

**3. Educational Programme «Advertising Business»  
in speciality 075 «Marketing»**  
the educational programme guarantor PhD in Economics,  
Professor of Marketing Department OLENA I. Zaitseva

**3.1 Educational programme profile 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, Marketing Department
<b>Academic degree and qualification title in the original</b>	Master's Degree Specialty «Marketing»
<b>Educational programme title</b>	«Advertising Business»
<b>Standards conformity</b>	Conforms to the MES higher education standards (Ukraine)
<b>Qualification title (degree), programme credits and duration</b>	Master's degree, single, 90 ECTS credits, training period 1 year and 4 months
<b>Accreditation</b>	Ministry of Education and Science of Ukraine, Ukraine, order of the Ministry of Education and Science of Ukraine № 1565 dated 19.12.2016, validity until July 1, 2024.
<b>Cycle/level</b>	National Qualifications Framework of Ukraine – level 7, FQ-EHEA – second cycle, EQF-LLL – level 7
<b>Academic backgrounds</b>	Bachelor's degree
<b>Language of instruction</b>	Ukrainian
<b>Programme duration</b>	Expires on July 1, 2024
<b>Educational programme link</b>	<a href="https://knute.edu.ua">https://knute.edu.ua</a>
<b>2 – Educational programme aim</b>	
Building an up-to-date system of professional knowledge and acquiring practical skills applicable in professional, teaching and research activities for an effective solution of managerial tasks in the field of advertising business. The marketer masters operational economic, creative, commercial, and organisational and technological processes related to major advertising activities within an organisation and also develops or modifies its strategies supported by information and communication technologies.	
<b>3 – Educational programme general information</b>	
<b>Subject area</b>	<p><i>Object of study:</i> marketing activity as an interaction pattern among subjects of market relations aimed at their economic and social interests satisfaction.</p> <p><i>Aims of training:</i> training bachelors in the field of marketing who will possess up-to-date economic thinking and correspondent competences required to carry out a effective marketing activity.</p> <p><i>Theoretical content of the subject area:</i> the essence of marketing as a</p>

	<p>contemporary business management concept; conceptual and categorical framework, principles, functions, concepts of marketing and their historical background; specific character of market subjects in various fields and various markets; marketing activity content; building marketing strategies and shaping management solutions in the field of marketing.</p> <p><i>Methods, methodologies and techniques:</i> general scientific and special methods, professional methodologies and techniques required for carrying out an effective marketing activity.</p> <p><i>Tools and equipment:</i> up-to-date universal and specialized information systems and software used for making and implementing marketing management solutions.</p>
<b>Educational programme orientation</b>	Educational and professional, applied programme including subjects of professional and practical training.
<b>Educational programme and specialisation goals and objectives</b>	<p>Special education in the field of advertising business. Building a professional competence in managing marketing and advertising activities at an enterprise using up-to-date methods, tools and information and communication technologies.</p> <p>Keywords: advertising, business, advertising activity, advertising management, marketing communications, digital technologies, advertising business strategies.</p>
<b>Specific requirements</b>	Availability of a variable component of professionally-oriented subjects for training in the field of advertising business; practical training at advertising industry enterprises.
<b>4 – Career opportunities and further learning</b>	
<b>Career opportunities</b>	The graduate is suitable for employment in positions according to the DK 003: 2010 National Classification of Occupations: Marketing Director; Commercial Director, Head of Sales (Marketing); Head of Commercial Department; Marketing Consultant; Specialist in Methods for Expanding the Market (marketing, advertising, categorical manager); Specialist in Commodity Market Research; Junior Researcher (marketing); Researcher (marketing); Researcher-Consultant (marketing).
<b>Further learning</b>	Further learning – training at the third level of higher education and attaining a PhD qualification.
<b>5 – Training and assessment</b>	
<b>Teaching and learning</b>	<p>Problem-oriented training aimed at the acquisition of general and professional competencies sufficient for generating new ideas, solving complex problems in the professional field. Mastering the methodology of scientific work, skills in the presentation of its results in the native and foreign languages. Conducting independent scientific research using the university resource base as well as that of partners.</p> <p>Student-centred learning, self-study, problem-oriented learning, training through laboratory practice, training through business games, a competent approach to the design and implementation of training programmes.</p>
<b>Assessment</b>	<p>Monitoring (tests, essays, presentations, individual tasks, situational cases, business games), written exams, work-based learning. Public defence of the final qualifying work.</p> <p>Students' academic performance is assessed according to «Regulations</p>

