic activity.</p> <p>16. The ability to continuously improve the theoretical level of knowledge, generate and effectively use it in practical activities.</p> <p><i>17. The ability to apply modern approaches to forming an international marketing mix for an enterprise under market instability conditions.</i></p> <p><i>18. The ability to manage the organisation of product, pricing, distribution, and communication policies of an enterprise in foreign markets.</i></p> <p><i>19. The ability to use modern methodological tools to conduct and evaluate the effectiveness of marketing activities in national and international markets.</i></p>
7 – Programme learning outcomes	
	<p>1. Take responsibility for professional self-improvement, recognizing the need for lifelong learning, and demonstrating tolerance and readiness for innovative changes.</p> <p>2. Communicate freely on professional matters in the state and foreign languages, both orally and in writing, and professionally use economic terminology.</p> <p>3. Use modern information and communication technologies, and general and specialised software packages.</p> <p>4. Systematise and organise the obtained information regarding processes and phenomena in the global economy; evaluate and explain the impact of endogenous and exogenous factors on them; formulate conclusions and develop recommendations taking into account the characteristics of the national and international environment.</p> <p>5. Possess self-analysis (self-control) skills, and be comprehensible to representatives of other business cultures and professional groups at different levels (with specialists from other fields of knowledge/types of activities) based on valuing diversity, multiculturalism, tolerance, and respect for them.</p> <p>6. Plan, organise, motivate, evaluate, and improve the effectiveness of collective work, conduct group research under the guidance of a leader, taking into account the current requirements and conditions within limited time constraints.</p> <p>7. Apply acquired theoretical knowledge to solve practical tasks and meaningfully interpret the obtained results.</p> <p>8. Understand, identify, and describe new phenomena, processes, and trends in global development, as well as the mechanisms and tools for</p>

	<p>implementing economic policy and global integration/disintegration processes, including Euro-Atlantic integration.</p> <p>9. Understand and be able to apply, in accordance with other requirements of the educational program, modern theories and methods for solving specialised complex tasks and practical problems in the field of international trade in goods and services, international capital movements, international monetary, financial and credit relations, human resource mobility, and international technology transfer.</p> <p>10. Identify and distinguish the features of the functioning of subjects of international relations and their economic development models.</p> <p>11. Justify your own opinion regarding the specific conditions for implementing forms of international economic relations at the mega, macro, meso, and micro levels.</p> <p>12. Conduct comprehensive analysis of complex economic systems, compare and contrast their components, and evaluate and justify assessments of their performance.</p> <p>13. Select and skillfully apply analytical tools to study the state and development prospects of individual segments of international markets for goods and services using modern knowledge of methods, forms, and instruments of international trade regulation.</p> <p>14. Understand and apply theories, principles, means, and tools for implementing international monetary, financial, and credit relations.</p> <p>15. Identify the functional features, nature, level, and degree of interconnections between subjects of international economic relations at different levels and establish communication between them.</p> <p>16. Demonstrate knowledge of the state of research in international economic relations and the global economy in an interdisciplinary combination with political, legal, and natural sciences.</p> <p>17. Identify the causes, types, and nature of international conflicts and disputes, justify and apply economic, legal, and diplomatic methods and means for their resolution at the international level, while defending Ukraine's national interests.</p> <p>18. Research economic phenomena and processes in the international sphere based on an understanding of categories and laws; identifying and generalizing trends and patterns in the functioning and development of the global economy, considering causal and spatial-temporal relationships.</p> <p>19. Understand and apply current legislation, international regulatory documents and agreements, reference materials, current standards, and technical conditions, etc., in the field of international economic relations.</p> <p>20. Defend Ukraine's national interests, considering the security component of international economic relations.</p> <p>21. Understand and have skills in business protocol and business etiquette in the field of international economic relations, taking into account the features of intercultural communication at the professional and social levels, both in the state and foreign languages.</p> <p>22. Apply appropriate methods, rules, and principles of international economic relations to develop Ukraine's foreign economic activities.</p> <p>23. Recognize the necessity of lifelong learning to maintain a high level of professional competence.</p> <p>24. Justify the choice and apply information-analytical tools, economic-statistical calculation methods, complex analysis techniques, and methods for monitoring global market conditions.</p>
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	<p>25. Present research results that form the basis for developing recommendations and measures for adapting to changes in the international environment.</p> <p>26. <i>Analyse the dynamics of the volumes and effectiveness of international marketing activities based on understanding the mechanism of their organisation.</i></p> <p>27. <i>Evaluate the competitiveness of a product in the domestic and global markets; develop measures for planning and optimising the product range of an enterprise (TNC) depending on consumer preferences; assess the marketing risks of introducing a new product to the external market.</i></p> <p>28. <i>Plan and organise marketing research of international markets, including using the potential of internet technologies, social networks, and modern software products in the fields of statistics and marketing.</i></p> <p>29. <i>Justify the product policy of an enterprise in the system of international marketing, select methods and techniques of advertising and their applicability in the international market by domestic business entities to ensure a high level of competitiveness, and use the system of international marketing communications in the context of intensified globalization processes.</i></p>
8 – Resource support for program implementation	
Personnel support	<p>The teaching staff involved in the implementation of the educational and professional program meets the personnel requirements for ensuring the provision of educational activities in the field of higher education, as stipulated by the Licensing Conditions for the Provision of Educational Activities (Cabinet of Ministers of Ukraine Resolution No. 1187 dated December 30, 2015).</p> <p>The implementation of the educational and professional program involves the engagement of practitioners, industry experts, and employer representatives in theoretical and practical classes.</p> <p>To enhance their professional level, all academic and teaching staff undergo internships once every five years.</p>
Material and technical support	<p>The material and technical base consists of: lecture halls equipped with advanced multimedia equipment; specialised computer labs with the necessary software for conducting practical work, information search and result processing, high-speed internet access, and access to international library and reference systems; coworking spaces for team work and communication skills development; a virtual reality hall (VR-studio) for group practical sessions using virtual reality glasses designed for demonstrating educational content created using virtual reality technologies to enhance the effectiveness of student learning.</p>
Information and teaching and methodical support	<p>The information and educational-methodological support complies with the Licensing Conditions for the Provision of Educational Activities, features constantly updated content, and is based on modern information and communication technologies. It includes:</p> <p>the SUTE library, which serves as an informational-educational and cultural-educational structural unit of the University with universal document collections, facilitating the implementation of advanced educational technologies, creating conditions for effective scientific work, and organising the educational process; the corporate environment of Office 365; the MOODLE distance learning platform.</p>
9 – Academic mobility	
National credit mobility	<p>National credit mobility is carried out in accordance with concluded agreements on academic mobility. It takes place in accordance with the</p>

