

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
KYIV NATIONAL UNIVERSITY OF TECHNOLOGIES AND DESIGN

APPROVED BY THE ACADEMIC COUNCIL  
Chairman of the academic council of KNUTD  
\_\_\_\_\_ Ivan Gryshchenko  
(minutes "\_\_\_" \_\_\_\_\_ 2021 №\_\_)

**EDUCATIONAL PROGRAM**

**COMMUNICATION MARKETING**

level of higher education  
degree of higher education  
field of knowledge  
specialty  
qualification

**second level of higher education**  
**master**  
**07 management and administration**  
**075 marketing**  
**master in marketing**

## PREFACE

DEVELOPED BY: Kyiv National University of Technology and Design

DEVELOPERS:

Guarantor of the educational program:

Yevseytseva Olena, Candidate of Economic Sciences, Associate Professor, Associate Professor of Marketing and Communication Design, Kyiv National University of Technology and Design.

Working group members:

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

Ponomarenko Igor, Candidate of Economic Sciences, Associate Professor, Associate Professor of Marketing and Communication Design, Kyiv National University of Technology and Design;

Tkhoruk Yuliya, student of the Faculty of Economics and Business Kyiv National University of Technology and Design.

## EXTERNAL STAKEHOLDER REVIEWS:

1. Kunitska Anna, director of the Kyiv City Council Municipal Center for Public Communication and Information;
2. Lelyuk Roman, Director of the Department, Department of Public Communications of the Executive Body of the Kyiv City Council, Department of Information Policy and Communications;
3. Dietrich Tris, General Director, UIFK-Agro LLC;
4. Sencha Maria, director of the creative agency "IDEN.TIM".

# 1. Profile of the educational and professional program Communication 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.
Degree of higher education and title of qualification in the original language	The level of higher education is the second (master's). Degree of higher education - master. Field of knowledge - 07 Management and administration. Specialty - 075 Marketing.
Type of diploma and scope of educational program	Master's degree, single, 90 ECTS credits.
Availability of accreditation	Certificate of accreditation of the educational program UD № 11007732 from 08.01.2019
Cycle / level	National Qualifications Framework of Ukraine - Level 7.
Prerequisites	Bachelor degree.
Language (s) of instruction	Ukrainian.
Term of the educational program	Until 01.07.2024
Internet address of the permanent placement of the description of the educational program	<a href="http://knutd.edu.ua/ekts/">http://knutd.edu.ua/ekts/</a>
2 - The purpose of the educational program	
<p>Training of highly qualified masters in marketing, who have an innovative way of thinking and competencies necessary for effective management of communication marketing activities, and are able to solve management and research problems.</p> <p>Learning objectives: training of specialists who have modern economic thinking and relevant competencies necessary to solve problems and solve complex problems of marketing communication activities, involving marketing innovations and characterized by uncertainty of conditions and requirements.</p>	
3 Characteristics of the educational program	
Subject area	<p>The program is focused on the formation of applicants for competencies to acquire deep knowledge, skills and abilities in the specialty.</p> <p>Compulsory training modules - 73%, including disciplines of general education requirements - 5%, vocational training - 45%, practical training - 23%, learning a foreign language - 5%, graduate work - 32%. Free electives - 27% are selected from the university catalogue in accordance with the approved procedure at the University.</p>
Orientation of the	Educational and professional master's program.