	on the evaluation of learning outcomes of SUTE students and postgraduate students» and «Regulations on the organisation of the educational process of students».
<b>6 – Programme competences</b>	
<b>Integral competence (IC)</b>	Ability to solve complex marketing assignments in their professional activities and studies, <i>in advertising business specifically</i> , which suggests conducting scientific research and/or implementing innovations and is characterized by ambiguity of conditions and requirements.
<b>General competences (GCs)</b>	GC1. Ability to make justified decisions. GC2. Ability to generate new ideas (creativity). GC3. Ability to evaluate and ensure the quality of the performed assignments. GC4. Ability to adapt to and act in new situations. GC5. Skills in interpersonal cooperation. GC6. Ability to search, process and analyse information from various sources. GC7. Ability to take initiatives and be entrepreneurial. GC8. Ability to design and manage projects.
<b>Professional competences (PCs)</b>	PC1. Ability to integrate logically and cohesively the obtained knowledge of recent theories, methods and techniques in marketing. PC2. Ability to interpret appropriately the results of the recent research in the field of marketing as well as their application. PC3. Ability to perform independent marketing researches and to interpret their outcomes. PC4. Ability to use a creative approach in professional activities. PC5. Ability to anticipate the marketing activities of a market participant, to perform marketing analysis and forecast. PC6. Ability to choose and apply the effective methods of managing marketing activities of market participants at organization, division, group or network levels. PC7. Ability to develop and analyse the marketing strategy of a market participant and ways of its implementation in the view of functional links. PC8. Ability to build the marketing system of a market participant and to assess its operation performance and efficiency. PC9. Ability to conduct at an appropriate level theoretical and applied researches in the field of marketing. <i>PC10. Ability to use relevant legal regulations and restrictions while developing the marketing strategy and tactic of a market participant in advertising business.</i> <i>PC11. Ability to choose and apply efficient methods of managing marketing communications of a market participant under conditions of uncertainty.</i> <i>PC12. Ability to analyse and build the marketing system of a market participant and assess its operation performance and efficiency under conditions of uncertainty.</i> <i>PC13. Ability to manage the activity of an advertising business participant in both the national and foreign markets of advertising services.</i>
<b>7 – Programme learning outcomes</b>	
	PLO1. To be aware of and be able to use the up-to-date marketing

principles, theories, methods and practical techniques in their professional activity.

PLO2. To be able to adapt and use recent theoretical and practical advances in marketing in order to achieve specific goals and solve the tasks of a market participant.

PLO3. To plan and conduct their own research in the field of marketing, to analyse the outcomes of the research and to justify the conformation of efficient marketing decisions under conditions of uncertainty.

PLO4. To be able to develop the strategy and tactic of marketing activities in the view of a cross-functional nature of their implementation.

PLO5. To present and discuss the results of scientific and applied researches and marketing projects in the national and foreign languages.

PLO6. To be able to improve the marketing performance of a market participant at various management levels, to design and manage marketing projects.

PLO7. To be able to build and improve the marketing system of a market participant.

PLO8. To use methods of interpersonal communication for solving group assignments and participating in negotiations and scientific discussions on marketing.

PLO9. To understand the nature and peculiarities of using marketing tools when reaching marketing decisions.

PLO10. To justify marketing decisions at the level of a market participant using up-to-date management principles, approaches, methods and techniques.

PLO11. To use methods of a marketing strategic analysis and to interpret its outcomes with the view of improving the marketing activities of a market participant.

