

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 GRYSHCENKO**

(Minutes of " ___ " _____ 2021 № __)

EDUCATIONAL AND SCIENTIFIC PROGRAM

MARKETING

Level of higher education	Third (educational and scientific)
Degree of higher education	doctor of philosophy
Field of knowledge	07 Management and administration
Specialty	075 Marketing
Qualification	Doctor of Philosophy in Marketing

Kyiv 2021

PREFACE

DEVELOPED: Kyiv National University of Technology and Design

DEVELOPERS:

Guarantor of the educational program Bilovodska Olena Anatoliivna, Doctor of Economics, Professor, Professor of the Department of Marketing and Communication Design, Kyiv National University of Technology and Design;

Working group members:

Olena Mykhailivna Nifatova, Doctor of Economics, Professor, Professor of Entrepreneurship and Business, Kyiv National University of Technology and Design;

Zimbalevska Yuliya Viktorivna, Candidate of Economic Sciences, Associate Professor, Associate Professor of the Department marketing and communication design of Kyiv National University of Technology and Design;

Golovachev Ivan Andreevich, applicant for higher education of the third (educational and scientific) level, specialty 075 Marketing Kyiv National University of Technology and Design.

REVIEWS OF EXTERNAL STAKEHOLDERS:

- 1) Krykavskiy Yevhen Vasyliovych, Doctor of Economics, Professor, Head of the Department of Marketing and Logistics, National University "Lviv Polytechnic", member of the subcommittee on specialty 075 "Marketing" of the Scientific and Methodological Commission № 5 on business, management and law of the higher education sector of the Scientific and Methodological Council Ministry of Education and Science of Ukraine;
- 2) Fedorchenko Andrey Vasilyevich, Doctor of Economics, Professor, Head of the Department of Marketing named after AF Pavlenko, Vadym Hetman Kyiv National University of Economics, Chairman of the Subcommittee on Specialty 075 "Marketing" of the Scientific and Methodological Commission № 5 on Business, Management and Law of the Higher Education Sector of the Scientific and Methodological Council of the Ministry of Education and Science of Ukraine;
- 3) Shipulina Yuliya Serhiivna, Doctor of Economics, Professor, Professor of the Department of Economic Cybernetics and Marketing Management, National Technical University "Kharkiv Polytechnic Institute";
- 4) Sorochan Dmytro Volodymyrovych, Candidate of Economic Sciences, Associate Professor, Head of Marketing Department, POZHMASHYNA Industrial Company LLC;
- 5) Melnyk Volodymyr Ivanovych, Head of the Object Sales Department, INDUSTRY Production Company LLC.

1. Profile of the educational and scientific program MARKETING

1 - General information	
Full name of the institution of higher education and structural unit	Kyiv National University of Technology and Design Department of Marketing and Communication Design
Higher education degree and qualification in the original language	The level of higher education is the third (educational and scientific). Degree of higher education - Doctor of Philosophy. Field of knowledge - 07 Management and administration. Specialty - 075 Marketing.
Type of diploma and scope of educational program	Doctor of Philosophy, single, 48 ECTS credits.
Availability of accreditation	-
Cycle / level	The National Qualifications Framework of Ukraine is the eighth level.
Prerequisites	Master's Degree
Language (s) of instruction	Ukrainian
Term of the educational program	-
Internet address of the permanent placement of the description of the educational program	http://knutd.edu.ua/ekts/
2 - The purpose of the educational program	
<p>Training of highly qualified competitive specialists degree of Doctor of Philosophy, who have deep knowledge, modern economic thinking and relevant competencies in the field of marketing, aimed at solving complex problems in the field of professional and / or research and innovation in the field of modern marketing, which involves a deep rethinking of existing and creation of new holistic knowledge and / or professional practice and promotes self-realization throughout life.</p> <p><i>The main goals of the program are:</i> development of research skills and deep understanding of marketing problems for scientific research, generation of new holistic scientific knowledge; formation of theoretical and methodological basis of marketing development taking into account modern world tendencies and challenges, scientific and educational space, the needs of society; acquisition of competencies by applicants for implementation independent research, scientific-organizational, pedagogical-organizational and practical activities in the field of marketing, as well as teaching work in higher education institutions; ensuring the mastery of modern knowledge, skills and abilities to perform original dissertation research,, which has theoretical and practical significance, implementation of approbation and practical implementation of scientific results in the field of marketing and its successful protection.</p>	
3 - Characteristics of the educational program	
Subject area	<p>The program is focused on the formation of applicants' competencies for the acquisition of deep knowledge, skills and abilities, mastery of general and special methods, professional techniques and technologies necessary for solving complex problems in the field of professional and / or research and innovation activities in the field of modern marketing.</p> <p>The object of study is marketing activities as a form of interaction between the subjects of market relations to meet their economic and social interests. The program is designed as an optimal combination of academic and professional requirements. It is focused on the formation of applicants' competencies for acquiring in-depth knowledge of the specialty, possession of general scientific (philosophical) competencies, acquisition of universal research skills and presentation of their own research results in oral and written form, in particular, in a foreign language.</p>

