

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



ЗАТВЕРДЖУЮ

Ректор НТУ «ХПІ»

Євген СОКОЛ

« 13 » 07

2023 р.



ЗАТВЕРДЖУЮ

Ректор НТУ «ХПІ»

Євген СОКОЛ

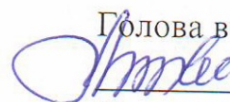
« 17 » липня 2020 р.

ОСВІТНЬО-ПРОФЕСІЙНА ПРОГРАМА
«МАРКЕТИНГ»

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

ЗАТВЕРДЖЕНО
ВЧЕНОЮ РАДОЮ НТУ «ХПІ»


Голова вченої ради

 Леонід ТОВАЖНЯНСЬКИЙ

Протокол № 4 від «03» липня 2020 р.

ЗАТВЕРДЖЕНО ІЗ ЗМІНАМИ
ВЧЕНОЮ РАДОЮ НТУ «ХПІ»

Голова вченої ради

 Леонід ТОВАЖНЯНСЬКИЙ

Протокол № 6 від «07» липня 2023 р.

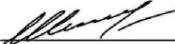
Харків 2020 р.

**ЛИСТ ПОГОДЖЕННЯ ЗМІН
освітньо-професійної програми «МАРКЕТИНГ»**

Рівень вищої освіти	Перший (бакалаврський)
Галузь знань	07 «Управління та адміністрування»
Спеціальність	075 «Маркетинг»
Кваліфікація	Бакалавр маркетингу


СХВАЛЕНО

Робочою групою ОП «Маркетинг»
Гарант освітньої програми


Юлія ШИПУЛІНА
«28» червня 2023 р.


РЕКОМЕНДОВАНО

Методичною радою НТУ «ХП»
Заступник голови методичної ради


Руслан МИГУЩЕНКО
«05» липня 2023 р.


ПОГОДЖЕНО

Завідувачка кафедри маркетингу


Діана РАЙКО
«28» червня 2023 р.


ПОГОДЖЕНО

В.о. директора навчально-наукового
інституту економіки, менеджменту
та міжнародного бізнесу


Олександр МАНОЙЛЕНКО
«05» липня 2023 р.

ПОГОДЖЕНО

Здобувачка вищої освіти
(член робочої групи), гр. БЕМ-919к


Діана МІЛЯН
«28» червня 2023 р.

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



ЗАТВЕРДЖУЮ

Ректор НТУ «ХПІ»

Євген СОКОЛ


« 07 » 2020 р.

ОСВІТНЬО-ПРОФЕСІЙНА ПРОГРАМА
«МАРКЕТИНГ»

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

ЗАТВЕРДЖЕНО
ВЧЕНОЮ РАДОЮ НТУ «ХПІ»

Голова вченої ради

 **Леонід ТОВАЖНЯНСЬКИЙ**

Протокол № 4 від «03» липня 2020 р.

Харків 2020 р.

**ЛИСТ ПОГОДЖЕННЯ
освітньо-професійної програми**

Рівень вищої освіти	Перший (бакалаврський)
Галузь знань	07 «Управління та адміністрування»
Спеціальність	075 «Маркетинг»
Кваліфікація	Бакалавр маркетингу

СХВАЛЕНО

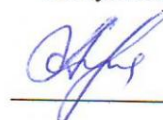
Науково-методичною комісією зі спеціальності «Маркетинг»
Голова комісії


Діана РАЙКО

«03» 07 2020 р.

РЕКОМЕНДОВАНО


Методичною радою НТУ «ХПІ»
Заступник голови методичної ради


Руслан МІГУЩЕНКО

«03» 07 2020 р.

ПОГОДЖЕНО

Завідувач кафедри економіки і маркетингу


Володимир СИСОЄВ

«03» 07 2020 р.

ПОГОДЖЕНО

Завідувач кафедри економічної кібернетики
та маркетингового менеджменту


Віктор ЗАРУБА

«03» 07 2020 р.

ПОГОДЖЕНО


Завідувач кафедри менеджменту інноваційного
підприємництва та міжнародних
економічних відносин


Петро ПЕРЕРВА

«03» 07 2020 р.

ПОГОДЖЕНО

Директор навчально-наукового інституту економіки, менеджменту та міжнародного бізнесу

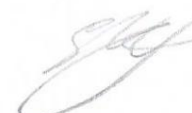

Олександр МАНОЙЛЕНКО

«03» 07 2020 р.

