

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

**NATIONAL TECHNICAL UNIVERSITY
"KHARKIV POLYTECHNIC INSTITUTE"**

APPROVE

Rector of NTU "KhPI"

_____ Evgen SOKOL

« _____ » _____ 2024

**EDUCATIONAL AND PROFESSIONAL PROGRAM
"MARKETING"**

Second level of higher education

in specialty 075 "Marketing"

field of knowledge 07 "Management and administration"

Qualification: Master of Marketing

APPROVED

BY THE ACADEMIC COUNCIL

OF NTU "KhPI"

Head of the academic council

_____ Leonid TOVAGNIANSKY


Protocol No. of " " 2024

LETTER OF AGREEMENT
educational and professional program

Level of higher education	Second (master's)
Branch of knowledge	07 "Management and administration"
Specialty	075 "Marketing"
Qualification	Master of Marketing

APPROVED

Working group of the OP on the specialty
"Marketing"
Guarantor of the educational program

 _____ Oleksandra KOSENKO

« ____ » _____ 2024

RECOMMENDED

Methodical Council of NTU "KhPI"
Deputy Chairman of the Methodological
Council

_____ Ruslan MIGUSHENKO

« ____ » _____ 2024

AGREED

Head of the Department of Marketing

_____ Diana RAIKO

« ____ » _____ 2024

AGREED

Director of educational and scientific
Institute of Economics and Management
and international business

_____ Natalia KRASNOKUTSKA

« ____ » _____ 2024

AGREED

Graduate of higher education
(member of the working group),
gr. BEM-M923a

_____ Victoria Voznenko

« ____ » _____ 2024

REVIEWERS:

Positive reviews of the educational program were received from:

PREFACE

Developed on the basis of the Higher Education Standard for the specialty 075 "Marketing" for the second (master's) level (approved by the Order of the Ministry of Education and Science of Ukraine dated 10.07.2019 No. 960) by the working group of the specialty 075 "Marketing" of the Kharkiv National Technical University polytechnic institute" in the composition:

The head of the working group (guarantor of the program) is Oleksandra KOSENKO, doctor of economic sciences, professor, professor of the marketing department of NTU "KhPI".

Members of the project team:

1. Svitlana CHERNOBROVKINA - Candidate of Economic Sciences, Associate Professor, Associate Professor of the Department of Marketing.

2. Olena KITCHENKO - candidate of economic sciences, associate professor, associate professor of the Department of Marketing.

3. Victoria VOZNENKO, graduate of the 2nd level of higher education in the specialty "Marketing", gr. BEM-923a

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

1 – General information	
Higher educational institution and structural unit	National Technical University "Kharkiv Polytechnic Institute" Educational and Scientific Institute of Economics, Management and International Business Department of Marketing
The degree of higher education and the title of the qualification in the original language	Second (master's), master of marketing
The official name of the educational program	Educational and professional 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 – the second cycle, QF LLL – 7th level, NRK – 7th level
Prerequisites	Bachelor, specialist, master
Language(s) of instruction	Ukrainian, English
The 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://web.kpi.kharkov.ua/marketing/magistr/
2 – The purpose of the educational program	
The purpose of the educational program is to prepare masters of marketing who possess an innovative way of thinking and 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: 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, 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 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. In the structure of the educational program, selective packages of disciplines of in-depth professional training are provided, which contribute to the assimilation of theoretical principles and the formation of practical skills of students in various areas of marketing activity: advertising business, marketing management, as well as those that will increase the number of Soft Skills

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 state-owned activities, 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, 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 marketing in professional activity or in the process of learning, which involves conducting research and/or implementing innovations and is characterized by the uncertainty of conditions and requirements.
General competences	GC1. Ability to make informed decisions. GC 2. Ability to generate new ideas (creativity). GC 3. The ability to evaluate and ensure the quality of performed works. GC 4. Ability to adapt and act in a new situation. GC 5. Interpersonal skills. GC 6. Ability to search, process and analyze information from various sources. GC 7. Ability to show initiative and entrepreneurship. GC 8. Ability to develop and manage projects.
Professional competencies of the specialty (defined by the standard of higher education of the specialty)	PC 1. The ability to logically and consistently reproduce and apply knowledge of the latest theories, methods and practical techniques of marketing. PC 2. The ability to correctly interpret the results of the latest theoretical research in the field of marketing and the practice of their application. PC 3. Ability to conduct independent research and interpret their results in the field of marketing.