	Compulsory subjects - 75%, of which - compulsory subjects of professional training - 44%, general training - 34%, knowledge of a foreign language - 22%; disciplines of free choice of the applicant, providing professional training - 25% are selected from the general university catalog in accordance with the approved procedure at the University.
Orientation of the educational program	Educational and scientific to prepare a doctor of philosophy
The main focus of the educational program	Emphasis is placed on the formation and development of competencies in the field of marketing activities; in study of theoretical and methodological provisions, organizational and practical tools due to in-depth problem-oriented lecture courses, practical classes and independent research work with mandatory writing and defense of the dissertation.
Features of the educational program	The program is implemented by scientific groups, provides for the use of a wide range of general and special analytical methods, principles and techniques of scientific research, taking into account modern world experience in marketing, as well as modern universal and specialized information systems and software products required for research, adoption and implementation. marketing management decisions, conducting original research in the field of marketing.
4 - Suitability of graduates for employment and further study	
Suitability for employment	The graduate is eligible for employment at scientific, organizational, managerial and educational fields, in teaching and other positions in the Free Economic Zone, in public administration and local self-government bodies, in analytical and information institutions, research scientific institutions, in the field of business. The graduate can hold the following positions: head of marketing department, manager (manager) for market research and public opinion research, manager (manager) for business and management, teacher in higher education, teacher of secondary schools, professional in the field of civil service, marketing, efficiency of economic activity, rationalization of production, intellectual property and innovative activity, researcher
Further training	Lifelong learning to improve professional, scientific and other activities. Opportunity to continue studies at the scientific level higher education (doctor of sciences).
5 - Teaching and assessment	
Teaching and learning	Student-centered and problem-oriented approaches, self-study, teaching through pedagogical practice, consulting well-known specialists in the field of science and practice are used. The system of teaching methods is based on the principles of purposefulness, binary - active direct participation of research and teaching staff and higher education, literature processing in scientometric databases Scopus, Web of Science, as well as other modern professional scientific publications. Forms of organization of the educational process: lecture, seminar, practical lesson, independent work, consultation.
Evaluation	Exams, tests, tests, essays, project work, presentations, oral interviews, reports.
6 - Program competencies	
Integral competence (IR)	Ability to produce new ideas in the field of marketing, solve complex problems in the field of professional and / or research and innovation, apply the methodology of scientific and pedagogical activities, as well as conduct their own research, the results of which have scientific novelty, theoretical and practical significance.
General competencies (ZK)	CC 1 Ability to abstract thinking, analysis and synthesis.
	CC 2 Ability to develop and manage projects.

