

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
НАЦІОНАЛЬНИЙ ТЕХНІЧНИЙ УНІВЕРСИТЕТ
«ХАРКІВСЬКИЙ ПОЛІТЕХНІЧНИЙ ІНСТИТУТ»



ЗАТВЕРДЖУЮ

Ректор НТУ «ХПІ»

Є.І. Сокол

« 15 » 01 2019 р.

ОСВІТНЬО-ПРОФЕСІЙНА ПРОГРАМА
«МАРКЕТИНГ»

Другого (магістерського) рівня вищої освіти
за спеціальністю 075 Маркетинг
галузі знань 07 Управління та адміністрування
Кваліфікація: Магістр з маркетингу

ЗАТВЕРДЖЕНО
ВЧЕНОЮ РАДОЮ НТУ «ХПІ»

Голова вченої ради

Л.Л. ТОВАЖНЯНСЬКИЙ

Протокол № 1 від

« 01 » 01 2019 р.



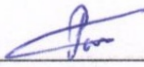
Харків 2019

ЛИСТ ПОГОДЖЕННЯ
освітньо-професійної програми

Рівень вищої освіти	Другий (магістерський)
Галузь знань	07 «Управління та адміністрування»
Спеціальність	075 «Маркетинг»
Кваліфікація	Магістр з маркетингу

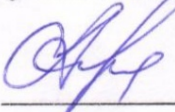
СХВАЛЕНО

Науково-методичною комісією зі спеціальності «Маркетинг»
Голова комісії


_____ Д.В. Райко
«08» 01 2019 р.

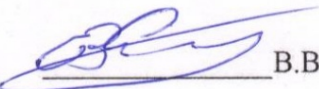
РЕКОМЕНДОВАНО

Методичною радою НТУ «ХПІ»
Заступник голови методичної ради


_____ Р.П. Мигущенко
«08» 01 2019 р.

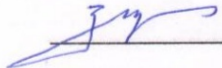
ПОГОДЖЕНО

Завідувач кафедри економіки і маркетингу


_____ В.В. Сисоєв
«08» 01 2019 р.


ПОГОДЖЕНО

Завідувач кафедри економічної кібернетики та маркетингового менеджменту


_____ В.Я. Заруба
«08» 01 2019 р.

ПОГОДЖЕНО

Директор навчально-наукового інституту економіки, менеджменту та міжнародного бізнесу


_____ О.В. Манойленко
«08» 01 2019 р.

ЗАТВЕРДЖЕНО ТА НАДАНО ЧИННОСТІ

Наказом ректора Національного технічного університету «Харківський політехнічний інститут» від «15» 01 2019 р. № 1804

Ця освітньо-професійна програма не може бути повністю або частково відтворена, тиражована та розповсюджена без дозволу Національного технічного університету «Харківський політехнічний інститут».

PREFACE

Developed on the basis of the Project of the Standard of Higher Education in the specialty 075 "Marketing" for the second (master's) level (protocol No. 1/2017 dated May 16, 2017 of the Scientific and Medical Subcommittee on the specialty 075 "Marketing") by the project group specialty 075 "Marketing" of the National Technical University "Kharkiv Polytechnic Institute" in the composition of:

The head of the project group (guarantor of the program) is Raiko Diana Valeriivna, doctor of economics of Sciences, professor, professor of the Department of Economic Cybernetics and Marketing Management

Members of the project team:

1. Oleksandra Petrivna Kosenko - doctor of economic sciences, professor, professor of the department of economics and marketing. 2. Shipulina Yulia Serhiivna

- doctor of economic sciences, professor, professor of the department economic cybernetics and marketing management.

3. Nadiya Petrivna Tkacheva, Candidate of Economic Sciences, Associate Professor, Associate Professor of the Department of Economics and Marketing.

4. Olena Mykolaivna Kitchenko - Candidate of Economic Sciences, Associate Professor, Associate Professor of the Department of Economics and Marketing. 5.

Valeriy Mykolayovych Kobelev - Candidate of Economic Sciences, Associate Professor, Associate Professor of the Department of Economics and Marketing. 6.

Tetyana Volodymyrivna Romanchyk - Candidate of Economic Sciences, Associate Professor, Associate Professor of the Department of Economics and Marketing.

7. Maria Volodymyrivna Miroshnyk - Candidate of Economic Sciences, Associate Professor, Associate Professor of the Department of Economics and Marketing.