educational program	
The main focus of the educational program	The educational and professional program is aimed at training high-level professionals who have relevant knowledge and practical skills in the field of effective management and marketing communication activities of enterprises in classical and new branches of the national economy of Ukraine. During the implementation of the program, considerable attention will be paid to the application of the latest marketing communication technologies for research and effective management of marketing activities of enterprises in various sectors of the economy.
Features of the educational program	The program provides the acquisition of a high level of knowledge and skills with management of marketing communication activities of organizations and enterprises of various sectors of the economy. The program is focused on special training of marketers in accordance with the needs of the labor market, proactive and able to quickly adapt to today's business environment, with knowledge of brand-oriented management. Forms marketers with a new strategic style of thinking, able to generate innovative strategic decisions, teach, conduct research and engage in entrepreneurial activities in the field of communication marketing.
<b>4 - Suitability of graduates for employment and further study</b>	
Suitability for employment	The graduate is suitable for employment in enterprises, organizations and institutions operating in industries (deep in light industry), wholesale and retail trade, services. The Master of Marketing can hold primary positions in the departments of marketing, sales, supply, marketing research, information support, international relations, etc., in enterprises of various profiles, organizational and legal form and level (including light industry), in design organizations, counselling centres, research and educational institutions.
Further training	Lifelong learning to improve professional, scientific and other activities. Opportunity to study according to the program of the third (educational-scientific) level of higher education (doctor of philosophy).
<b>5 - Teaching and assessment</b>	
Teaching and learning	Student-centred and problem-oriented learning is used, through research practice and self-study. 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 professional projects (works).	
Evaluation	Exams, tests, tests, essays, project work, presentations, reports, portfolio, term paper, master's thesis.	
<b>6 - Program competencies</b>		
Integral competence (IC)	Ability to solve complex problems and problems in the field of communication marketing in professional activities or in the learning process), which involves research and / or innovation and is characterized by uncertainty of conditions and requirements.	
General Competences (LC)	ZK 1	Ability to make informed decisions.
	ZK 2	Ability to generate new ideas (creativity).
	ZK 3	Ability to evaluate and ensure the quality of work performed.
	ZK 4	Ability to adapt and act in a new situation.
	ZK 5	Interpersonal skills.
	ZK 6	Ability to search, process and analyze information from various sources.
	ZK 7	Ability to show initiative and entrepreneurship.
	ZK 8	Ability to develop and manage projects.
Professional competencies	FC 1	Ability to logically and consistently reproduce and apply knowledge of the latest theories, methods and practices of marketing.
	FC 2	Ability to correctly interpret the results of recent theoretical research in the field of marketing and practice of their application.
	FC 3	Ability to conduct independent research and interpret their results in the field of marketing.
	FC 4	Ability to apply a creative approach to work in the specialty.
	FC 5	Ability to diagnose the marketing activities of a market entity at the level of organization, department, group, network.
	FC 6	Ability to choose and apply effective means of managing the marketing activities of a market entity at the level of organization, division, group, network.
	FC 7	Ability to develop and analyze the marketing strategy of the market entity and ways to implement it, taking into account cross-functional relationships.
	FC 8	Ability to form a marketing system of a market entity and evaluate the effectiveness of its operation.
	FC 9	Ability to carry out theoretical and applied research in the field of marketing at the appropriate level.
<b>7 - Program learning outcomes</b>		
Knowledge and understanding:		

PRN 1	Solve complex marketing communication problems and solve problems in conditions of uncertainty using modern management approaches, methods and techniques
PRN 2	Know and be able to apply in practice modern principles, theories, methods and practical techniques of communication marketing.
Application of knowledge and understanding (skills, judgments):	
PRN 3	To form a marketing system of interaction, to build long-term mutually beneficial relations with other market participants.
PRN 4	Be able to adapt and apply new advances in the theory and practice of marketing to achieve specific goals and solve problems of the market entity.
PRN 5	Plan and conduct their own research in the field of marketing, analyze its results and justify the adoption of effective marketing decisions in conditions of uncertainty.
PRN 6	Be able to develop a strategy and tactics of marketing activities, taking into account the cross-functional nature of its implementation.
PRN 7	Be able to increase the effectiveness of marketing activities of the market entity at different levels of government, develop projects in the field of marketing and manage them.
PRN 8	Be able to form and improve the marketing system of the market entity.
PRN 9	Understand the nature and features of the use of marketing tools in the marketing decision-making process.
PRN 10	Carry out diagnostics and strategic and operational marketing management for the development and implementation of marketing strategies, projects and programs.
PRN 11	Manage the marketing activities of the market entity, as well as its divisions, groups and networks, determine the criteria and indicators of its evaluation.
PRN 12	To substantiate the marketing system of interaction, to build long-term mutually beneficial relations with other market participants
PRN 13	Be able to form requirements for data from various sources, their processing and analysis of their results using modern methods and specialized software.
Formation of judgments:	
PRN 14	Be aware of the risky nature of marketing activities, take into account the level of uncertainty of the marketing environment when making management decisions
PRN 15	Use methods of interpersonal communication in solving collective problems, negotiations, scientific discussions in the field of marketing.
PRN 16	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.
PRN 17	Apply scientific approaches and methods for the formation of creative innovative solutions in the field of marketing.
<b>8 - Resource support for program implementation</b>	
Staffing	All scientific and pedagogical workers who provide educational and professional program by qualification correspond to the profile and direction of the disciplines 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 and professional work, foreign lecturers 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.
<b>9 - Academic mobility</b>	
National credit mobility	Provides for the possibility of academic mobility in some educational components that provide 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.