	CC 3	Ability to generate new ideas (creativity).
	CC 4	Formation of a systemic scientific worldview, professional ethics and general cultural outlook.
	CC 5	Ability to communicate in a foreign language.
	CC 6	Ability to use information and communication technologies.
	CC 7	Ability to work in an international context.
Professional competencies (FC)	PC 1	Ability to carry out scientific and pedagogical activities.
	PC 2	Ability to perform original research, achieve scientific results that create new knowledge in the theory and practice of modern marketing and related interdisciplinary areas and can be published in leading scientific journals in marketing and related fields.
	PC 3	Ability to orally and in writing present and discuss the results of research and / or innovative developments in Ukrainian and English, a deep understanding of English scientific texts in the field of research.
	PC 4	Ability to apply modern information technologies, economic and mathematical methods and models, databases, electronic resources, specialized software in scientific and educational activities.
	PC 5	Ability to adhere to research ethics, as well as the rules of academic integrity in research and scientific and pedagogical activities.
	PC 6	Ability to critically rethink modern marketing theory, methodology and practice to conduct their own original research.
	PC 7	Ability to identify and formalize patterns of development of objects and subjects of marketing on the basis of applied research.
	PC 8	Ability to integrate knowledge, skills and their effective use in terms of rapid adaptation of organizations to the requirements of the external environment, integrated decision-making in marketing, organization of marketing information system, organization of partner search.
	PC 9	Ability to use modern methods and techniques of organizing the educational process in higher education.
	PC 10	Ability to analyze and forecast macro- and microeconomic processes based on modern theoretical and methodological approaches and marketing tools.
	PC 11	Ability to manage analytical and innovative activities, development and justification of the choice of the most effective management decisions in the field of marketing.
	PC 12	Ability to apply the results of the latest economic research to the development and implementation of management strategies of economic entities.
	PC 13	Ability to deepen systemic economic and theoretical knowledge and the formation of new holistic knowledge of the latest phenomena and processes of socio-economic development.
	PC 14	Ability to develop and use modern information technologies and economic-mathematical methods and models for the study of economic and social processes.
	PC 15	Ability to build a logical scheme of analysis of the object of study, to formulate and test hypotheses about the patterns of development of phenomena and processes, including marketing activities.
	PC 16	Ability to substantiate management decisions on the effective development of economic entities, assess possible risks, economic and social consequences of decision-making.
7 - Program learning outcomes		

Knowledge and understanding:	
PRN 1	Have advanced conceptual and methodological knowledge of marketing and cross-cutting areas, as well as research skills sufficient to conduct scientific and applied research at the level of the latest world achievements in the field, gain new knowledge and / or innovate.
PRN 2	Know the works of leading foreign scientists, scientific schools and fundamental works in the field of research, formulate the purpose of their own research.
PRN 3	Independently solve, interpret and correlate the facts of cultural and social life, taking into account the socio-psychological features of the communicative behavior of the media.
PRN 4	Have methodological knowledge of the principles and methods of information-analytical (including statistical) marketing support.
PRN 5	Know the scientific principles of the organization of sample surveys and have a method of forming a sample and calculating sample characteristics.
PRN 6	Have methodological knowledge of the principles and methods of computer mathematical modeling, computer mathematical methods of statistical processing and data analysis.
PRN 7	Understand modern methodologies for developing strategies for the behavior of economic entities in the markets.
Application of knowledge and understanding (skills):	
PRN 8	To carry out independent research of scientific and applied nature in the field of marketing or on the border of subject branches of economy, management and administration in order to establish the trajectory of development of real market processes and behavior of market subjects.
PRN 9	Develop and research economic-mathematical and computer models of processes and systems using modern software, effectively use them to gain new knowledge and / or create innovative products in marketing and related interdisciplinary areas.
PRN 10	Improve and develop their own methods of calculating socio-economic indicators of economic entities, formulate proposals to improve the regulatory framework for their calculation.
PRN 11	Use modern tools to develop your own information systems.
PRN 12	Carry out critical analysis, evaluation and synthesis of new and complex ideas.
PRN 13	To form a team of researchers to solve a local problem (formulation of a research problem, working hypotheses, gathering information, preparing proposals).
PRN 14	Initiate, organize and conduct comprehensive research in the field of research and innovation, which leads to new knowledge.
PRN 15	Monitor scientific sources of information on the research problem, the procedure for establishing the information value of sources by comparative analysis with other sources, determine the level of objectivity of the factual basis of events in different types of information sources, perform a generalized analysis and build a causal relationship between economic events found in modern sources of information.
PRN 16	Develop and use information systems for analysis and forecasting of economic processes.
PRN 17	To determine the structure and ways of solving the problems of management of economic objects of different levels on the basis of a systematic approach and taking into account the factors of external influence.
PRN 18	Analyze the existing methods of statistical analysis, modeling and forecasting, testing of statistical hypotheses and justify the possibility and procedure for their correct application.
PRN 19	To use modern psychological and pedagogical technologies, methods and means of teaching, education and personal development, to solve problems of determining and ways to meet the needs of personal self-development as a master teacher of higher education.