ЗАТВЕРДЖЕНО ТА НАДАНО ЧИННОСТІ

Наказом ректора Національного технічного університету «Харківський політехнічний інститут» від « July » 4 2020 р. № 301 units

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 Higher Education Standard for the specialty 075 "Marketing" for the first (bachelor's) level by the working group of the specialty 075 "Marketing" of the National Technical University "Kharkiv Polytechnic Institute" in the composition of:

The head of the working group (guarantor of the program) is Yuliya SHYPULINA, Doctor of Economic Sciences, professor, professor of the department of economic cybernetics and marketing management

Members of the working group:

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

2. Oleksandra KOSENKO – Doctor of Economic Sciences, Professor, Professor of the Department of Economics and marketing.

3. Nataliya ILYASHENKO – Candidate of Economic Sciences, Associate Professor, Associate Professor of the Department of Economic Cybernetics and Marketing Management.

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

1 - General information	
Full name of the higher education institution and structural subdivision	National Technical University "Kharkiv Polytechnic Institute" Department of Economics and Marketing, Department of Management of Innovative Entrepreneurship and International Economic Relations, Department of Economic Cybernetics and Marketing Management
Degree of higher education and the title of the qualification in the original language	First (undergraduate), Bachelor of Marketing
The official name of the educational program	The Educational and Professional Program "Marketing"
Type of diploma and scope of the program	Bachelor's degree, single, educational 240 ECTS credits, 4 years
Availability of accreditation	by order of the Ministry of Education and Science of Ukraine dated 19.12.2016 No. 1565
FQ-EHEA program cycle / level	– first cycle, QF LLL – 6th level, NRK – 6th level
Prerequisites	Complete secondary education
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://web.kpi.kharkov.ua/marketing/bakalavr/
2 - The purpose of the educational program	
<p>The purpose of the educational program is to train specialists in the field of marketing activities of an enterprise (subdivision), who possess basic knowledge and practical skills in planning, organization, implementation and control of marketing activities at the enterprise in relation to the development and implementation of product, price, sales, communication policy using information support based on the principles of scientific and systemic approaches, taking into account relevant competencies.</p> <p>At the bachelor's level, marketing is considered mainly as a set of means, tools, with the help of which the company studies the situation on the market and influences it. But the modern practice of enterprise activity shows that marketing tools (product, price, promotion, distribution) require their integration into the general enterprise management system, that is, the use of enterprise management based on marketing principles, where the integration of marketing and management takes place.</p>	
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 marketing, 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 product policy, sales activity, merchandising, marketing decisions, marketing strategy.
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	
Suitability for employment	Professional opportunities of graduates (according to the Classifier of professions DK 003:2010). 1475 Marketing manager; 1475.4 Manager (manager) of sales Manager (manager) of public relations; 1476.1 Advertising managers; 2419.1 Research staff (marketing, economic efficiency, rationalization of production, intellectual property); 2419.2 Expert, advertiser, consultant, specialist in sales market expansion methods (marketer).
Further education	Further continuation of education at the second (master's) level of higher education is possible, NRK - 7th level, QF-LLL - 7th level, FQ-EHEA - second cycle. The possibility of obtaining additional postgraduate education.
5 – Teaching and assessment	
Teaching and learning chanting	Student-centered education, which is carried out 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.), credits and exams, presentations, defense of a report on industrial practice, final qualification exam.
6 – Software competencies	
Integral competence	The ability to solve complex specialized tasks and practical problems in the field of marketing activities or in the learning process, which involves the application of relevant theories and methods and is characterized by the complexity and uncertainty of conditions. ZK1. The ability to realize one's rights and responsibilities as a
General competences	member of society, to realize the values of a civil (free democratic) society and the need for its sustainable development, the rule of law, the rights and freedoms of a person and a citizen in Ukraine. ZK2. The ability to preserve and multiply moral, cultural, scientific values and achievements of society based on an understanding of 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, to use various types and