**1. PROFILE OF THE EDUCATIONAL AND PROFESSIONAL SPECIALIZED PROGRAM IN
THE SPECIALTY 075 "MARKETING"**

1 - General information	
Full name of the institution of higher education and structural division	National Technical University Kharkiv Polytechnic Institute, Educational and Scientific Institute of Economics, Management and International Business, Department of Economics and Marketing, Department of Economic Cybernetics and Marketing Management
The degree of higher education and the name of the qualification in the original language	Master, Master of Marketing
Official name of the educational program	Educational and professional program "Marketing"
Type of diploma and scope of education programs	Master's diploma, single, 90 ECTS credits, 1 year 4 months
Availability of accreditation	ND certificate No. 2192127, valid until July 1, 2025.
Cycle / level of the FQ-EHEA program – second cycle, QF LLL – 7th level, NRK – 8th level	second cycle, QF LLL – 7th level, NRK – 8th level
Prerequisites	Bachelor, specialist, master
Language(s) of teaching	Ukrainian, English
Term of validity of the educational program	According to the validity period of the accreditation certificate
Internet address of the permanent placement of the description of the educational program	http://kpi.kharkov.ua/uk/
2 - The purpose of the educational program	
Training of masters of marketing, who have an innovative way of thinking and competencies necessary for effective management of marketing activities, and are able to solve managerial and scientific research tasks	
3 – Characteristics of the educational program	
Subject area (field of knowledge, specialty, specialization)	Field of knowledge: 07 "Management and administration" Specialty: 075 "Marketing"
Orientation of the educational program	Educational and professional program with applied orientation. Professional emphasis: formation of the ability to carry out marketing, administrative, analytical, design and research activities using modern innovative approaches, technologies and methods of managing marketing activities at enterprises and organizations.
The main focus of the educational program and specialization	General education in specialty 075 "Marketing". Keywords: marketing, advertising, marketing complex, marketing activity, advertising business, marketing management, marketing product policy, sales activity, merchandising, marketing solutions, marketing strategy, Internet marketing.
Features of the program	The program is multidisciplinary and provides practical training for the formation of skills in the field of formation and management of marketing activities at modern enterprises and organizations.

4 – Eligibility of graduates to employment and further education	
Employability Professional opportunities of graduates	Professional opportunities of graduates (according to Classifier of professions DK 003:2010). 1233 Heads of marketing divisions; 1234 Heads of advertising and public relations divisions; 1475.4 Managers (managers) in matters of commercial activity and management; 1476.1 Advertising managers; 2419 Professionals in the field of public service, marketing, efficiency of economic activity, rationalization of production, intellectual property and innovation activity; 2419.1 Research staff (marketing, efficiency of economic activity, rationalization of production, intellectual property); 2419.2 Professionals in the field of marketing, business efficiency, rationalization of production, intellectual property and innovation.
Further education	It is possible to further continue education at the third level of higher education, as well as improve qualifications and obtain additional postgraduate education.
5 – Teaching and assessment	
Teaching and learning	Student-centered education, which is conducted in the form of lectures, seminars, practical classes, consultations, independent study, performance of coursework based on the study of textbooks, manuals, periodical scientific publications, use of the Internet
Assessment	Current and final control of knowledge (surveys, control and individual tasks, testing, etc.), tests and exams (oral and written), presentations, qualification work, defense of the practice report, public defense of the qualification work.
6 – Software competencies	
Integral competence	The ability to solve complex tasks and problems in the field of management of the marketing system or in the learning process, which involves conducting research and/or implementing innovations and is characterized by the uncertainty of conditions and requirements.
General competences	ZK1. The ability to identify, pose and solve problems, the ability to make informed decisions. ZK2. Ability to adapt and act in new situations, generate new ideas (creativity) and knowledge. ZK3. The ability to manage, to show initiative and entrepreneurship, to ensure the quality of the work performed. ZK4. Knowledge and understanding of the subject area of marketing activity. ZK5. Ability to communicate with representatives of other professional groups of different levels, conduct negotiations. ZK6. Ability to abstract thinking, analysis and

