

**Kyiv National University of Trade and Economics
Faculty of Trade and Marketing**

INFORMATION PACKAGE

**European Credit Transfer and Accumulation System
(ECTS)**

Field of knowledge
Specialty
Specialization
Education level

06 Journalism
061 Journalism
Advertising
Master

Kyiv 2018

3. Educational Program

Project team manager (program guarantor) Doctor of Sciences (Economics) prof. Melnykovich O. M.

1. Profile of Educational Program in Specialty 061 «Journalism» (in Specialization «Advertising»)

1 – General information	
Full name of IHE and structural unit	Kyiv National University of Trade and Economics, Faculty of Trade and Marketing, Department of Marketing and Advertising
Level of higher education and qualification name in the original language	Level of higher education «Master» Specialty «Journalism» Specialization «Advertising»
Educational program official name	«Journalism»
Diploma type and volume of the program	Master diploma, 90 ECTS credits, training period - 16 months
Accreditation	Accreditation Certificate issued by the Ministry of Education and Science, Youth and Sports of Ukraine (Ukraine) for the period of validity until July 1, 2023, in accordance with the order of the Ministry of Education and Science of Ukraine from 08.02.2013 № 300Л
Cycle\Level	HPK of Ukraine – 8 level, FQ-EHEA – the second cycle, EQF-L.L.L. – 7 level
Preconditions	- educational level – bachelor; - conditions of admission to the program are governed by the Rules of admission to KNUTE
Language(s) of instruction	Ukrainian
Program validity period	July, 01, 2024
Internet address for permanent placement of the program description	https://www.knteu.kiev.ua
2 – Educational program aim	
Formation of professional knowledge system and necessary practical skills for the effective resolution of the tasks related to the creation of journalistic products, carrying out journalistic investigations, creation of advertising messages and implementation of advertising activities. The advertiser examines applied social	

communications, defines an advertising strategy in a competitive environment, prepares proposals for the promotion of goods and services, develops the original layout of advertising and other communications, determines the location of advertising.

3 – Educational program characteristics

Subject area (sphere of knowledge, speciality, and specialization)	Field of knowledge 06 «Journalism», specialty 061 «Journalism», specialization «Advertising» Disciplines that form basic competencies - 70%, disciplines of general training cycle - 13.5%, professional training cycle - 33%, practical training - 10%, attestation - 13.5%. Optional disciplines - 30%, general training disciplines - 13%, professional training disciplines - 17%.
Educational program orientation	Applied educational and scientific orientation. The program consists of disciplines of general, professional and practical training.
Main focus of the educational program and specialization	Special education in the field of knowledge «Journalism» in advertising. Formation of professional competence in the ability to create advertising messages, to study applied social communications, to carry out advertising activities at an enterprise. Key words: social and communication technologies, advertising creativity, digital advertising technologies, journalistic investigation, journalistic creativity.
Features of the program	Availability of a selective component of professionally-oriented disciplines for work in the field of journalism and advertising; practical training in the amount of 9 credits in the enterprises engaged in advertising activities.

4 – Graduate employability and further learning

Employability	Qualified management and executive activities in publishing houses, information and media agencies, press services, political, commercial and public organizations, media structures, research, expert institutions, educational institutions. Professional Master's activity in advertising in respective positions is to perform the functions that are components of the descriptor of acquired competencies: general, research, pedagogical; psychological and ethical; social, cultural, general and historical, economic, managerial, marketing. At the same time, he may hold positions in state structures and departments, institutions (state administrations), self-government bodies and international organizations in positions requiring higher education in accordance with the State Classifier of professions DK 003: 2010.
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Further learning	Possibility to study in the third cycle program FQ-EHEA, 8 level EQF-LLL and 9 level NQC.
5 – Training and assessment	
Teaching and learning	Student-centered learning, competency approach in creation and implementation of training programs.
Assessment	Written exams
6 – Program competence	
Integral competence	Ability to solve complex specialized tasks and practical problems in the field of journalism and in the sphere of advertising activity or in the process of training, which implies the application of certain theories and methods of the relevant science and is characterized by complexity and uncertainty of the conditions.
General competence (GC)	GC 1. Ability to apply knowledge in practice. GC 2. Ability to communicate with nonprofessionals in this area. GC 3. Knowledge of the second language. GC 4. PC skills. GC 5. Research skills GC 6. Ability to self-study. GC 7. Ability to adapt to new conditions and make decisions in complex and unpredictable situations. GC 8. Information skills (ability to find and analyze information from different sources). GC 9. Ability to initiate and generate new ideas (creativity). GC 10. Keeping within the professional ethics, knowledge of international norms and legislation of Ukraine in the field of life safety of the population, system of management of labor protection and civil protection.
Professional competence (PC)	PC 1 Ability to know the laws of social and political communications functioning and trends in their development. PC 2 Ability to understand social, communicative and political technologies. PC 3 Ability to identify problems and explore the reasons for their appearance in advertising. PC 4 Ability to adopt approaches to corporate policy formation in the field of corporate communications. PC 5 Ability to apply the principles of journalistic investigation. PC 6 Ability to understand how to generate new ideas in advertising and during managerial decisions making. PC 7 Ability to apply of creating adverts methods. PC 8 Ability to develop and implement complex, special and innovative advertising strategies in non-commercial