	<p>forms of motor activity for active recreation and leading a healthy lifestyle. ZK3. Ability to abstract thinking, analysis and synthesis. ZK4. Ability to learn and master modern knowledge. ZK5. Determination and persistence in relation to assigned tasks and assumed responsibilities. ZK6. Knowledge and understanding of the subject area and understanding of professional activity. ZK7. Ability to apply knowledge in practical situations. ZK8. Ability to conduct research at an appropriate level. ZK9. Skills in using information and communication technologies. ZK10. Ability to communicate in a foreign language. ZK11. Ability to work in a team. ZK12. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge/types of economic activity). ZK13. Ability to work in an international context. ZK14. The ability to act socially responsibly and consciously. SK1. The ability to logically and consistently reproduce the acquired</p>
<p>Professional competencies of the specialty (defined by the standard of higher education of the specialty)</p>	<p>knowledge of the subject area of marketing. SK2. The ability to critically analyze and generalize the provisions of the subject area of modern marketing. SK3. The ability to use the special provisions of marketing to interpret and forecast phenomena and processes in the marketing environment. SK4. The ability to conduct marketing activities based on an understanding of the essence and content of marketing theory and the functional relationships between its components. SK5. Ability to correctly apply marketing methods, techniques and tools. SK6. The ability to conduct marketing research in various areas of marketing activity. SK7. The ability to determine the influence of functional areas of marketing on the results of economic activity of market entities. SK8. Ability to develop marketing support for business development in conditions of uncertainty. SK9. The ability to use marketing tools in innovative activities. SK10. The ability to use marketing information systems in making marketing decisions and develop recommendations to improve their effectiveness. SK11. The ability to analyze the behavior of market subjects and determine the peculiarities of market functioning. SK12. The ability to substantiate, present and implement the results of research in the field of marketing. SK13. The ability to plan and implement effective marketing activities of a market entity in a cross-functional section. SK14. Ability to propose improvements to marketing functions.</p>

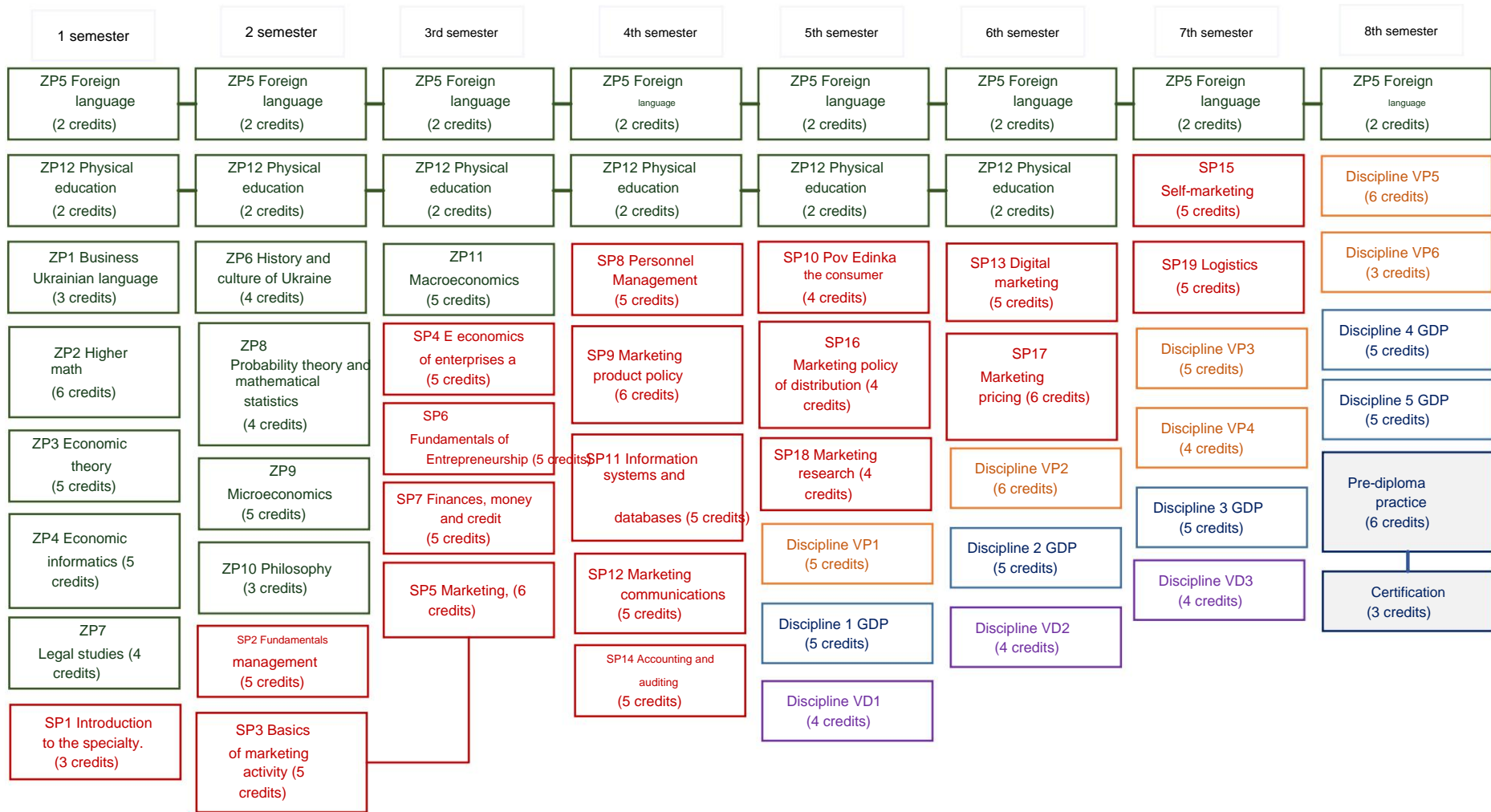
7 – Program learning outcomes	