PRN 20	Prepare an application for participate in international programs and grants and technology transfer and have the skills to create an innovative business.
PRN 21	Develop hypotheses, make decisions about the hypotheses based on the results of their testing.
PRN 22	Have methods of observation, description, identification, classification, analysis of information about socio-economic phenomena and processes at the level of individual businesses.
PRN 23	Identify factors influencing economic processes, offering methods for adjusting scenarios of their development.
PRN 24	Independently develop management decisions to ensure increased socio-economic efficiency of enterprises.
PRN 25	Be able to work in a group to implement the results of research.
PRN 26	Apply scientific and pedagogical technologies, formulate the content and objectives of education, ways to achieve them, forms of control, be responsible for the effectiveness of the educational process.
PRN 27	Have the skills through integrated marketing communications to increase the value of the brand and improve the image of enterprises.
PRN 28	Use the basics of legal support of research and commercialization of intellectual property, modern methods of commercialization of intellectual property rights and be able to assess the value of rights to intellectual property.
Formation of judgments:	
PRN 29	Deeply understand the general principles and methods of marketing science, as well as research methodology, apply them in their own research and teaching practice.
PRN 30	Demonstrate a systematic scientific worldview and the ability to interpret modern theories and concepts of marketing, including at the boundaries of subject areas, in order to obtain new theoretical and applied results.
PRN 31	Freely present and discuss with specialists and non-specialists the results of research, scientific and applied problems of modern marketing in state and foreign languages, qualified to reflect the results of research in scientific publications in leading international scientific journals.
PRN 32	Present the results of independent original research, the results of which have scientific novelty, theoretical and practical significance with due academic integrity, as well as demonstrate mastery of the methodology of teaching professionally-oriented disciplines and be responsible for teaching others.
PRN 33	To formulate a scientific problem taking into account the values of modern society and the state of its scientific development, as well as working hypotheses of the researched problem, which should expand and deepen the state of scientific research in the chosen field.
PRN 34	Demonstrate a high degree of independence, academic and professional integrity in conducting research, publication and implementation of scientific results.
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 methodical 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 for 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.
Training of foreign applicants for higher education		Training of foreign applicants for higher education is carried out according to accredited educational programs.

2. List of components of educational and scientific program and their logical sequence

2.1.1 List of components of the educational component of the educational and scientific program of the third (educational and scientific) level of higher education

Code	Components of the educational program (academic disciplines, semester work, practice)	Number of credits	Form of final control
1	2	3	4
Mandatory components of the educational program (OK)			
General training cycle			
EC 1	Philosophy of science and research methodology	4	examination
EC 2	Foreign language for academic purposes	8	examination
EC 3	Information and communication technologies in scientific research	4	test
EC 4	Intellectual property and commercialization of scientific research	4	test
Total from the cycle		20	
Cycle of professional training			
EC 5	Pedagogical skills in high school	4	test
EC 6	Pedagogical practice	4	test
EC 7	Innovative marketing	4	examination
EC 8	Modeling of business decisions in marketing	4	examination
Total from the cycle		16	
The total amount of mandatory components		36	
Selective components of the educational program			
DFCS	Disciplines of free choice of graduate student	12	examination
The total amount of sample components		12	
TOTAL VOLUME OF THE EDUCATIONAL PROGRAM		48	

2.1.2 Content of the scientific component of the educational-scientific program of the third (educational-scientific) level of higher education

Search for scientific sources and their processing. Defining the main tasks of the dissertation. Selection of optimal theoretical and / or experimental methods for their

solution. Data mining, processing and analysis of the obtained results. Correction of initial hypotheses and problems in accordance with the results of the analysis. Preparation of scientific results for publication. Approbation of scientific results at scientific conferences of different levels. Generalization of research results. The final definition of the range of problems that will be considered in the dissertation, the establishment of the place of research in the context of the results of other authors. Formation of conclusions and recommendations. Registration of work and submission to the defense. Dissertation defense.

