

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



ЗАТВЕРДЖУЮ

В. О. ректора НТУ «ХПІ»

Андрій МАРЧЕНКО

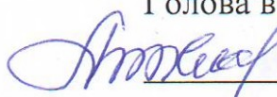
03 липня 2020 р.

ОСВІТНЬО-ПРОФЕСІЙНА ПРОГРАМА
«МАРКЕТИНГ»

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

ЗАТВЕРДЖЕНО
ВЧЕНОЮ РАДОЮ НТУ «ХПІ»

Голова вченої ради

 **Леонід ТОВАЖНЯНСЬКИЙ**

Протокол №4 від «03» липня 2020р.

Харків 2020р.



**ЛИСТ ПОГОДЖЕННЯ
освітньо-професійної програми**

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

СХВАЛЕНО


Науково-методичною комісією
зі спеціальності «Маркетинг»
Голова комісії

 Діана РАЙКО

«03» липня 2020 р.

РЕКОМЕНДОВАНО

Методичною радою НТУ «ХПІ»
Заступник голови методичної ради

 Руслан МИГУЩЕНКО

«03» липня 2020 р.

ПОГОДЖЕНО


Завідувач кафедри економіки і маркетингу

 Володимир СИСОЄВ

«03» липня 2020 р.

ПОГОДЖЕНО

Завідувач кафедри економічної кібернетики
та маркетингового менеджменту

 Віктор ЗАРУБА

«03» липня 2020 р.

ПОГОДЖЕНО

Директор навчально-наукового ін-
ституту економіки, менеджменту та
міжнародного бізнесу

в  Олександр Манойленко

«03» липня 2020 р.

ЗАТВЕРДЖЕНО ТА НАДАНО ЧИННОСТІ

Наказом ректора Національного технічного університету «Харківський політехнічний інститут» від « » 20 р. № .

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 by the project group of the 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 Oleksandra KOSENKO - doctor of economic sciences, professor, professor of the department of economics and marketing.

Members of the project team:

1. Diana RAYKO – doctor of economic sciences, professor, professor of the department of economic cybernetics and marketing management

2. Yulia SHYPULINA - doctor of economic sciences, associate professor, professor of the department of economics cybernetics and marketing management.

3. Olena KITCHENKO - 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" Department of Economics and Marketing, Department of Economic Cybernetics and Marketing Management
The degree of higher education and the title of the qualification in the original language	Master, Master of Marketing
Official name of the educational program	Educational and professional specialized program "Marketing"
Type of diploma and scope of the educational program	Master's degree, single, 90 ECTS credits, 1 year 4 months
Availability of accreditation	ND certificate No. 2192127, valid until July 1, 2025
Program cycle / level	FQ-EHEA – third cycle, QF LLL – 7th level, NRK – 7th level
Prerequisites	Bachelor, specialist, master
Language(s) of instruction	Ukrainian
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/marketing/magistr/
2 - The purpose of the educational program	
Training of marketing specialists who possess modern economic thinking and relevant competencies necessary for effective management of marketing activities, and are able to solve managerial and research tasks 3 – Characteristics of the educational program	
Subject area (field of knowledge, specialty, specialization)	Field of knowledge: Management and administration Specialty: Marketing
Orientation of the educational program	Educational and professional program with applied orientation. Professional emphasis: formation of the ability to carry out administrative, analytical, project 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 solutions, policy, sales activity, product marketing marketingmerchandising, marketing strategy, Internet
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 in

	organizations
4 – Eligibility of graduates to employment and further education	
Suitability for employment	Professional opportunities of graduates (according to the Classifier of professions DK 003:2010). 1233 Director of Marketing; 1234 Head of department (advertising, public relations); 1237.1 Chief specialists; 1475 Marketing manager; 1475.4 Manager (manager) of sales Manager (manager) of public relations; 1476.1 Advertising managers; 2419.1 Research staff (marketing, efficiency of economic activity, rationalization of production, intellectual property); 2419.2 Expert, advertiser, consultant, specialist in methods of expanding the sales market (marketer).
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, completion 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.), assessments and exams (oral and written), presentations, qualification work, defense of practice report, public defense of qualification work.
6 – Software competencies	
Integral competence	The ability to solve complex tasks and problems in the field of marketing system management 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. Ability to make informed decisions. ZK2. Ability to generate new ideas (creativity). ZK3. Ability to evaluate and ensure quality performed works. ZK4. Ability to adapt and act in a new situation. ZK5. Interpersonal skills. ZK6. Ability to search, process and analyze information from various sources. ZK7. Ability to detect the initiative and

	<p>entrepreneurship</p> <p>ZK8. Ability to develop projects and manage them</p>
<p>Professional competencies of the specialty (defined by the standard of higher education of the specialty)</p>	<p>SK1. The ability to logically and consistently reproduce and apply knowledge from the latest theories, methods and practical marketing techniques.</p> <p>SK2. The ability to correctly interpret the results of the latest theoretical research in the field of marketing and the practice of their application.</p> <p>SK3. Ability to conduct independent research and interpret their results in the field of marketing.</p> <p>SK4. The ability to apply a creative approach to work by profession.</p> <p>SK5. The ability to diagnose the marketing activity of a market entity, to carry out marketing analysis and forecasting.</p> <p>SK6. The ability to choose and apply effective means of managing marketing activities of a market entity at the level of an organization, division, group, network.</p> <p>SK7. The ability to develop and analyze the marketing strategy of a market entity and its implementation, taking into account cross-functional relationships.</p> <p>SK8. The ability to form a market entity's marketing system and evaluate the effectiveness and efficiency of its functioning.</p> <p>SK9. The ability to carry out theoretical and applied research in the field of marketing at an appropriate level.</p>
<p>7 – Program learning outcomes</p>	
<p>Program results of study in the specialty (defined by the standard of higher education of the specialty)</p>	<p>P1. Know and be able to apply modern principles in practical activities, theories, methods and practical techniques of marketing.</p> <p>P2. Be able to adapt and apply new achievements in theory and practice marketing to achieve specific goals and solve the problems of the market entity.</p> <p>P3. Plan and carry out own research in the field of marketing, analyze its results and justify the adoption of effective marketing decisions in conditions of uncertainty.</p> <p>P4. Be able to develop a strategy and tactics of marketing activity taking into account the cross-functional nature of its implementation.</p> <p>P5. Present and discuss the results of scientific and applied research, marketing projects in national and foreign languages.</p> <p>P6. To be able to increase the effectiveness of the marketing activity of the market entity at different levels</p>

