

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

KYIV NATIONAL UNIVERSITY
TECHNOLOGY AND DESIGN

APPROVED BY THE SCIENTIFIC
COUNCIL

Chairman of the Academic Council of
KNUTD

_____ Ivan Gryshchenko
(Minutes of ____ 2021 №_)

EDUCATIONAL PROFESSIONAL PROGRAM
MARKETING

Level of higher education first (bachelor's)

Degree of higher education bachelor

Field of knowledge 07 Management and administration

Specialty 075 Marketing

Qualification Bachelor of Marketing

PREFACE

DEVELOPED: Kyiv National University of Technology and Design

DEVELOPERS:

Guarantor of the educational program: Zimbalevska Yuliya Viktorivna, Candidate of Economic Sciences, Associate Professor, Associate Professor of the Department of Marketing and Communication Design, Kyiv National University of Technology and Design.

Members of the working group:

Evseytseva Olena Serhiivna, Candidate of Economic Sciences, Associate Professor, Associate Professor of the Department of Marketing and Communication Design, Kyiv National University of Technology and Design.

Ponomarenko Ihor Vitaliyovych, Candidate of Economic Sciences, Associate Professor, Associate Professor of the Department of Marketing and Communication Design, Kyiv National University of Technology and Design.

Tyvodar Vlada Vasylivna, student of the Faculty of Economics and Business of Kyiv National University of Technology and Design.

REVIEWS OF EXTERNAL STAKEHOLDERS:

- 1) Kysil Valentyna Oleksandrivna, Marketing Manager, Hera LLC (Kyiv);
- 2) Glazkova Kateryna Oleksandrivna, PR specialist, ClickDealer marketing agency (Kyiv);
- 3) Chikalova Valeria Valerievna, Senior Digital Communications Specialist, Marketing Department, PepsiCO (Kyiv);
- 4) Borovenko Anna Dmytrivna, Leading Specialist of the Marketing Department of PJSC IC PZU Ukraine and PJSC IC PZU Ukraine Life Insurance (Non-Bank Financial Group PZU Ukraine, Kyiv);
- 5) Artemyeva Anna Olehivna, marketing specialist, Boyko-Sort LLC (Kyiv);
- 6) Pechura Alyona, Internet marketer, Myhomedecor.com.ua online store (Kyiv).

1. Profile of the educational and professional program Marketing

1 - General information	
Full name of the institution higher education and structural unit	Kyiv National University of Technology and Design. Department of Marketing and Communication Design.
Degree of higher education and title of qualification in the original language	Higher education level - first (bachelor's) Degree of higher education - bachelor Field of knowledge - 07 Management and administration Specialty - 075 Marketing
Type of diploma and scope of educational program	Bachelor's degree, single, 240 ECTS credits / 180 ECTS credits for a reduced period of study.
Availability of accreditation	Certificate of accreditation of the educational program from 08.01.2019 UD № 11005977
Cycle / level	The National Qualifications Framework of Ukraine is the sixth level
Prerequisites	Complete general secondary education, professional higher education or a bachelor's degree (junior specialist). According to the Standard of Higher Education in the specialty based on the degree of junior bachelor (OQR junior specialist). The University recognizes and recalculates ECTS credits received within the previous educational program for junior bachelor (junior specialist).
Language of instruction	Ukrainian
Term of the educational program	Until 01.07.2024
Internet address of the permanent post of the description of the educational program	https://en.knutd.edu.ua/educational-programmes/bachelors-dp/11229/
2 - The purpose of the educational program	
<p>Training of highly qualified specialists with in-depth knowledge, as well as basic and professional competencies in the field of marketing, aimed at solving problems related to diagnostic, planning (including forecasting), analytical activities and marketing management in enterprises, in institutions and organizations of all forms of ownership and types of economic activity.</p> <p>The main objectives of the program are: preparation of bachelors of marketing, who have modern economic thinking and relevant competencies necessary for effective marketing activities.</p>	
3 - Characteristics of the educational program	
Subject area	The program is focused on the formation of applicants' competencies for the acquisition of deep knowledge, skills and abilities in the specialty. Compulsory educational components - 75%, of which: disciplines of general training - 14%, vocational training - 60%, practical training - 13%, learning a foreign language - 13%. Disciplines of free choice of students - 25% are selected from the university catalog in accordance with the approved procedure at the University.
Orientation of the educational program	Educational and professional for bachelor's degree training.
The main focus of the educational program	Emphasis is placed on the development of professional competencies in the field of marketing; instudy of theoretical and methodological provisions, organizational and practical tools. The educational program forms a managerial style of thinking, which is based on the principles of the concept of marketing and the current market conditions of the enterprise.
Features of the	Mastering the main theoretical and applied aspects of marketing activities,

