

### 3. Educational Program “Marketing management” in specialty 075 “Marketing”,

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#### 3.1 The Profile of the Educational Program “Marketing management” in specialty 075 “Marketing

<b>1 – General information</b>	
<b>Full name of IHE and structural unit</b>	State University of Trade and Economics, Faculty of Trade and Marketing, The Department of Marketing
<b>Level of higher education and qualification name in the original language</b>	Level of higher education «Master»
<b>Educational program official name</b>	“Marketing management”
<b>Відповідність стандарту вищої освіти МОН України Compliance with the standard of higher education of Ministry of Education and Science of Ukraine</b>	It corresponds to the standard of higher education of Ministry of Education and Science of Ukraine
<b>Diploma type and volume of the educational program</b>	Master diploma, single, 90 ECTS credits, training period 1 year and 4 months
<b>Accreditation</b>	The Ministry of Education and Science of Ukraine, (Ukraine), the order of the Ministry of Education and Science of Ukraine from 19.12.2016 № 1565 for the period of validity until July 1, 2024
<b>Cycle\Level</b>	HPK Ukraine – 7 level, FQ-EHEA – the second cycle, EQFLLL –7 level
<b>Preconditions</b>	A bachelor’s degree
<b>Language (languages) of instruction</b>	Ukrainian
<b>Program validity period</b>	Until July 1, 2024
<b>Internet address for permanent placement of the educational program description</b>	<a href="https://knute.edu.ua">https://knute.edu.ua</a>
<b>2 – Educational program aim</b>	
Formation of a modern system of professional knowledge and acquisition of practical skills for the purpose of their application in profile, pedagogical and research activity for effective solution of administrative tasks in the field of marketing management. The marketer masters the operational economic, creative, commercial and organizational-technological processes that are related to the main areas of marketing management of the enterprise and develops or adjusts the strategic guidelines of its development with the support of marketing technologies.	

<b>3 – Educational program characteristics</b>	
<b>Subject area</b>	<p><i>Object of study:</i> marketing activity as a form of interaction between subjects of market relations to satisfy their economic and social interests.</p> <p><i>Learning goals:</i> training bachelors of marketing who possess modern economic thinking and the 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.</p> <p><i>The theoretical content of the subject area:</i> 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 various 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.</p> <p><i>Methods, techniques and technologies:</i> general scientific and special methods, professional methods and technologies necessary to ensure effective marketing activities.</p> <p><i>Tools and equipment:</i> modern universal and specialized information systems and software products necessary for making and implementing marketing management decisions.</p>
<b>Educational program orientation</b>	<p>Educational and professional, applied.</p> <p>The program consists of the disciplines of professional and practical training.</p>
<b>Main focus of the educational program and specialization</b>	<p>Special education in marketing. Formation of professional competence in the ability to manage the marketing activities of the enterprise.</p> <p>Keywords: marketing activity, marketing analysis, strategic marketing, marketing management.</p>
<b>Features of the program</b>	<p>Availability of a variable component of professionally oriented disciplines for work in the field of marketing management; practical training at enterprises engaged in marketing activities.</p>
<b>4 – Graduate employability and further learning</b>	
<b>Employability</b>	<p>The graduate may hold positions according to the National Classifier of professions DK 003:2010: a marketing director; a commercial director, the head of Sales Department (Marketing); the head of Commercial Department; marketing consultant; specialist for market expanding methods (marketing expert, category manager); specialist in commodity</p>

	market research; junior researcher (marketing); researcher (marketing); researcher-consultant (marketing).
<b>Further learning</b>	Further learning includes obtaining the third level of higher education and an educational and scientific degree of PhD.
<b>5 – Training and assessment</b>	
<b>Teaching and learning</b>	<p>Problem-oriented learning with obtaining of general and professional competencies for the production of new ideas, solving complex problems in the professional field. Mastering scientific work methodology, presentation skills of its results in native and foreign languages. Carrying out independent scientific research using the resource base of the university and partners.</p> <p>Student-centred learning, self-study, problem-oriented learning, training through laboratory practice, training through business games, competency-based approach to the implementation of training programs</p>
<b>Assessment</b>	<p>Current control includes (testing, essays, presentations, individual tasks, situational tasks, business games), written exams, practice. Public defence of final qualification work.</p> <p>Assessment is carried out in accordance with “the Regulations on the organization of the educational process of students” and “the Regulations on the assessment of learning outcomes of students and graduate students”.</p>
<b>6 - Program competences</b>	
<b>Integral competence</b>	Ability to solve complex tasks and practical problems in the field of marketing in professional activity or in the process of learning, which involves conducting research and / or innovation and is characterized by uncertainty of the conditions and requirements.
<b>General competence (GC)</b>	<p>GC 1. Ability to make reasonable decisions.</p> <p>GC 2. Ability to generate new ideas (creativity).</p> <p>GC 3. Ability to evaluate and ensure the quality of performed work.</p> <p>GC 4. Ability to adapt and act in new situations.</p> <p>GC 5. Ability to carry out communication activities.</p> <p>GC 6. Ability to search, process and analyse information from various sources.</p> <p>GC7. Ability to take initiative and entrepreneurship.</p> <p>GC 8. Ability to develop projects and manage them.</p>