The main scientific results of the dissertation must be covered in at least three scientific publications that reveal the main content of the dissertation.

Such scientific publications include:

- at least one article in periodical scientific publications of other states that are members of the Organization for Economic Cooperation and Development and / or the European Union, in the scientific field for which the applicant's dissertation was prepared. Such publication may be equated with publication in publications included in the list of scientific professional publications of Ukraine with the assignment of category "A", or in foreign publications indexed in databases Web of Science Core Collection and / or Scopus;

- articles in scientific publications included in the list of scientific professional publications of Ukraine with the assignment of category "B" (instead of one article may be credited monograph or section of the monograph published in co-authorship).

A scientific publication in the edition referred to in the first - third quartiles (Q1 - Q3) according to the classification SCImago Journal and Country Rank or Journal Citation Reports, is equated to two publications, which are credited in accordance with the first paragraph of this paragraph.

Scientific publications are credited on the topic of the dissertation subject to the following conditions:

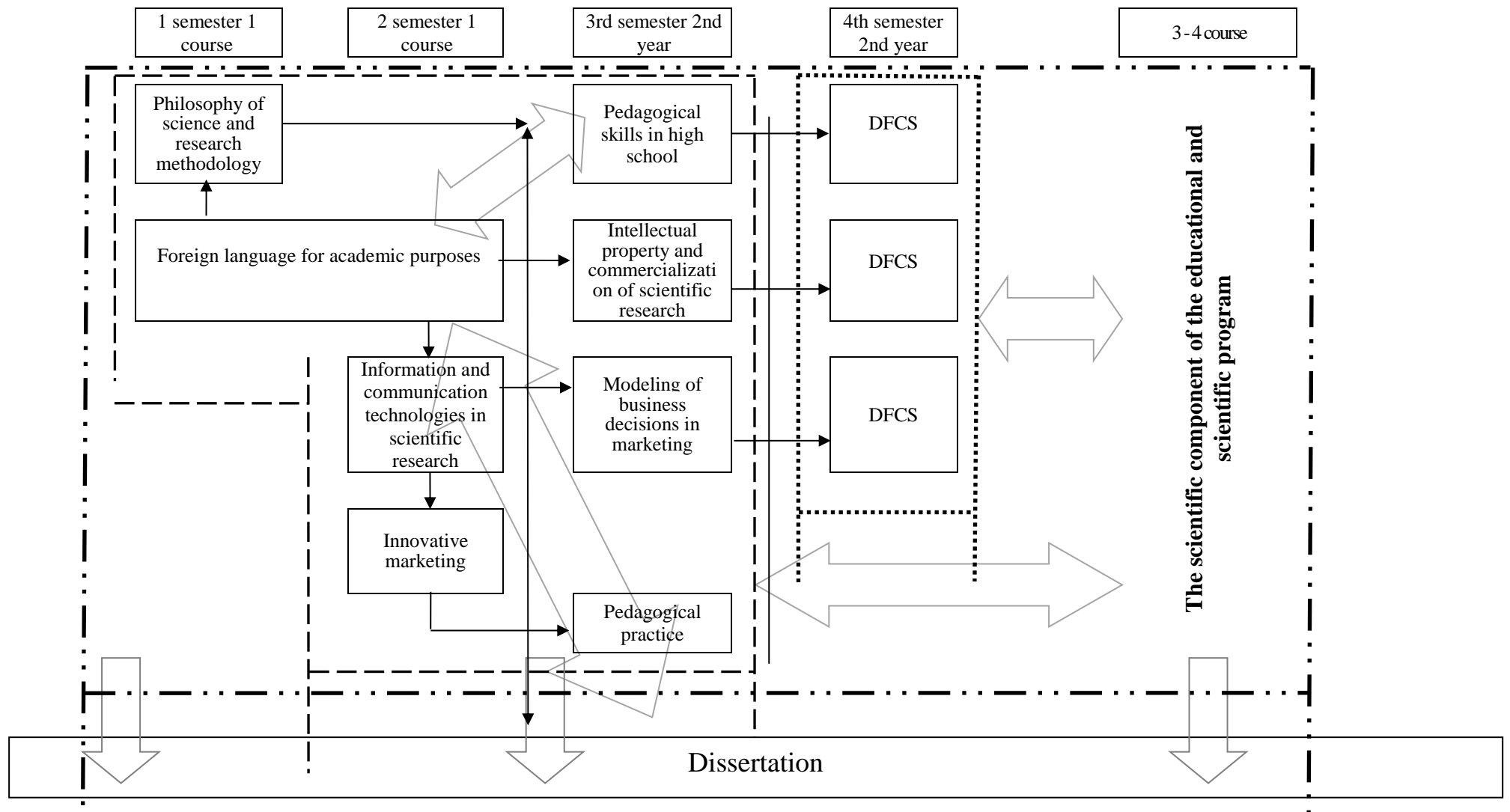
- substantiation of the obtained scientific results in accordance with the purpose of the article (task) and conclusions;