educational program	which are based on the principles and methods of research, analysis and evaluation of the marketing environment in order to increase the competitiveness of individual enterprises, institutions and organizations of any form of ownership and economic activity.	
4 - Suitability of graduates for employment and further study		
Suitability for employment	The graduate is suitable for employment in enterprises, organizations and institutions of any form of ownership and type of economic activity. The Bachelor of Marketing can hold primary positions (marketing manager, marketing consultant, advertiser, market expansion specialist, public relations and press specialist, commodity market research analyst) in marketing, sales, supply, marketing research, information support, international relations, etc. at enterprises of various profiles, organizational and legal form and level (including light industry enterprises), project organizations, consulting centers, research and educational institutions.	
Further training	Opportunity to study according to the educational-scientific and / or educational-professional program of the second (master's) level of higher education.	
5 - Teaching and assessment		
Teaching and learning	Student-centered and problem-oriented learning, learning through internships and self-study are used. The system of teaching methods is based on the principles of purposefulness, binary - active direct participation of research and teaching staff and students of higher education. Forms of organization of the educational process: lecture, seminar, practical, laboratory classes, practical training, independent work, consultation, development of term papers.	
Evaluation	Oral and written exams, testing, essays, presentations, reports, tests, term papers, portfolio.	
6 - Program competencies		
Integral competence	IC	Ability to solve complex specialized problems and practical problems in the field of marketing or in the learning process, which involves the use of appropriate theories and methods and is characterized by complexity and uncertainty of conditions.
General Competences (GC)	GC1	Ability to realize their rights and responsibilities as a member of society, to realize the values of civil (free democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine.
	GC2	Ability to preserve and increase moral, cultural, scientific values and achievements of society based on understanding the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, techniques and technologies. active recreation and healthy living.
	GC3	Ability to abstract thinking, analysis and synthesis.
	GC4	Ability to learn and master modern knowledge.
	GC5	Definiteness and persistence in terms of tasks and responsibilities.
	GC6	Knowledge and understanding of the subject area and understanding of professional activity.
	GC7	Ability to apply knowledge in practical situations.
	GC8	Ability to conduct research at the appropriate level.
	GC9	Skills in the use of information and communication technologies.
	GC10	Ability to communicate in a foreign language.
	GC11	Ability to work in a team.

	GC12	Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity).
	GC13	Ability to work in an international context.
	GC14	Ability to act socially responsibly and consciously
	GC15	Ability to generate new ideas (creativity, be critical and self-critical.
	GC16	Ability to show initiative and entrepreneurship, motivate people and move towards a common goal.
Professional competencies (PC)	PC1	Ability to logically and consistently reproduce the acquired knowledge of the subject area of marketing.
	PC2	Ability to critically analyze and summarize the provisions of the subject area of modern marketing.
	PC3	Ability to use theoretical principles of marketing to interpret and predict phenomena and processes in the marketing environment.
	PC4	Ability to conduct marketing activities based on understanding the nature and content of marketing theory and the functional relationships between its components.
	PC5	Ability to correctly apply marketing methods, techniques and tools.
	PC6	Ability to conduct marketing research in various areas of marketing activities.
	PC7	Ability to determine the impact of functional areas of marketing on the results of economic activities of market participants.
	PC8	Ability to develop marketing support for business development in conditions of uncertainty.
	PC9	Ability to use marketing tools in innovation.
	PC10	Ability to use marketing information systems in making marketing decisions and develop recommendations to improve their effectiveness.
	PC11	Ability to analyze the behavior of market participants and determine the features of the functioning of markets.
	PC12	Ability to substantiate, present and implement research results in the field of marketing.
	PC13	Ability to plan and conduct effective marketing activities of the market entity in cross-functional terms.
	PC14	Ability to offer improvements in the functions of marketing activities.
	PC15	Ability to organize and provide consulting services, perform work of control and audit groups, create systems of automated workplaces for marketers, implement advanced forms and methods of marketing activities.
	PC16	Ability to organize and operate marketing agencies in terms of the types of marketing services they provide.
	PC17	Ability to compile administrative documents on the organization of marketing activities in enterprises.
	PC18	Ability to study trends in economic development using the tools of macro- and microeconomic analysis, to make generalizations about the assessment of the manifestation of individual phenomena inherent in the transformation processes in the economy.
7– Program learning outcomes		
Knowledge and understanding:		
PLO 1	Know the fundamental sections of mathematics to the extent necessary for the application of economic and mathematical methods in the chosen profession.	