<p><b>Professional competence (PC)</b></p>	<p>PC 1. Ability to logically and consistently reproduce and apply knowledge of the latest theories, methods and practical marketing techniques.</p> <p>PC 2. Ability to interpret critically the results of recent theoretical and practical research in the field of marketing and practice of their application.</p> <p>PC3. Ability to conduct independent researches and interpret their results in the field of marketing.</p> <p>PC 4. Ability to apply a creative approach to work in the specialty.</p> <p>PC 5. Ability to diagnose the marketing activities of a market entity, conducting marketing analysis and forecasting.</p> <p>PC 6. Ability to choose and apply effective means of managing the marketing activity of a market entity at the level of the organization, department, group, network.</p> <p>PC 7. Ability to develop and analyse the marketing strategy of the market entity and ways of its implementation, taking into account cross-functional relationships.</p> <p>PC 8. Ability to form a marketing system of a market entity and evaluate the effectiveness and efficiency of its operation.</p> <p>PC 9. Ability to carry out theoretical and applied research in the field of marketing at the appropriate level.</p> <p><i>PC 10. Ability to use relevant legal norms and restrictions in the formation of marketing strategy and tactics.</i></p> <p><i>PC 11. Ability to choose and apply effective means of managing marketing communications of a market entity in conditions of uncertainty.</i></p> <p><i>PC 12. Ability to analyse and form the marketing system of a market entity in the field of trade.</i></p> <p><i>PC 13. Ability to analyse and form the marketing system of a market entity in the field of public administration.</i></p>
<p><b>7 – Program learning outcomes</b></p>	
	<p>PLO 1. To know and be able to apply in practice modern principles, theories, methods and practical marketing techniques.</p> <p>PLO 2. To be able to adapt and apply new achievements in the theory and practice of marketing to reach specific goals and solve the tasks of the market entity.</p> <p>PLO 3. To plan and conduct one’s own research in the field of marketing, analyse its results and justify effective marketing decisions in conditions of uncertainty.</p> <p>PLO 4. To be able to develop a strategy and tactics of marketing activity, taking into account the cross-</p>

	<p>functional nature of its implementation.</p> <p>PLO 5. To present and discuss the results of scientific and applied research, marketing projects in the official and foreign languages.</p> <p>PLO 6. To be able to increase the effectiveness of marketing activity of the market entity at different levels of management, develop projects in the field of marketing and manage them.</p> <p>PLO 7. To be able to form and improve the marketing system of the market entity.</p> <p>PLO 8. To use methods of interpersonal communication in solving collective tasks, conducting negotiations, scientific discussions in the field of marketing.</p> <p>PLO 9. To understand the nature and features of using marketing tools in the marketing decision-making process.</p> <p>PLO 10. To substantiate marketing decisions at the level of the market entity using modern management principles, approaches, methods, techniques.</p> <p>PLO 11. To use methods of marketing strategic analysis and interpret its results in order to improve the activities of the market entity.</p> <p>PLO 12. To carry out diagnostics, strategic and operational marketing management for the development and implementation of marketing strategies, projects and programs.</p> <p>PLO 13. To manage the marketing activities of the market entity, as well as its divisions, groups and networks, determine the criteria and indicators of its evaluation.</p> <p>PLO 14. To form a marketing system of interaction, to build long-term mutually beneficial relationship with other market participants.</p> <p>PLO 15. To collect the necessary data from various sources, process and analyse their results using modern methods and specialized software.</p> <p><i>PL016. To use relevant legal norms and restrictions in the formation of marketing strategy and tactics.</i></p> <p><i>PL0 17. To choose and apply effective means of managing marketing communications of the market entity in conditions of uncertainty.</i></p> <p><i>PL0 18. To be able to form and improve the marketing system of the market entity in the field of trade.</i></p> <p><i>PL0 19. To be able to form and improve the marketing system of the market entity in the field of public administration.</i></p>
<b>8 – Resource support for program implementation</b>	
<b>Staff support</b>	The Department of marketing of DTEU is responsible for the training of Masters in specialization “Marketing management”. Staff support comply with