	<p>sphere.</p> <p>PC 9. Ability to apply correctly methods, techniques and tools for conducting research on social communications.</p> <p>PC 10. Ability to use information technology in advertising activities of enterprises.</p> <p>PC 11. Ability to develop a program of forming consumer loyalty to the company's goods or services.</p> <p>PC 12. Ability to create promotional materials by means of applied computer programs.</p> <p>PC 13. Ability to understand the process of journalistic product creating.</p> <p>PC 14. Ability to form an effective system of cross-cultural management at enterprises.</p> <p>PC 15. Ability to understand the phenomenon of linguistic communication and use knowledge of a foreign language in translation, philological studies, practice of foreign language communication.</p> <p>PC 16. Ability to create investigative content for the media, work in extreme conditions for the issuance of interesting material.</p> <p>PC 17. Ability to assess the image of the enterprise, its psychological basis and substantiate measures for its improvement.</p> <p>PC 18. Ability to understand the principles of organizing the activities of archival institutions and libraries and how to find information in them.</p>
7 – Program learning outcomes	
	<p>PLO 1. Apply knowledge of scientific methods, analysis and synthesis in practical activities.</p> <p>PLO 2. Apply acquired general scientific and fundamental knowledge to solve practical problems in the field of advertising.</p> <p>PLO 3. Form modern knowledge, practical skills, ways of thinking, professional, worldview and civic qualities, moral and ethical values that determine the ability to carry out successfully professional and further educational activities in the field of journalism and advertising.</p> <p>PLO 4. Communicate foreign language with professional orientation.</p> <p>PLO 5. Understand how to generate new ideas in the preparation of a journalistic product.</p> <p>PLO 6. Create a program of social communication organization, be able to apply applied social and communication technologies.</p> <p>PLO 7. Conduct research on social communications, compile general indicators, build charts, tables, identify patterns and trends in the development of the phenomena</p>

	<p>in the study.</p> <p>PLO 8. Collect and analyze necessary information on social communications, calculate indicators, substantiate managerial decisions based on the use of necessary analytical and methodical tools.</p> <p>PLO 9. Analyze digital advertising material of modern enterprise.</p> <p>PLO 10. Use the capabilities of the Internet, mobile and digital technologies to support the brand image, launch a new product on the market, enhance recognition and stimulate sales.</p> <p>PLO 11. Use legal and regulatory principles of journalistic activity.</p> <p>PLO 12. Apply methods of collecting information during journalistic investigation.</p> <p>PLO 13. Apply the information legislation of Ukraine in the regulation of information relations, ensuring the constitutional right to information.</p> <p>PLO 14. Apply and implement digital technologies in advertising.</p> <p>PLO 15. Elucidate social and psychological causative relationships in organizations, analyze them, generalize them in a certain system; identify conflicts and be able to solve them.</p> <p>PLO 16. Generate new ideas for advertising, apply signs in promotional materials, and create promotional and journalistic products.</p> <p>PLO 17. Use technologies of political communications as an important component of social communications and effective tool for the struggle for political power.</p> <p>PLO 18. Form corporate communications program.</p> <p>PLO 19. Use modern information technology in advertising.</p>
8 – Resource support for program implementation	
Staff support	<p>Department of marketing and advertising of KNUTE is responsible for the training of Masters in journalism, specialization «Advertising». The head of the department has Doctor's degree and professor's academic degree. 84% of the teachers who provide the educational process have a degree and/or academic degree. Employment contracts have been concluded with academic and teaching staff.</p>
Material and technical support	<p>Provision of premises for training and control activities is 4 square meters per person. 40% of the classrooms are equipped with multimedia equipment. The infrastructure of KNUTE includes libraries, reading room, catering facilities, assembly hall,</p>