PLO12. To evaluate marketing and perform its strategic and day-to-day management in order to design and implement marketing strategies, projects and programmes.

PLO13. To manage the marketing activity of a market participant as well as that of its divisions, groups and networks, to define the evaluation criteria and indicators.

PLO14. To establish a marketing cooperation system, to build long-standing win-win relationships with other market participants.

PLO15. To collect the necessary data from various sources, to process and analyse their outcomes using up-to-date methods and specialized software.

*PLO16. To use relevant legal regulations and restrictions while developing the marketing strategy and tactic of a market participant in advertising business.*

*PLO17. To choose and apply the efficient methods of managing marketing communications of a market participant under conditions of uncertainty.*

*PLO18. To build and improve the marketing system of an advertising business entity.*

*PLO19. To manage the activity of an advertising business entity in both the national and foreign markets of advertising services.*

<b>8 – Resource support for programme implementation</b>	
<b>Academic staff</b>	<p>The Department of Marketing (SUTE) takes responsibility for training masters in educational programme «Advertising business». The academic staff meet the requirements set out by Licensing terms for performing educational activities by higher education institutions.</p> <p>100% of the academic staff involved in teaching professionally-oriented subjects have scientific qualifications in their specialties and have excellent professional training. In order to improve their professional skills, all of the university teachers undertake internships once in five years. All of them have signed labour contracts.</p>
<b>Facilities</b>	<p>There is a sufficient availability of classrooms, computer workplaces and multimedia equipment. All necessary social and day-to-day facilities are provided, the number of places in student residence halls fully meets the demands.</p> <p>Academic facilities-student ratio is 4 m2 per person.</p> <p>40% of the classrooms are technologically equipped with multimedia units.</p> <p>The SUTE facilities include the following: libraries and a reading room, a canteen and cafeterias, an assembly hall, gyms, a stadium, a health-care centre, residence halls.</p>
<b>Informational, teaching and learning materials</b>	<p>SUTE fully meets the requirements for informational, teaching and learning materials to ensure the educational activity.</p> <p>There is access to databases of scientific periodicals in English of the corresponding or related profile.</p> <p>The SUTE official website contains basic information about the university's activities (structure, licenses and certificates of accreditation, educational / scientific / publishing / attestation (scientific staff) activities, educational and scientific structural divisions and their composition, the list of subjects, admission rules, contact information): <a href="https://knute.edu.ua">https://knute.edu.ua</a></p> <p>The MOODLE distance learning system enables self-study and individual work. The SUTE Centre for Distance Learning provides teaching materials on the curriculum: <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 to study and conduct scientific research at Ukrainian universities and scientific institutions are allowed. The credits received at other Universities in Ukraine are accepted according a credit mobility certificate.</p>
<b>International credit mobility</b>	<p>SUTE participates in Erasmus + Programme (K1 Option) by the cooperation agreements signed with the following:</p> <ol style="list-style-type: none"> <li>1. Paris-Est Créteil University (Paris, France), Master's Degree, Specialty: International Master in Business Management.</li> <li>2. Audencia Business School (Nantes, France), Master's Degree, Specialty: Economics, Management and Business Administration. Mobility with teaching purposes for the academic staff.</li> <li>3. University of Hohenheim (Stuttgart, Germany), Master's Degree, Specialty: Economics and Business Administration. Mobility for internship for the academic staff.</li> </ol>
<b>Training of foreign students</b>	<p>Training of foreign students is arranged on the general conditions or based on individualized schedules provided they study complementary 6 ECTS credits of the Ukrainian language under the curriculum.</p>