	<p>the Licensing conditions for conducting educational activities of educational institutions.</p> <p>100% of the academic staff involved in teaching professionally-oriented courses have degrees in the specialty and there is a high level of training. In order to increase the professional level, all scientific and pedagogical staff undertake an internship once every five years.</p> <p>Employment contracts have been concluded with academic and teaching staff.</p>
<b>Material and technical support</b>	<p>The provision of premises for learning, computers, multimedia equipment meets the needs.</p> <p>All necessary social and living infrastructure is available, the number of beds in the dormitories meet the requirements.</p> <p>Provision of premises for training and control activities is 4 square meters per person.</p> <p>40% of the classrooms are equipped with multimedia equipment.</p> <p>Infrastructure of DTEU consists of libraries, including a reading room, catering facilities, an assembly hall, gyms, a stadium, a medical centre, and dormitories.</p>
<b>Information and educational methodical support</b>	<p>DTEU fully complies with the technological requirements for educational, methodological and informational provision of its educational activities.</p> <p>There is an access to databases of periodical scientific publications in English of the corresponding or related profile.</p> <p>There is an official website of DTEU, which contains basic information about its activities (structure, licenses and certificates of accreditation, educational/ educational / scientific / publishing / attestation (scientific personnel) activities, educational and scientific structural divisions and their composition, list of educational disciplines, admission rules, contact information: <a href="https://knute.edu.ua">https://knute.edu.ua</a></p> <p>The existing distance learning system MOODLE provides independent and individual training. Distance Learning Laboratory of DTEU has teaching materials on curriculum subjects: <a href="http://ldn.knute.edu/ua">http://ldn.knute.edu/ua</a></p>
<b>9 – Academic mobility</b>	
<b>National credit mobility</b>	<p>Individual agreements on academic mobility are allowed for studying and conducting research in universities and scientific institutions of Ukraine.</p> <p>Credits received at other universities in Ukraine are recalculated according to the certificate on academic mobility.</p>

<b>International credit mobility</b>	<p>DTEU takes part in the program Erasmus+ in K1 according to contracts with:</p> <ol style="list-style-type: none"> <li>1. University Paris-Est Creteil (Paris, France), educational degree: Master. Specialty: International Master in Business Management.</li> <li>2. Audencia Business School (Nantes, France). Educational degree: Master. Specialty: Economics, management and business administration. There is mobility for teaching purposes for academic and teaching staff.</li> <li>3. University of Hohenheim (Stuttgart, Germany). Educational degree: Master. Specialty: Economics and business administration. There is mobility for the purpose of internship for academic and teaching staff.</li> </ol>
<b>Training of overseas students</b>	<p>Training of foreign students is conducted on the general terms or on an individual schedule on conditions that they study the Ukrainian language in the amount of 6 ECTS credits, which are additionally provided for by the curriculum.</p>

## 3.2 List of educational program components and their logical order

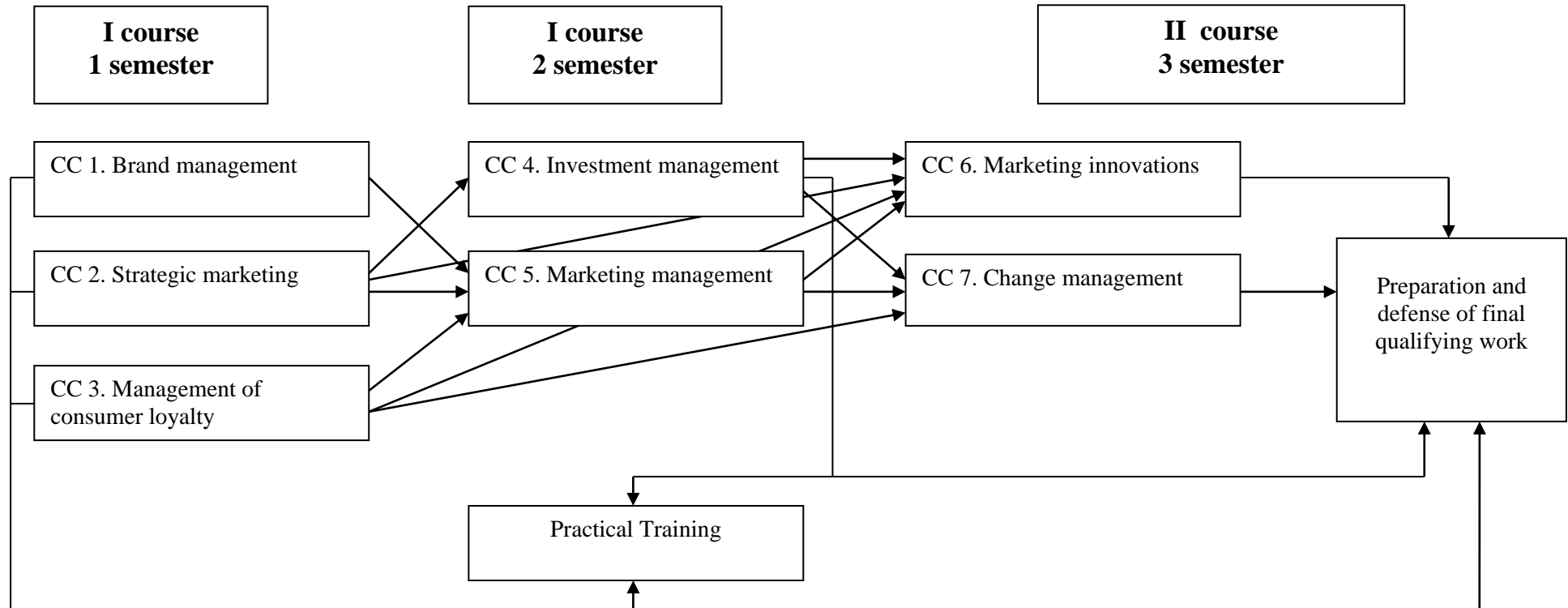
### 3.2.1. List of educational program components