	<p>synthesis, search, processing and analysis of information from various sources in the subject field of marketing.</p>
<p>Professional competencies of the specialty (defined by the standard of higher education of the specialty)</p>	<p>SK1. To be familiar with the latest theories, interpretations, methods and practical techniques of marketing.</p> <p>SK2. The ability to critically interpret the results of the latest theoretical and practical research in the field of marketing.</p> <p>SK3. Ability to conduct independent research and interpret their results in the subject area of marketing.</p> <p>SK4. The ability to demonstrate a creative approach to work by profession.</p> <p>SK5. The ability to diagnose various aspects of the marketing activity of a market entity, to perform marketing analysis and forecasting.</p> <p>SK6. The ability to determine a set of effective means of managing marketing activities.</p> <p>SK7. The ability to develop a marketing strategy of a market entity and ways of its implementation, taking into account cross-functional relationships.</p> <p>SK8. Ability to manage marketing activities of a market entity at the level of organization, subdivision, group, network.</p> <p>SK9. Ability to manage projects and implement their results in the field of marketing activities.</p>
<p>Professional competences according to the block of disciplines 01 "Advertising business" (defined by the institution of higher education)</p>	<p>SK1.10. The ability to analyze, develop, plan, and carry out practical implementation and control of the effectiveness of a set of advertising activities aimed at to achieve specific marketing goals</p> <p>SK 1.11. The ability to develop a system of measures to ensure a positive image of the enterprise, organization, institution.</p> <p>SK 1.12. The ability to substantiate the direction of development of the company's brands, taking into account the peculiarities of its internal and external environment</p>
<p>Professional competences according to the block of disciplines 02 "Marketing research" (determined by the institution of higher education)</p>	<p>SK2.10. Ability to develop new methods of market research and use them in market research at local, regional, global levels, B2B and B2C market, industry markets</p> <p>SK2.11. The ability to form the main effective components of the marketing activity of an enterprise, organization, institution: the ability to determine marketing problems and the direction of marketing research, marketing product, sales, communication policy and pricing, control.</p> <p>SK2.12. The ability to demonstrate knowledge and understanding of the processes of studying the internal and external market of goods and services; determine product markets, their structure, features and development trends; to choose markets, to study the factors of consumer demand formation and their behavior in individual segments</p>

	market.
Professional competences according to discipline block 04 "Marketing management" (determined by the institution of higher education)	<p>SK4.10. To form a management mechanism for socially responsible marketing.</p> <p>SK4.11. To be able to develop their brand models and evaluate their potential, typical schemes of promoting brands in the channels of trade.</p> <p>SK4.12 Ability to analyze, develop, plan, and carry out practical implementation and effectiveness control of a set of advertising activities aimed at achieving specific marketing goals.</p>
7 – Program learning outcomes	
Program results of study by specialty (defined by the standard volume of higher education of the specialty)	<p>P1. Demonstrate an adequate level of knowledge of the latest theories, methods and practical techniques of marketing.</p> <p>P2. To understand the content of scientific and professional literature, new achievements in marketing theory and practice, to contribute to their development.</p> <p>P3. Possess skills sufficient to conduct own research and make decisions in the field of marketing.</p> <p>P4. Demonstrate the ability to develop marketing strategy and tactics, including in an international environment.</p> <p>P5. Make presentations, publish the results of scientific and applied research, marketing projects.</p> <p>P6. Demonstrate knowledge of scientific principles and understanding of practical aspects of increasing the effectiveness of marketing activities.</p> <p>P7. To justify changes and improvements in the marketing system, the implementation of which is necessary to obtain positive results of the market entity's work.</p> <p>P8. Use methods of interpersonal communication when solving collective problems, conducting negotiations, scientific discussions in the field of marketing.</p> <p>P9. Demonstrate an understanding of the essence and features of the application of marketing tools in the process of making marketing decisions.</p> <p>P10. Solve complex marketing problems and solve problems in conditions of uncertainty with the application of modern management approaches, methods, techniques.</p> <p>P11. Use the methods of marketing strategic analysis and interpret its results in order to improve the marketing activity of the market entity.</p> <p>P12. Carry out diagnosis and strategic and operational management of marketing for the development and implementation of marketing strategies, projects and programs.</p> <p>P13. Manage the marketing activities of the market entity, as well as its divisions, groups and networks, determine the criteria and indicators of its evaluation.</p>