- publication of articles in scientific professional publications, which on the date of their publication are included in the list of scientific professional publications of Ukraine, approved in the manner prescribed by law;

- publication of articles in scientific periodicals of other states in the scientific field for which the applicant's dissertation was prepared, provided that the dissertation materials, determined by the council, are complete;

- publication of not more than one article in one issue (issue) of a scientific publication.

2.2 Structural and logical scheme of training a doctor of philosophy educational and scientific program MARKETING in specialty 075 Marketing



3. Form of certification of applicants for higher education

Forms of certification of applicants for higher education	Certification of a graduate of an educational program is carried out in the form of public defense of the dissertation.
Document of higher education	Doctor of Philosophy with the qualification of Doctor of Philosophy in Marketing, educational program "Marketing"

4. Matrix of correspondence of program competences to components of the educational-scientific program

	EC 1	EC 2	EC 3	EC 4	EC 5	EC 6	EC 7	EC 8
CC 1	*		*	*				
CC 2	*	*	*	*			*	
CC 3	*		*	*			*	*
CC 4	*			*	*	*		
CC 5		*	*					
CC 6		*	*	*	*	*		*
CC 7	*	*	*	*	*	*		
PC 1	*		*	*	*	*		
PC 2		*	*				*	*
PC 3		*	*					
PC 4			*		*			*
PC 5	*				*	*		
PC 6	*						*	*
PC 7			*					*
PC 8			*	*				*
PC 9					*	*		
PC 10			*				*	*
PC 11							*	*
PC 12				*			*	*
PC 13			*	*			*	*
PC 14			*					*
PC 15	*							*
PC 16				*			*	*

5. Matrix for providing program learning outcomes with relevant components of the educational and scientific program

	EC 1	EC 2	EC 3	EC 4	EC 5	EC 6	EC 7	EC 8
PRN 1							*	*
PRN 2	*						*	
PRN 3			*		*			
PRN 4				*				*
PRN 5				*				*
PRN 6			*					*
PRN 7				*			*	*
PRN 8				*			*	
PRN 9			*				*	*
PRN 10				*			*	
PRN 11			*		*			
PRN 12							*	
PRN 13				*			*	
PRN 14				*			*	
PRN 15	*			*			*	

PRN 16			*		*	*		*
PRN 17				*			*	
PRN 18							*	*
PRN 19					*	*		
PRN 20				*			*	
PRN 21	*							*
PRN 22	*		*					*
PRN 23							*	*
PRN 24			*				*	*
PRN 25		*		*	*			
PRN 26					*	*		
PRN 27							*	*
PRN 28				*			*	
PRN 29	*				*	*		
PRN 30	*			*				
PRN 31		*			*			*
PRN 32			*		*	*		
PRN 33	*			*				*
PRN 34	*			*	*			