	<p>PC 4. The ability to apply a creative approach to work in the field.</p> <p>PC 5. The ability to diagnose the marketing activity of a market entity, to carry out marketing analysis and forecasting.</p> <p>PC 6. The ability to choose and apply effective means of managing the marketing activities of a market entity at the level of an organization, division, group, network.</p> <p>PC 7. The ability to develop and analyze the marketing strategy of a market entity and ways of its implementation, taking into account cross-functional relationships.</p> <p>PC 8. The ability to form a market entity's marketing system and evaluate the effectiveness and efficiency of its functioning.</p> <p>PC 9. The ability to carry out theoretical and applied research in the field of marketing at an appropriate level.</p>
7 – Program learning outcomes	
<p>Program results of training in the specialty (defined by the standard of higher education of the specialty)</p>	<p>R 1. To know and be able to apply modern principles, theories, methods and practical techniques of marketing in practical activities.</p> <p>R 2. Be able to adapt and apply new achievements in the theory and practice of marketing to achieve specific goals and solve the problems of a market entity.</p> <p>R 3. Plan and carry out own research in the field of marketing, analyze its results and substantiate the adoption of effective marketing decisions in conditions of uncertainty.</p> <p>R 4. To be able to develop a strategy and tactics of marketing activity taking into account the cross-functional nature of its implementation.</p> <p>R 5. Present and discuss the results of scientific and applied research, marketing projects in national and foreign languages.</p> <p>R 6. To be able to increase the effectiveness of the marketing activity of the market entity at different levels of management, to develop and manage projects in the field of marketing.</p> <p>R 7. To be able to form and improve the marketing system of a market entity.</p> <p>R 8. Use methods of interpersonal communication in the course of solving collective problems, conducting negotiations, scientific discussions in the field of marketing.</p> <p>R 9. Understand the essence and features of using marketing tools in the process of making marketing decisions.</p> <p>R 10. To justify marketing decisions at the level of a market entity using modern management principles, approaches, methods, techniques.</p> <p>R 11. Use the methods of marketing strategic analysis and interpret its results in order to improve the marketing activity of the market entity.</p> <p>R 12. Carry out diagnostics and strategic and operational management of marketing for the development and implementation of marketing strategies, projects and programs.</p> <p>R 13. 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>R 14. Form a marketing system of interaction, build long-term mutually beneficial relations with other market subjects.</p>

	R 15. Collect the necessary data from various sources, process and analyze their results using modern methods and specialized software.
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) , introduced in accordance with Resolution of the Cabinet of Ministers No. 347 dated 05.10.2018)
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 Cabinet of Ministers No. 347 of May 10, 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 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	n 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 Szczecin (Poland), Otto von Hericke University, Magdeburg (Germany)
Education of foreign students of higher education	t is possible after studying the course of the Ukrainian language or in English

2. LIST OF EDUCATIONAL PROGRAM COMPONENTS

Code	Components of the educational program (disciplines, projects / works, practice, qualification work)	Number loans ECTS	The form of the final control
MANDATORY COMPONENTS OF THE EDUCATIONAL PROGRAM			
1.1 Загальна підготовка			
GT 1	Basics of the scientific research	5,0	Залік
GT 2	Data analysis tools	5,0	Залік
1.2 Special (professional) training			
ST 1	Strategic marketing	5,0	Іспит
ST 2	Relationship marketing	5,0	Іспит
ST 3	Brand management	5,0	Іспит
ST 5	Management of innovative development	5,0	Іспит
ST 6	Project management in marketing	5,0	Іспит
ST 7	Pre-diploma practice	15,0	Залік
ST 8	Certification	15,0	Іспит
ELECTIVE COMPONENTS OF THE EDUCATIONAL PROGRAM			
1.1 Disciplines of free choice according to the list			
OST	Disciplines	25,0	Залік
TOTAL QUANTITY FOR THE PREPARATION PERIOD		90.0	

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

No n/p	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 period of study
1	2	3	4	5
1	Cycle of general training	9 / 14	- / -	9 / 10
2	Professional cycle and practical training	56 / 86	25 / 100	81 / 90
Total for the entire period of study		65 / 72	25 / 28	90 / 100

3. STRUCTURAL AND LOGICAL SCHEME OF THE EDUCATIONAL PROGRAM

1 semester	2 semester	3 semester
GT 1 Basics of the scientific research (5 cr)	ST 5 Project management in marketing (5 cr)	Pre-diploma practice (15 cr)
GT 2 Data analysis tools (5cr)	Discipline OST 1 (5 cr)	Certification (15 cr)
ST 1 Strategic marketing (5cr)	Discipline OST 2 (5 cr)	
ST 2 Relationship marketing (5 cr)	Discipline OST 3 (5 cr)	
ST 3 Brand management (5cr)	Discipline OST 4 (5 cr)	
ST 4 Management of innovative development (5cr)	Discipline OST 5 (5 cr)	

Notes:

Mandatory disciplines of general training	Mandatory disciplines of professional training	Disciplines of free choice of a student of professional training according to the list	Certification and practical training
--	---	---	---

5 FORM OF CERTIFICATION OF HIGHER EDUCATION ACQUIRES

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

Attestation is carried out openly and publicly.