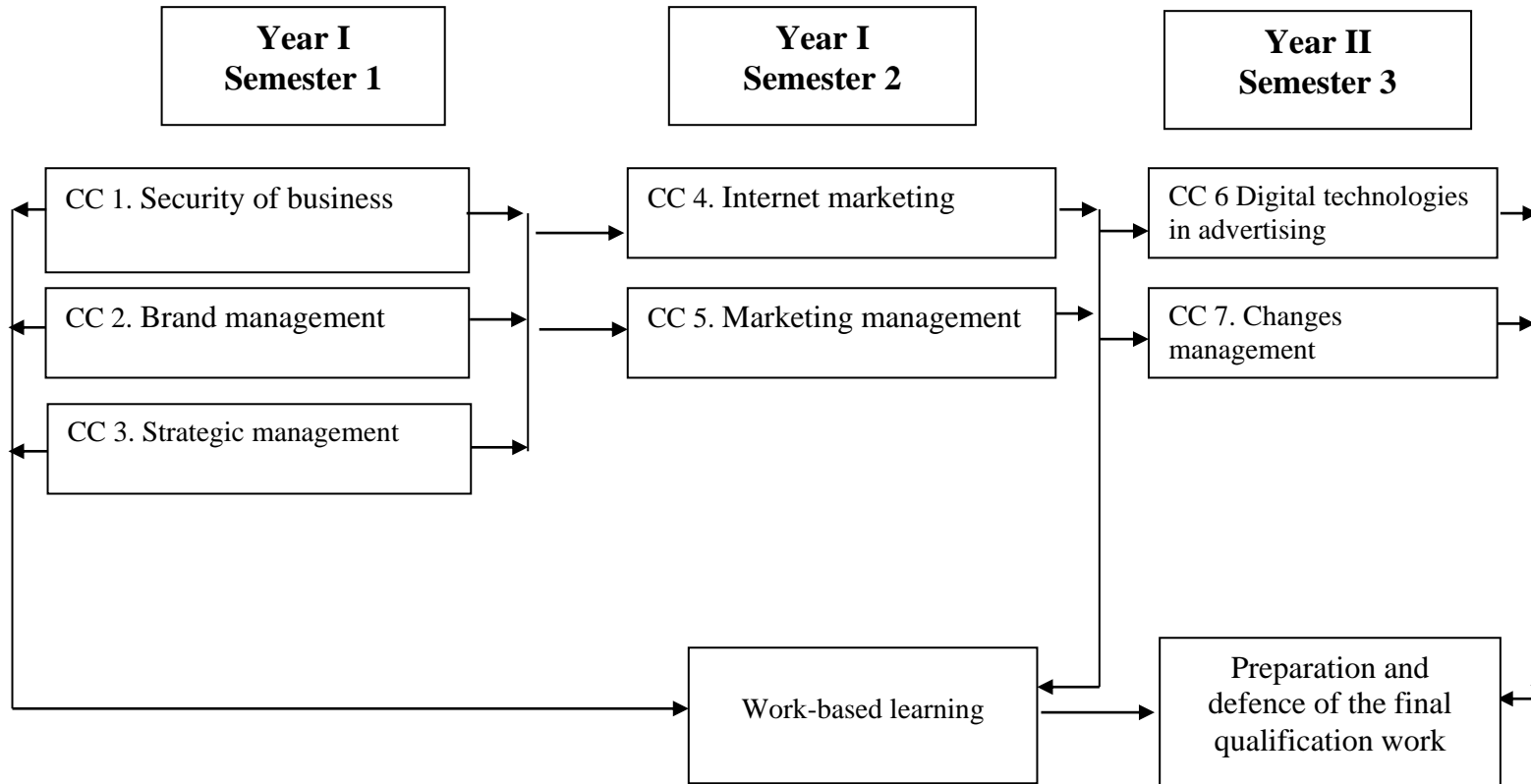
## 3.2. List of the educational programme components and their logical order