	P14. Form a marketing system of interaction, build long-term mutually beneficial relations with other market subjects.
Program learning outcomes for discipline block 01 "Advertising business" (determined by the institution of higher education)	P1.15. Be able to effectively manage the implementation of a complex of advertising activities. P1.16. Develop systems of measures to create a positive image of the organization (enterprise). P1.17. To develop brand development directions based on the evaluation of factors of the organization's (enterprise's) marketing environment.
Program learning outcomes for discipline block 02 "Marketing research" (determined by the institution of higher education)	P2.15. To be able to generate new methods of market research. P2.16. Identify and solve marketing problems based on marketing research gin P2.17. Demonstrate the results obtained in the process of conducted marketing research.
Program learning outcomes for discipline block 04 "Marketing Management" (determined by the institution of higher education)	P4.15. Apply marketing tools to form a socially responsible marketing policy of the enterprise. P4.16. Be able to use modern information technologies to develop and evaluate the company's brand. Development of measures for its promotion on the market. P4.17. To evaluate the effectiveness of a set of advertising activities and to plan further development directions of the organization (enterprise) on this basis.
8 – Resource support for program implementation	
Staff support	Meets the personnel requirements for ensuring the conduct of educational activities in the field of higher education in accordance with the current legislation of Ukraine (Decree of the Cabinet of Ministers of Ukraine "On approval of licensing conditions for conducting educational activities of educational institutions" dated December 30, 2015 No. 1187 (as amended, ex - by the Senate in accordance with Resolution of the Cabinet of Ministers No. 347 dated 10.05.2018)
Material and technical support Meets the technological requirements for the material and technical support	Meets the technological requirements for the material and technical support of educational activities in the field of higher education in accordance with the current legislation of Ukraine (Decree of the Cabinet of Ministers of Ukraine "On the Approval of Licensing Conditions for Conducting Educational Activities of Educational Institutions" dated December 30, 2015, No. 1187 (with changes introduced in accordance with Resolution of the Cabinet of Ministers No. 347 of 10.05.2018)
Informational and educational and methodological support	Meets the technological requirements for educational, methodological and informational support of educational activities in the field of higher education in accordance with the current legislation of Ukraine (Resolution of the Cabinet of Ministers of Ukraine "On approval of licensing conditions for conducting educational activities of educational institutions" dated December 30, 2015, No. 1187 (with changes introduced in accordance with Resolution of the Cabinet of Ministers No. 347 of May 10, 2018)
9 – Academic mobility	

National credit mobility	Based on bilateral agreements between the National Technical University "Kharkiv Polytechnic Institute" and higher educational institutions of Ukraine
International credit mobility	Academic mobility based on bilateral agreements between the National Technical University "Kharkiv Polytechnic Institute" and the University of Miskolc (Hungary), the University of Szczecin (Poland)
Education of foreign students of higher education	It is possible after studying the Ukrainian language course

2. LIST OF EDUCATIONAL PROGRAM COMPONENTS

Code	Components of the educational program (disciplines, projects / works, practice, qualification work)	Number ECTS	The summary form whose contact role
MANDATORY COMPONENTS OF THE EDUCATIONAL PROGRAM			
1. General training			
ZP 1	Global economy Safety	3.0	Test
ZP 2	of labor and professional activity Intellectual	3.0	Test
ZP 3	property	3.0	Test
2. Professional training			
PP 1	E-commerce Relationship	4.0	Exam
PP 2	marketing Project	4.0	Exam
PP 3	management Quantitative	4.0	Exam
PP 4	methods in marketing management Innovative	4.0	Exam
PP 5	enterprise development Marketing	4.0	Exam
PP 6	management	4.0	Exam
3. Disciplines of free choice of professional training by blocks			
3.1.1 Block of disciplines 01 "Advertising business"			
VB1.1	Strategic marketing and product innovation policy tic	6.0	Exam
VB1.2	Advertising management VB1.3	5.0	Exam
VB1.4	Advertising technologies VB1.4	5.0	Test
VB1.5	Evaluation of advertising effectiveness VB1.5 Brand	4.0	Exam
VB1.6	management VB1.6 Fundamentals	4.0	Exam
VB1.7	of scientific research Practice Attestation 3.1.2	3.0	Test
	Block of	15.0	Test
	disciplines	15.0	Test
02 "Marketing research"			
VB2.1	Marketing research and forecasting of the market situation VB2.2 Research,	6.0	Exam
VB2.3	analysis and assessment of business efficiency VB2.3 Risks of marketing activity VB2.4 Interactive marketing Management	5.0	Exam
VB2.5	of marketing research VB2.5 VB2.6	4.0	Exam
VB2.6	Fundamentals of scientific research Practice	5.0	Test
VB2.7	Attestation 3.1.4 Block of disciplines 04 «	4.0	Exam
	Marketing	3.0	Test
		15.0	Test
		15.0	Test
management"			
VB4.1	Strategic management Foreign	6.0	Exam
VB4.2	economic marketing activity VB4.2 Planning advertising campaigns VB4.3 VB4.4 Branding VB4.5 Socially	4.0	Test
VB4.5	responsible marketing	5.0	Exam
VB4.6	Fundamentals of scientific research Practice	5.0	Exam
VB4.7	Attestation Total number during the training period	4.0	Exam
		3.0	Test
		15.0	Test
		15.0	Test
		90.0	

3. STRUCTURAL AND LOGICAL SCHEME OF THE EDUCATIONAL PROGRAM