	Regulations on the Procedure for Exercising the Right to Academic Mobility at SUTE.
International credit mobility	The university has concluded cooperation agreements between SUTE and higher education institutions, within which partnership exchange and education of higher education students are carried out. In addition, international academic mobility is implemented through International programs and projects within Erasmus+, including with the following universities: Cracow University of Economics (Kraków, Poland), University of Szczecin (Szczecin, Poland), Audencia Business School (Nantes, France), Grenoble Alpes University (Grenoble, France), Paris-Est Créteil University (Paris, France), University of Central Lancashire (Preston, UK), University of Hohenheim (Stuttgart, Germany), Piraeus University of Applied Sciences (Piraeus, Greece), and Sofia University St. Kliment Ohridski (Sofia, Bulgaria).
Teaching foreign students	Conditions and features of the educational program in the context of training foreign citizens: knowledge of the Ukrainian language at a level not lower than B1.

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

3.2.1. List of components of EP

Code a\c	Components of the educational programme (academic courses, course projects (works), practices, qualification exam)	Amount of credits
1	2	3
Compulsory components of EP		
CC 1.	Information technologies in international economic activity	6
CC 2.	Foreign language for specific purposes	24
CC 3.	History of International Trade	6
CC 4.	Foreign Policy of Ukraine	6
CC 5.	Theory of State and Law	6
CC 6.	Statistics	6
CC 7.	International Public and Private Law	6
CC 8.	Diplomatic and Consular Service	6
CC 9.	Macroeconomics	6
CC 10.	Microeconomics	6
CC 11.	International Economic Relations	6
CC 11.1	Coursework in International Economic Relations	
CC 12.	International Trade and Economic Law	12
CC 13.	Systems of International Trade and Economic Information	6
CC 14.	Economics of the Enterprise	6
CC 15.	Marketing	6
CC 16.	Foreign Language of the Specialty	12
CC 17.	International Marketing	6
CC 17.1	Coursework in International Marketing	
CC 18.	PR in the System of International Marketing	4,5
CC 19.	International Business	4,5
CC 20.	Marketing Information Systems	6
CC 21.	International Trade in the Sphere of Works and Services	6
CC 22.	Practical Course "Business Simulation"	9
CC 23	Practical Training 1	3
CC 24	Practical Training 2	6
CC 25	Preparation for Certification	3
CC 26	Preparation and Defense of Qualification Work	6
Total amount of compulsory components		180
Elective components of EP		
BK 1.	Life Safety	6
BK 2.	Business Protocol and Etiquette	6
BK 3.	Digital Marketing in International Relations	6
BK 4.	Second Foreign Language	12
BK 5.	Design in Advertising	6
BK 6.	Economy of Ukraine	6
BK 7.	E-commerce	6