Program results of study by specialty (defined by the standard of higher education of the specialty)	<p>P1. Demonstrate knowledge and understanding of the theoretical foundations and principles of marketing activities.</p> <p>P2. Analyze and forecast market phenomena and processes based on the application of fundamental principles, theoretical knowledge and applied skills of marketing activities.</p> <p>P3. Apply acquired theoretical knowledge to solve practical tasks in the field of marketing.</p> <p>P4. Collect and analyze the necessary information, calculate economic and marketing indicators, substantiate management decisions based on the use of the necessary analytical and methodical tools.</p> <p>P5. Identify and analyze the key characteristics of marketing systems of various levels, as well as the peculiarities of the behavior of their subjects.</p> <p>P6. To determine the functional areas of the marketing activity of the market entity and their interrelationships in the management system, to calculate the relevant indicators that characterize the effectiveness of such activities.</p> <p>P7. Use digital information and communication technologies, as well as software products, necessary for the proper implementation of marketing activities and the practical application of marketing tools.</p> <p>P8. Apply innovative approaches to the implementation of marketing activities of a market entity, flexibly adapt to changes in the marketing environment.</p> <p>P9. Assess the risks of conducting marketing activities, establish the level of uncertainty of the marketing environment when making management decisions.</p> <p>P10. Explain information, ideas, problems and alternative options for making management decisions to specialists and non-specialists in the field of marketing, to representatives of various structural subdivisions of the market entity.</p> <p>P11. Demonstrate the ability to apply an interdisciplinary approach and perform the marketing functions of a market entity.</p> <p>P12. Demonstrate the skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical.</p> <p>P13. To be responsible for the results of one's activity, to show entrepreneurial and managerial initiative skills.</p> <p>P14. Perform functional duties in the group, offer reasonable marketing solutions.</p> <p>P15. To act in a socially responsible and socially conscious manner on the basis of ethical principles of marketing, respect for cultural diversity and values of civil society while respecting individual rights and freedoms.</p> <p>P16. Meet the requirements for a modern marketer, increase the level of personal professional training.</p> <p>P17. Demonstrate the skills of written and oral professional communication in national and foreign languages, as well as the proper use of professional terminology.</p>