PLO 2	Understand the importance of accounting, analytical, control, tax and statistical systems in the information support of users of marketing and analytical information in solving problems in the field of social, economic and environmental responsibility of enterprises.
PLO 3	Know the essence of the objects of accounting, analysis, control, audit and understand their role and place in marketing activities.
PLO 4	Understand the methodological tools of accounting, analysis, control, audit of marketing activities of enterprises.
PLO 5	Understand the peculiarities of the practice of accounting, analysis, control, audit of marketing activities of enterprises, institutions and organizations of various forms of ownership, organizational and legal forms of management and economic activities.
PLO 6	Know the mechanism of functioning of the budget and tax system of Ukraine and take into account its features in order to organize marketing accounting and reporting at enterprises.
Application of knowledge and understanding (skills):	
PLO 7	Apply the acquired theoretical knowledge to solve practical problems in the field of marketing.
PLO 8	To determine the functional areas of marketing activities of the market entity and their relationships in the management system, to calculate the relevant indicators that characterize the effectiveness of such activities.
PLO 9	Use digital information and communication technologies, as well as software products necessary for the proper conduct of marketing activities and the practical application of marketing tools.
PLO 10	Apply innovative approaches to marketing activities of the market entity, flexibly adapt to changes in the marketing environment.
PLO 11	Act socially responsibly and socially consciously on the basis of ethical principles of marketing, respect for cultural diversity and values of civil society with respect for individual rights and freedoms.
PLO 12	Analyze and predict market phenomena and processes based on the application of fundamental principles, theoretical knowledge and applied skills of marketing activities.
PLO 13	Identify and analyze the key characteristics of marketing systems at different levels, as well as the behavior of their subjects.
PLO 14	Demonstrate the ability to apply an interdisciplinary approach and perform marketing functions of a market entity.
PLO 15	Demonstrate skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical.
PLO 16	Meet the requirements of a modern marketer, increase the level of personal training.
PLO 17	Identify areas for improving the efficiency of financial resources as a result of effective marketing activities, their distribution and control of use at the enterprise level.
PLO 18	To form and analyze financial, managerial, tax and statistical reporting of enterprises, institutions, organizations; interpret the information obtained for management decisions.
PLO 19	Demonstrate knowledge and skills of control over compliance with regulations on the methodology of marketing activities, conservation and efficient use of resources of economic entities.
PLO 20	Demonstrate professional functions taking into account the safety of life, social protection.
Formation of judgments:	
PLO 21	Demonstrate knowledge and understanding of the theoretical foundations and principles of marketing activities.
PLO 22	Collect and analyze the necessary information, calculate economic and marketing indicators, justify management decisions based on the use of the necessary analytical and methodological tools.
PLO 23	Assess the risks of marketing activities, establish the level of uncertainty in the marketing environment when making management decisions.
PLO 24	Explain information, ideas, problems and alternatives for management decisions to specialists and non-specialists in the field of marketing, representatives of various structural units of the market entity.