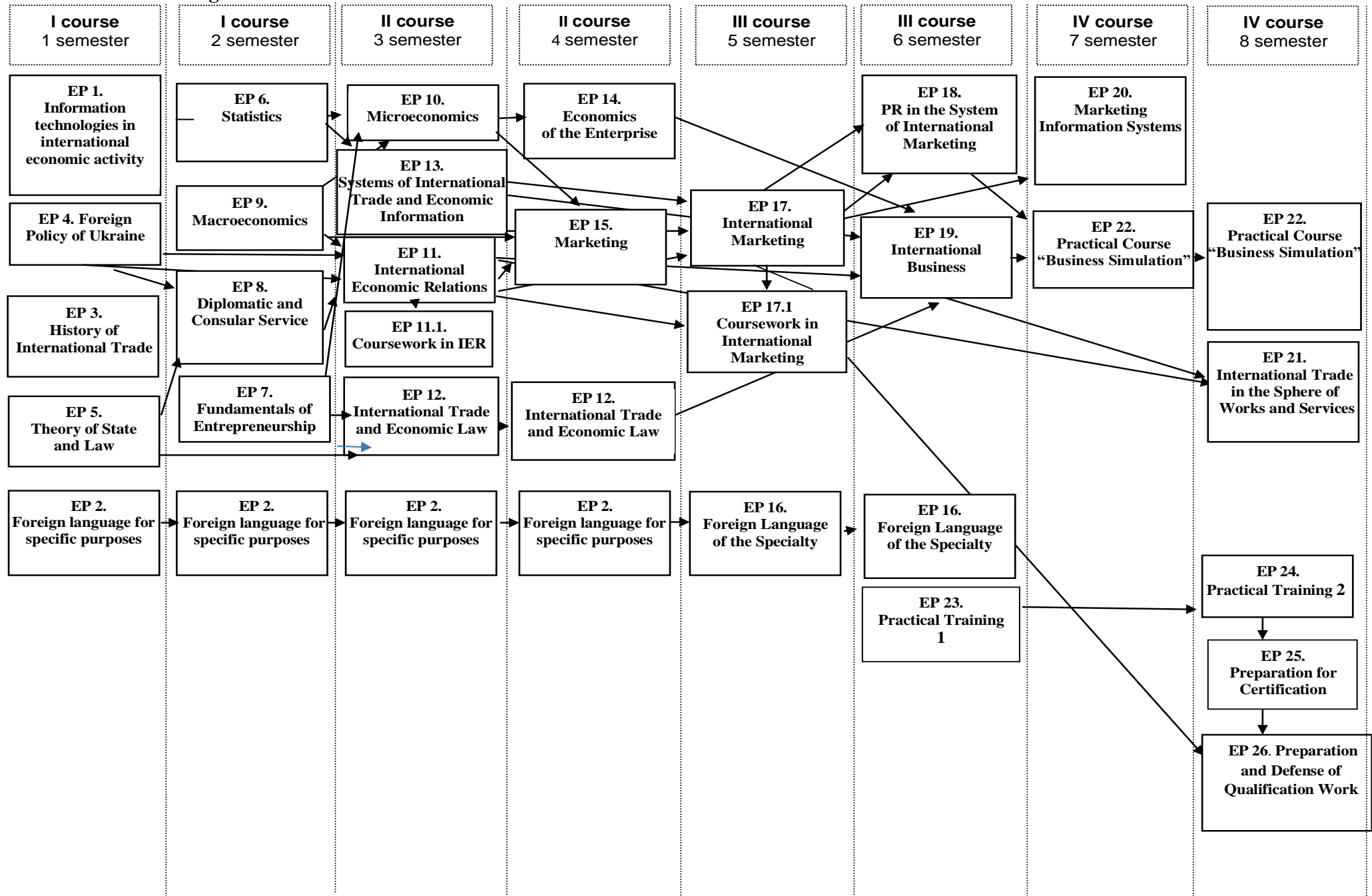
BK 8.	European Integration	6
BK 9.	Event Marketing	6
BK 10.	History of Ukraine	6
BK 11.	Fundamentals of Entrepreneurship	6
BK 12.	Logic	6
BK 13.	Marketing Research in International Markets	6
BK 14.	Management	6
BK 15.	Customs Affairs	6
BK 16.	International Logistics	6
BK 17.	International Exhibition Activities	6
BK 18.	International Marketing Product Policy	6
BK 19.	International Trade in the IT Sector	6
BK 20.	International Trade in the Agricultural Sector	6
BK 21.	International Trade in the Mining and Metallurgical Sector	6
BK 22.	International Trade in the Military-Industrial Complex	6
BK 23.	International Tourism	6
BK 24.	International Relations and World Politics	6
BK 25.	International Credit and Settlement and Currency Operations	6
BK 26.	National Interests in World Geopolitics and Geo-Economics	6
BK 27.	Accounting and Taxation	6
BK 28.	Organization of Foreign Trade Operations	6
BK 29.	Consumer Behavior	6
BK 30.	Political Science	6
BK 31.	Business Psychology	6
BK 32.	Advertising in the System of International Marketing	6
BK 33.	World Culture	6
BK 34.	World Market of Goods and Services	6
BK 35.	Sociology	6
BK 36.	Startup Creation Technology	6
BK 37.	Ukrainian Language (for Professional Purposes)	6
BK 38.	Philosophy	6
BK 39.	Civil and Commercial Law	6
BK 40.	Communication English Tailored Course	6
BK 41	Web Design and Web Programming	6
	Based on the provisions of Article 62 of the Law of Ukraine "On Higher Education," students can choose courses from other educational programs. ¹	6
Total amount of elective components		60
TOTAL VOLUME OF THE EDUCATIONAL PROGRAMME		240