	gymnasiums, stadium, medical center, dormitories.
Information and educational-methodical support	<p>There is an access to databases of periodical scientific publications in English of the corresponding or related profile (it is possible to share the bases of several educational institutions)</p> <p>There is the official website of KNUTE, 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: https://www.knteu.kiev.ua. Distance Learning Laboratory of KNUTE has teaching materials on curriculum subjects http://dist.knteu.kiev.ua.</p>
9 – Academic mobility	
National credit mobility	There is distance double diploma program between KNUTE and Grenoble Alps University (Grenoble, France) for students of all faculties. Training takes place in English or French with the option to go on to study for the second semester at Grenoble Alps University. Training period is one academic year «Bachelor of Economics and Management».
International credit mobility	<p>KNUTE takes part in the program Erasmus+ in K1 according to contracts with:</p> <ol style="list-style-type: none"> 1. Grenoble Alps University (Grenoble, France). Education level: bachelor . Specialty: Economics and Management 2. University of Central Lancashire (Preston, Great Britain). Education level: bachelor . Specialty: Business Communications.
Training of overseas students	<p>Foreign citizens may study at KNUTE:</p> <ul style="list-style-type: none"> - at the preparatory department for foreigners and stateless persons - 1 year; - in the field of training and specialties of higher education at the educational level «Bachelor»: <p>full-time education - 3 years 10 months, extra-mural courses - 4 years 6 months.</p>

2. List of educational program components and their logical order

2.1. List of educational program components

Code	Components of educational program (academic disciplines, term projects control (papers), placement, qualification exam, final qualification work)	Amount of credits	Forms of final control
Compulsory components of EP			

CC 1	Information Law	6	W/e
CC 2	Professional communication in foreign language	6	W/e
CC 3	Social and communicative technologies	6	W/e
CC 4	Journalistic creativity	6	W/e
CC 5	Methodology of social communications researches	6	W/e
CC 6	Digital technologies in advertising	6	W/e
CC 7	Journalistic investigation	6	W/e
	Practical Training (pre-diploma)	9	Credit
	Preparation and defense of final qualifying work	12	-
Total amount of compulsory components		63	-
Optional components of EP			
OC 1.1.	Documentation and library science	6	W/e
OC 1.2.	Corporate public relations	6	W/e
OC 1.3.	Creative management	6	W/e
OC 1.4.	Crosscultural management	6	W/e
OC 1.5.	Psychology of business communication	6	W/e
OC 1.6.	Advertising creative idea	6	W/e
OC 2.1.	Information technologies in advertising	9	W/e
OC 2.2.	Political communications	9	W/e
OC 2.3.	Management of consumers loyalty	9	W/e
OC 3.1.	Nonbusiness advertising	6	W/e
OC 3.2.	Psychology of image	6	W/e
Total volume of optional components		27	-
TOTAL EP VOLUME		90	-

3. Attestation

Attestation of graduates of the educational program of specialty 061 «Journalism» is carried out in the form of defense of final qualifying work in accordance with the Regulations on the graduation qualification project (work) approved by the Scientific Council of KNUTE on February 25, 2015 (record No. 5, paragraph 6) and amendments to the Regulations on the qualifying project (work) approved by the Scientific Council of KNUTE on January 25, 2018 (record No. 6, paragraph 7). The document of the definite model for the award of master's degree with the qualification: the degree of higher education «Master» specialization «Journalism» specialization «Advertising» is issued.

Master degree of specialty «Journalism», specialization «Advertising» is given for students who received from 60 to 100 points during attestation. The attestation is carried out openly and publicly.

5. Matrix for providing program learning outcomes (PLO) with relevant components of the educational program

	CC1	CC2	CC3	CC4	CC5	CC6	CC7	OC1.1	OC1.2	OC1.3	OC1.4	OC1.5	OC 1.6	OC2.1	OC2.2	OC2.3	OC3.1	OC3.2
PLO1			+		+		+			+	+			+	+	+	+	
PLO2						+							+	+				
PLO3	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+
PLO4		+																
PLO5				+														
PLO6			+															
PLO7					+													
PLO8					+													
PLO9						+												
PLO10						+												
PLO11	+																	
PLO12							+											
PLO13	+																	
PLO14						+												
PLO15										+	+	+						+
PLO16						+							+			+	+	
PLO17								+							+			
PLO18									+									
PLO19														+				