PLO 25	To be responsible for the results of their activities, to show the skills of entrepreneurial and managerial initiative.
PLO 26	Demonstrate skills of written and oral professional communication in state and foreign languages, as well as proper use of professional terminology.
PLO 27	Demonstrate responsibility in relation to moral, cultural, scientific values and achievements of society in professional marketing activities.
PLO 28	Perform functional responsibilities in the group, offer sound marketing solutions.
PLO 29	Justify the effectiveness of decision-making using marketing and analytical information and understand the organizational and economic mechanism of enterprise management.
PLO 30	Analyze the development of the system and models of marketing activities at the national and international levels, taking into account the professional worldview.
8 - Resource support for program implementation	
Staffing	All scientific and pedagogical workers who provide the educational program on qualification, correspond to a profile and a direction of the educational components which are taught; have the necessary experience of pedagogical work and experience of practical work. In the process of organizing training, professionals with experience in research / management / innovation / creative work and / or work in the specialty are involved.
Logistics	Logistics allows to fully ensure the educational process throughout the training cycle of the educational program. The condition of the premises is certified by sanitary and technical passports that comply with current regulations.
Information and educational and methodological support	The program is fully equipped with an educational and methodological complex of all components of the educational program, the availability of which is presented in the modular environment of the educational process of the University.
9 - Academic mobility	
National credit mobility	Provides for the possibility of academic mobility in some components of the educational program, providing the acquisition of general and / or professional competencies.
International credit mobility	The program develops prospects for participation and internships in research projects and academic mobility programs abroad. Performed in an active research environment, is mobile under the program "Double Diploma" with Polish universities.
Training of foreign applicants for higher education	Training of foreign applicants for higher education is carried out according to accredited educational programs.

2. The list of components of the educational-professional program and their logical sequence

2.1 List of components of the educational-professional program of the first (bachelor's) level of higher education

Code n / a	Components of the educational program (academic disciplines, course projects (works), practices qualification work)	ECTS	Form of final control
Compulsory components			
General training cycle			
EC 1	Ukrainian and foreign culture	3	test
EC 2	Foreign Language	12	exam
EC 3	Business Ukrainian	3	test
EC 4	Philosophy, political science and sociology	6	exam
EC 5	Foreign language of professional orientation	12	exam
EC 6	Higher and applied mathematics	9	exam
EC 7	Physical Education*	3/9	test
Total from the cycle		48	
Cycle of professional training			
EC 8	Basic marketing	3	exam
EC 9	Micro-, macroeconomics	6	exam
EC 10	Fundamentals of entrepreneurship	6	exam
EC 11	Business Economics	6	exam
EC 12	Theory of public administration	3	test
EC 13	Management	3	exam
EC 14	Marketing	6	exam
EC 15	Finances	3	exam
EC16	Statistics	3	exam
EC 17	Business organization in the field of services	3	exam
EC 18	Consumer behavior management	3	exam
EC 19	Economic and mathematical methods and models	6	exam
EC 20	Accounting and taxation	3	exam
EC 21	CRM systems in business	3	exam
EC 22	Marketing researches	6	exam
EC 23	International Economics	3	exam
EC 24	Reporting and analytical methods of information processing	3	exam
EC 25	Logistics	3	exam
EC 26	International marketing	3	exam
EC 27	Marketing communications and media planning	6	exam
EC 28	Marketing pricing	3	exam
EC 29	Marketing product policy	3	exam
EC 30	Internet marketing and e-commerce	6	exam
EC 31	Advertising and public relations	3	exam
EC 32	Distribution marketing policy	3	test
EC 33	Commodity innovation policy	3	test
EC 34	Forecasting market conditions and risks	3	test
EC 35	Interdisciplinary professional course project	3	exam
EC 36	Educational practice	12	test
EC 37	Internship	12	test
Total from the cycle		132	
The total amount of compulsory components		180	
Free elective components of the educational program			
FCC	Free Choice Course	60	test
The total amount of variable components		60	
TOTAL VOLUME OF THE EDUCATIONAL PROGRAM		240	

* - non-credit discipline in 2, 3, 4 semesters.

3. Form of certification of applicants for higher education

Forms of certification of applicants for higher education	Attestation of a graduate of an educational program is carried out in the form of an attestation exam.
Document of higher education	Bachelor's degree with educational qualification: Bachelor of Marketing (educational program "Marketing")