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

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

<https://knute.edu.ua/file/MjkwNQ==/28e7ecc26f32aa089dd87a6be3a64917.pdf>

3.2.2. Structural and logical scheme of EP



3. 3. Form of certification of applicants for higher education

The certification of bachelor's degree candidates in International Economic Relations is carried out in the form of:

- public defense (demonstration) of the qualification work.

The qualification work involves the independent resolution of a complex task or a comprehensive problem in the field of international economic relations, accompanied by research and/or the application of innovative approaches, and is characterised by uncertainty in conditions and requirements.

The qualification work must not contain academic plagiarism, falsification, fabrication, or cheating.

The qualification work should be posted on the website of the higher education institution or its structural unit, or in the repository of the higher education institution.

4.1 Matrix of compliance of programme competencies with the compulsory components of the educational programme

Components/ Competencies		CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8	CC 9	CC 10	CC 11	CC 11.1	CC 12	CC 13	CC 14	CC 15	CC 16	CC 17	CC 17.1	CC 18	CC 19	CC 20	CC 21	CC 22	CC 23	CC 24	CC 25	CC 26	
General competencies	1				+	+		+						+			+				+					+	+	+	+	
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	3	+	+	+	+	+	+	+	+	+	+	+	+	+		+	+	+	+	+	+	+	+	+	+	+	+		+	
	4				+		+	+			+					+	+		+	+	+					+	+		+	
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Special (Professional) Competencies	1			+	+					+		+	+		+												+		+	+
	2			+				+		+		+	+									+					+	+	+	+
	3			+						+		+	+		+				+	+	+						+		+	+
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	19	+														+		+		+	+	+	+	+			+	+	+	+

4.2. Matrix of compliance of programme competencies with elective components of the educational programme

Components/ Competencies																																													
General competencies		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	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	EC 31	EC 32	EC 33	EC 34	EC 35	EC 36	EC 37	EC 38	EC 39	EC 40	EC 41			
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	11			+	+	+			+	+	+			+	+	+	+	+	+	+	+	+				+	+				+	+			+	+	+	+	+	+		+	+	+	+
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Special (Professional) Competencies	1										+															+	+		+																
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