### 3.2.1 List of the EP components

Subject code	The Educational Programme components (subjects, course projects (papers), work-based learnings, qualifying examination, final qualification work)	Total credits
1	2	3
<b>EP Compulsory components</b>		
CC 1	Security of business	6
CC 2	Brand management	6
CC 3	Strategic marketing	6
CC 4	Internet marketing	7,5
CC 5	Marketing management	7,5
CC 6	Digital technologies in advertising	6
CC 7	Changes management	6
<b>Total credits for compulsory components</b>		<b>66</b>
<b>EP Optional components</b>		
OC 1	Audio&Video Production	6
OC 2	Life safety	6
OC 3	Business engineering	6
OC 4	Luxury goods	6
OC 5	Information wars	6
OC 6	Consumer law	6
OC 7	Corporate law	6
OC 8	Corporate public relations	6
OC 9	Marketing analysis	6
OC 10	Marketing information systems	6
OC 11	Media design	6
OC 12	Cybernetics basics	6
OC 13	Psychology of management	6
OC 14	Marketing risks	6
OC 15	Consumer loyalty management	6
<b>Total credits for optional components</b>		<b>24</b>
<b>Practical training</b>		
	Work-based learning	9
<b>Final assessment</b>		
	Preparation and defence of the final qualification work	12
<b>TOTAL NUMBER OF THE EP CREDITS</b>		<b>90</b>

For all components of the educational programme, the form of final assessment is an examination.

### 3.2.2 The EP structural and logic network



### **3.3 Final assessment of graduates**

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

The final qualification work should suggest the solution to a complex specialised assignment or problem in the field of up-to-date marketing, which suggests conducting a research and/or implementing innovations and is characterized by the ambiguity of conditions and requirements.

The final qualification work should stand to a check for plagiarism. It must not contain incorrect adopted text extracts, false and fabricated information.

The final qualification work should be published on the official website of the higher educational institution or of that of its structural units, or in the repository of the higher educational institution. The final qualification works containing restricted-access information are to be published according to the requirements of the current legislation.



### 3.4.1. The programme competences and the EP compulsory components matrix

Components Compentences	CC 1	CC 2	CC 3	CC 4	CC 5	CC6	CC 7
GC1					*		
GC2		*					
GC3	*						
GC4						*	*
GC5		*					
GC6				*		*	
GC7	*						
GC8					*		
PC1		*		*			
PC2	*						*
PC3			*				*
PC4		*				*	
PC5			*				
PC6					*		*
PC7			*		*		
PC8		*			*		
PC9			*				*
<i>PC10</i>			*		*		
<i>PC11</i>						*	*
<i>PC12</i>	*						*
<i>PC13</i>				*	*		

### 3.4.2. The programme competences and the EP optional components matrix

Components Compentences	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
	GC1	*	*			*						*	*	*	
GC2								*							
GC3		*								*					
GC4		*			*							*	*		*
GC5								*					*		*
GC6				*	*	*	*			*		*			
GC7													*		*
GC8			*												
PC1	*														
PC2			*	*		*									
PC3										*					
PC4	*				*						*	*	*		
PC5									*	*					
PC6													*		
PC7		*	*		*							*			
PC8															*
PC9									*	*					
PC10				*	*	*	*								
PC11					*									*	
PC12														*	
PC13			*										*		

### 3.5.1 The programme learning outcomes and the EP compulsory components matrix

Programme learning outcomes \ Components	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7
PLO1	*					*	
PLO2							*
PLO3							*
PLO4			*		*		
PLO5				*			
PLO6					*		*
PLO7	*						
PLO8		*				*	*
PLO9	*	*		*		*	
PLO10			*				
PLO11			*				
PLO12		*	*		*		
PLO13		*					
PLO14				*			
PLO15				*		*	
<i>PLO16</i>	*		*		*		
<i>PLO17</i>				*	*		*
<i>PLO18</i>		*					
<i>PLO19</i>							*

### 3.5.2 The programme learning outcomes and the EP optional components matrix

Components Programme 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
PLO1	*														
PLO2	*														
PLO3										*				*	
PLO4					*							*		*	
PLO5				*											
PLO6			*												
PLO7											*				
PLO8		*			*			*							
PLO9						*	*								
PLO10			*												
PLO11									*	*					
PLO12		*			*				*	*		*		*	
PLO13													*		*
PLO14								*							
PLO15											*	*			
<i>PLO16</i>							*								
<i>PLO17</i>						*							*		
<i>PLO18</i>				*									*		*
<i>PLO19</i>															*