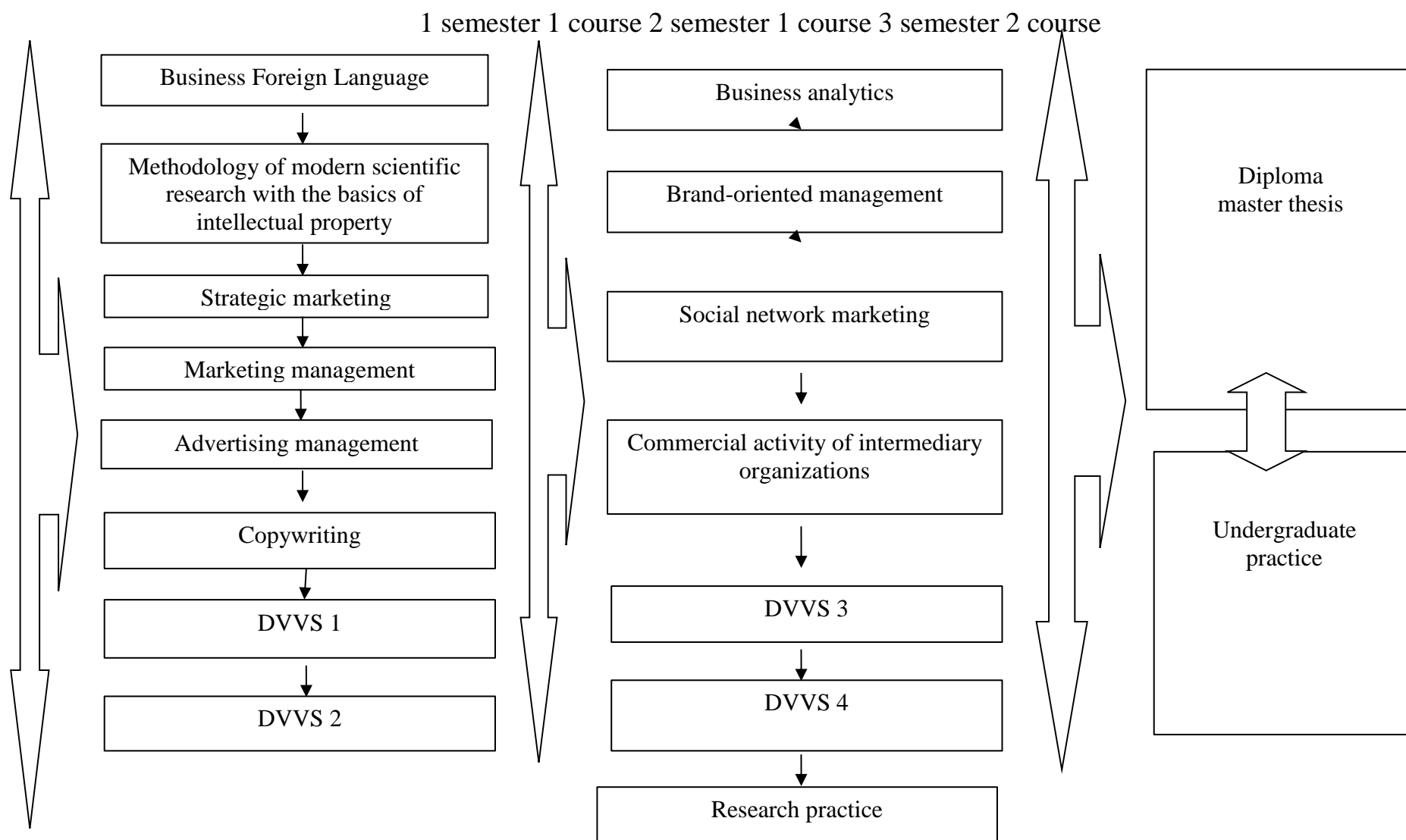
## 2. The list of components of the educational-professional program and their logical sequence.

### 2.1. List of components of the educational-professional program (second) master's level of higher education.

Code n / a	Components of the educational program (academic disciplines, course projects (works), practices, qualification work)	Number of credits	Form of final control
1	2	3	4
<b>Compulsory components of the OP</b>			
General education requirements			
OK 1	Business Foreign Language (English,, German,, French)	3	test
OK 2	Methodology of modern scientific research with the basics of intellectual property	3	exam
Total from the cycle		6	
Professional education requirements			
OK 3	Strategic marketing	3	exam
OK 4	Business intelligence	3	exam
OK 5	Advertising management	3	exam
OK 6	Marketing management	3	exam
OK 7	Social media marketing	3	exam
OK 8	Brand-oriented management	3	exam
OK 9	Commercial activity of intermediary organizations	3	exam
OK 10	Copywriting	3	test
OK 11	Research practice	6	test
OK 12	Pre-diploma practice	9	test
OK 13	Graduation work	21	certification
Total from the cycle		60	
<b>The total amount of compulsory components</b>		<b>66</b>	
<b>Selective components of OP</b>			
DVVS	Free electives	24	test
<b>The total amount of sample components</b>		<b>24</b>	
<b>TOTAL VOLUME OF THE EDUCATIONAL PROGRAM</b>		<b>90</b>	



## 2.2. Structural and logical scheme of the educational program Communication Marketing in the 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 conducted in the form of public defence of a master's thesis.
Document of higher education	State standard diploma on awarding a master's degree with a qualification: master of marketing.