	<p>management, develop and manage marketing projects.</p> <p>P7. To be able to form and improve the marketing system of a market entity.</p> <p>P8. Use methods of interpersonal communication in the course of solving collective problems, conducting negotiations, scientific discussions in the field of marketing.</p> <p>P9. Understand the essence and features of using marketing tools in the process of making marketing decisions.</p> <p>P10. Justify marketing decisions at the level of a market entity using modern management principles, approaches, methods, techniques.</p> <p>P11. Use methods of marketing strategic analysis and interpret its results in order to improve marketing activities</p> <p>market entity.</p> <p>P12. Carry out diagnostics 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> <p>P14. Form a marketing system of interaction, build long-term mutually beneficial relations with other market subjects.</p> <p>P15. Collect the necessary data from various sources, process and analyze their results using modern methods and specialized software</p> <p>software.</p>
8 – Resource support for program implementation	
Staff support	Meets the personnel requirements for ensuring the implementation 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 the implementation of educational activities of educational institutions" dated December 30, 2015 No. 1187 (as amended in accordance with the Resolution of the Cabinet of Ministers of Ukraine No. 347 dated 10.05.2018))
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 Approval of Licensing Conditions for Conducting Educational Activities of Educational Institutions" dated December 30, 2015, No. 1187 (as amended in accordance with with Resolution of the Central Cor

	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 (Decree of the Cabinet of Ministers of Ukraine "On approval of licensing conditions for educational activities of educational institutions" dated December 30, 2015, No. 1187 (as amended, entered in accordance with Resolution of the Cabinet of Ministers No. 347 dated 05/10/2018)
9 – Academic mobility	
National credit mobility	On the basis of 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 Maribor (Slovenia); Otto von Herricke University of Magdeburg (Germany); It is possible after studying the Ukrainian language course
Education of foreign students of higher education	

2. LIST OF EDUCATIONAL PROGRAM COMPONENTS

Code	Components of the educational program (disciplines, projects / works, practice, qualification work)	Number loans ECTS	Final control form
MANDATORY COMPONENTS OF THE EDUCATIONAL PROGRAM			
1. General training			
ZP 1	Basics of scientific research	5.0	Test
ZP 2	Imageology	5.0	Test
2. Professional training			
PP 1	Strategic marketing	6.0	Exam
PP 2	Relationship marketing	5.0	Exam
PP 3	Project management in marketing	5.0	Exam
PP 4	Commodity innovation policy Pre-	6.0	Exam
	diploma practice Certification	15.0	Test
		15.0	
3. Disciplines of free choice of professional training by blocks			
3.1.1 Block of disciplines			
		28	
	The total amount for the training period	90.0	

3. STRUCTURAL AND LOGICAL SCHEME OF THE EDUCATIONAL PROGRAM



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Fundamentals of scientific research (5 cr)

PP 1.1 Strategic marketing (6 kr)

PP 1.2 Relationship marketing (5 cr)

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Imageology (5 cr)

PP 1.3 Project management in marketing (5 cr)

PP 1.4 Commodity innovation policy (6 kr)

3
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Practice (15 kr)

Certification (15 kr)

**4. DISTRIBUTION OF THE CONTENT OF THE EDUCATIONAL PROGRAM
BY GROUPS OF COMPONENTS AND CYCLES OF PREPARATION**

No	Training cycle	The volume of the educational load of the student of higher education (credits / %)		
		Mandatory components of the educational and professional program	Elective components of the educational and professional program	Total for the entire term teaching
1	2	3	4	5
1	1 Cycle of general training	10/16	- / -	10/10
	2 Cycle of professional and practical training	52 / 84	28 / 100	81 / 90
	Total for the entire term teaching	62 / 69	28 / 31	90/100

5. FORM OF CERTIFICATION OF HIGHER EDUCATION ACQUIRES

Attestation of graduates of the educational program of specialty 075 "Marketing" is carried out at the form of public defense of the qualification work and ends with the issuance of a document of the established model on awarding him with a master's degree with the qualification: "**Master of Marketing**".

Attestation is carried out openly and publicly.

6. MATRIX OF CORRESPONDENCE OF SOFTWARE COMPETENCES TO THE COMPONENTS OF THE EDUCATIONAL PROGRAM

	Sp1	Sp3	Bp1	Bp3	Bp2	Bp4
ZK1	+		+	+	+	+
ZK2	+			+		+
ZK3			+			
ZK4					+	
ZK5				+		
ZK6		+	+		+	
ZK7						+
ZK8					+	
ZK1		+				+
ZK2		+				
ZK3		+		+		
ZK4				+		
ZK5	+		+		+	
ZK6				+		
ZK7	+		+		+	+
ZK8					+	
ZK9		+				