Code	Components of the educational program (academic disciplines, term projects control (papers), placement, qualification exam, final qualification work)	Amount of credits
1	2	3
<b>Compulsory components the educational program</b>		
CC1	Brand management	6
CC 2	Strategic marketing	6
CC 3	Management of consumer loyalty	6
CC4	Investment management	7,5
CC 5	Marketing management	7,5
CC 6	Marketing innovations	6
CC 7	Change management	6
<b>Total amount of compulsory components</b>		<b>45</b>
<b>Optional components the educational program</b>		
OC 1	Life safety	6
OC 2	Business engineering	6
OC 3	Brand strategy	6
OC 4	Information wars	6
OC 5	Consumer law	6
OC 6	Corporate law	6
OC 7	Corporate public relations	6
OC 8	Marketing analysis	6
OC 9	Marketing information systems	6
OC 10	Introduction to cyber security	6
OC 11	Management psychology	6
OC 12	Risks in marketing	6
OC 13	Trading networks	6
<b>Total amount of optional components:</b>		<b>24</b>
<b>Practical training</b>		
	Practical training	9
<b>Attestation</b>		
	Preparation and defence of final qualifying work	12
<b>TOTAL EP VOLUME</b>		<b>90</b>

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



### 3.2.2 Structural and logical scheme of the educational program



### 3.3. Forms of attestation of graduates

Attestation of graduates of the educational program of the specialty 075 "Marketing" (specialization "Marketing Management") is carried out in the form of the defense of the final qualifying work and ends with the issuance of a document of the established model on awarding a master's degree with the assignment of the qualification: master's degree, specialty "Marketing", specialization "Marketing Management" .

Attestation is carried out openly and publicly.

#### 3.4.1 Matrix of compliance of program competences to the compulsory components of the educational program

Components Competences	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7
GC 1		+			+	+	+
GC 2	+		+			+	+
GC 3						+	
GC 4	+			+			+
GC 5			+		+		+
GC 6				+			
GC 7		+		+		+	
GC 8	+	+		+	+	+	+
PC 1					+		
PC 2	+						
PC 3							
PC 4	+		+	+		+	+
PC 5		+					+
PC 6	+		+		+		
PC 7		+					+
PC 8		+		+	+		
PC 9							+
<i>PC 10</i>							
<i>PC 11</i>			+				
<i>PC 12</i>			+				
<i>PC 13</i>							

### 3.4.2 Matrix of compliance of program competencies to the optional components of the educational program

Components Competences	Components												
	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
GC 1	+		+	+	+	+		+			+		
GC 2					+					+			
GC 3		+						+					+
GC 4	+			+	+	+	+				+	+	
GC 5	+			+	+	+			+		+		
GC 6					+	+		+	+				
GC 7					+		+						
GC 8		+	+							+		+	
PC 1													
PC 2												+	
PC 3								+					
PC 4	+	+		+	+	+				+	+		
PC 5			+					+	+				
PC 6							+			+		+	+
PC 7			+									+	
PC 8													+
PC 9								+	+				
<i>PC 10</i>	+		+	+	+	+					+		
<i>PC 11</i>							+			+		+	
<i>PC 12</i>					+	+		+		+			+
<i>PC 13</i>								+					

### 3.5.1. Matrix of providing program learning outcomes with relevant compulsory components of the educational program

Program learning outcomes \ Components	Components						
	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							+
<i>PLO 16</i>							
<i>PLO 17</i>							
<i>PLO 18</i>			+				
<i>PLO 19</i>							

### 3.5.2. Matrix of providing program learning outcomes with relevant optional components of the educational program

Components Program learning outcomes	Components												
	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
PLO 1			+				+						
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		+			+	+		+	+			+	
<i>PLO 16</i>	+			+	+	+					+		
<i>PLO 17</i>										+		+	
<i>PLO 18</i>								+		+			+
<i>PLO 19</i>					+	+		+					