	P18. Demonstrate responsibility in relation to moral, cultural, scientific values and achievements of society in professional marketing activities.
8 – Resource support for program implementation	
Staffing	Meets the staffing requirements for ensuring the implementation 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 the implementation of educational activities of educational institutions" dated December 30, 2015 No. 1187 (as amended , introduced in accordance with Resolution of the Cabinet of Ministers No. 347 dated 10.05.2018)
Material and technical support	It 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 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)
Informational and educational and methodical support	Meets the technological requirements for educational, methodical 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 conducting educational activities of educational institutions" dated December 30, 2015, No. 1187 (from changes introduced in accordance with Resolution of the Cabinet of Ministers No. 347 dated 10.05.2018)
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 on the basis of bilateral agreements between the National Technical University "Kharkiv Polytechnic Institute" and the University of Miskolc (Hungary), Maribor University (Slovenia); Otto von Hericke University of Magdeburg (Germany); University of Szczecin, (Poland)
Education of foreign students of higher education	It is possible after studying the Ukrainian language course

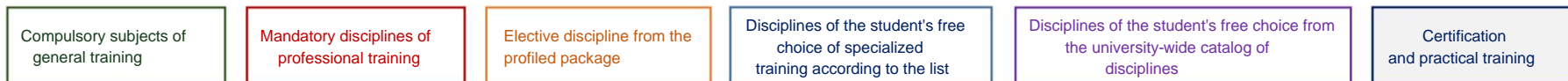
2. LIST OF EDUCATIONAL PROGRAM COMPONENTS

Code	Components of the educational program (disciplines, projects / works, practice, credits qualification work)	Number ECTS	Form of final control
MANDATORY COMPONENTS OF THE EDUCATIONAL PROGRAM			
1.1 General preparation			
ZP 1	Business Ukrainian	3.0	Exam
ZP 2	language Higher	6.0	Exam
ZP 3	mathematics	5.0	Exam
ZP 4	Economic theory Economic	5.0	Exam
ZP 5	informatics	16.0	Assessment (1-7), Exam (8)
ZP 6	Foreign language History and	4.0	Exam
ZP 7	culture of	4.0	Test
ZP 8	Ukraine Legal studies Probability theory and	4.0	Exam
ZP 9	mathematical	5.0	Exam
ZP 10	statistics	3.0	Test
ZP 11	Microeconomics	5.0	Exam
ZP 12	Philosophy Macroeconomics Physical education	12.0	Score (1-6)
1.2 Special (professional) training			
SP 1	Introduction to the	3.0	Test
SP 2	specialty Fundamentals	5.0	Exam
SP 3	of management Fundamentals of	5.0	Test
SP 4	marketing activity	5.0	Exam
SP 5	Enterprise	6.0	Exam
SP 6	economics Marketing	5.0	Test
SP 7	Fundamentals of	5.0	Exam
SP 8	entrepreneurship Finance,	5.0	Exam
SP 9	money and credit Personnel	6.0	Exam
SP 10	management Marketing	4.0	Exam
SP 11	product policy Consumer behavior	5.0	Test
SP 12	Information systems and	5.0	Exam
SP 13	databases Marketing	5.0	Exam
SP 14	communications	5.0	Exam
SP 15	Digital marketing	5.0	Exam
SP 16	Accounting and auditing Self-	4.0	Exam
SP 17	marketing Marketing distribution	6.	Exam
SP 18	policy Marketing pricing	0	Exam
SP 19	Marketing	4.0	Exam
SP 20	research Logistics	5.0	Test
	Production	6.0 3.0	Exam
practice Attestation ELECTIVE COMPONENTS OF THE EDUCATIONAL PROGRAM			
2.1 Profiled packages of disciplines			
VP	Disciplines	29.0	Assessment, exam
2.2 Disciplines of specialized training according to the list			
GDP	Disciplines	25.0	Test
2.3 Disciplines from the general university catalog Disciplines			
VD	Total number	12.0	Test
	for the training period	240.0	

3. STRUCTURAL AND LOGICAL SCHEME OF THE EDUCATIONAL PROGRAM



Notes:



**1. 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	In total, for the entire term of chanting
1	2	3	4	5
1	1 Cycle of general training	72 / 41	12 / 18	84 / 35
	2 Cycle of professional and practical training cooking	102 / 59	54 / 82	156 / 65
	In total, for the entire term of chanting	174 / 72	66 / 28	240 / 100

2. FORM OF CERTIFICATION OF HIGHER EDUCATION ACQUIRES

Attestation is carried out in the form of a final qualification exam and ends with the issuance of a document of the established model on awarding the first (bachelor) level of higher education education with qualification: "**Bachelor of Marketing**".

4. MATRIX OF PROVIDING SOFTWARE LEARNING OUTCOMES (OL) TO RELEVANT COMPONENTS EDUCATIONAL PROGRAMS

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13		P14	P15	P16	P17	P18
ZP 1										+	+				+	+		+	+
ZP 2		+	+	+						+		+							
ZP 3		+				+										+			
ZP 4				+			+												
ZP 5										+	+					+		+	+
ZP 6												+				+			+
ZP 7											+					+			+
ZP 8		+	+						+	+		+							
ZP 9	+	+				+						+		+					
ZP 10																+			+
ZP 11	+	+				+						+		+					
ZP 12																+			
SP 1	+	+	+	+															
SP 2										+	+	+	+	+	+				
SP 3	+				+					+							+		
SP 4				+							+	+	+	+					
SP 5	+		+		+					+					+		+	+	
SP 6		+		+						+	+			+					
SP 7		+	+	+								+	+	+					
SP 8											+			+	+				
SP 9			+	+		+		+											
SP 10	+	+			+			+		+	+								
SP 11				+			+												
SP 12			+	+	+		+	+											+
SP 13			+	+	+		+	+										+	
SP 14				+							+	+	+	+					
SP 15	+		+			+						+					+		
SP 16				+	+	+			+										+
SP 17		+		+		+			+		+								
SP 18		+	+	+	+	+	+		+										
SP 19	+	+									+	+							
SP 20			+	+						+					+		+		