**5 MATRIX OF CORRESPONDENCE OF DETERMINED LEARNING OUTCOMES,
COMPETENCES AND EDUCATIONAL COMPONENTS
MANDATORY TRAINING**

Learning outcomes	Competences																	
	General competences								Special (professional) competences									
	GC 1	GC 2	GC 3	GC 4	GC 5	GC 6	GC 7	GC 8	PC 1	PC 2	PC 3	PC 4	PC 5	PC 6	PC 7	PC 8	PC 9	
R1									ST 5	GT 1 ST 7								GT 1 ST 4
R2									GT 2									GT 2
R3	ST 8					GT 1					GT 1 ST 7							
R4	ST 1	ST 4		ST 4											ST 4	ST 1		
R5						GT 1 ST 4 ST 7		ST 6		GT 1 ST 4	GT 1 ST 3							
R6								ST 6							ST 6		ST 6	
R7		ST 2	ST 2														ST 2	
R8		ST 3			ST 3							ST 3						
R9	ST 3								ST 2			ST 3			ST 3		ST 2	
R10	ST 3	ST 2 ST 3					ST 1								ST 3	ST 8	ST 2	
R11						GT 2 ST 1								ST 1		ST 1		
R12	ST 1							ST 6						ST 1 ST 6		ST 1	ST 6	
R13			ST 5												ST 5			
R14				ST 1 ST 2			ST 2										ST 2	
R15						GT 1 GT 2				GT 1 ST 7	GT 1 3II2							

V. EDUCATIONAL PROCESS PLAN

№	The name of the academic discipline	Distribution by semesters			Number of ECTS credits	Number of hours						Distribution of classroom hours per week and ECTS credits by semester								Chair		
		Exams	Differentiated scoring	Individual tasks		The total amount	Auditory			Independent work	1 course				2 course							
							including				Semester		Semester		Number of weeks in the semester							
							lectures	laboratory	practical		1	2	3	20		20		16				
13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29						
1	Mandatory educational components				65,0	1950,0	448,0	224,0	32,0	192,0	1474,0	24,0	30,0	4,0	5,0	0,0	30,0	0,0	0,0			
1.1	General training				10,0	300,0	128,0	64,0	32,0	172,0	8,0	10,0	0,0	0,0	0,0	0,0	0,0	0,0	0,0			
GT 1	Basics of the scientific research		1	RE	5,0	150,0	64,0	32,0		32,0	86,0	4,0	5,0								201	
GT 2	Data analysis tools		1	RG	5,0	150,0	64,0	32,0		32,0	86,0	4,0	5,0								201	
1.2	Special (professional) training				55,0	1650,0	320,0	160,0	0,0	160,0	1302,0	16,0	20,0	4,0	5,0	0,0	30,0	0,0	0,0			
ST1	Strategic marketing	1		CP	5,0	150,0	64,0	32,0		32,0	86,0	4,0	5,0								201	
ST2	Relationship marketing	1		R	5,0	150,0	64,0	32,0		32,0	86,0	4,0	5,0								201	
ST3	Brand management	1		R	5,0	150,0	64,0	32,0		32,0	72,0	4,0	5,0								201	
ST4	Management of innovative development	1		R	5,0	150,0	64,0	32,0		32,0	72,0	4,0	5,0								201	
ST5	Project management in marketing	2		CP	5,0	150,0	64,0	32,0		32,0	86,0			4,0	5,0						201	
ST6	Practice		3		15,0	450,0					450,0						15,0				201	
ST7	Attestation	3			15,0	450,0					450,0						15,0				201	
2	Elective educational components				25,0	750,0	320,0	160,0	0,0	160,0	430,0	0,0	0,0	20,0	25,0	0,0	0,0	0,0	0,0			
2.2	Disciplines of free choice of specialized training according to the list (the list is attached)		2		25,0	750,0	320,0	160,0		160,0	430,0			20,0	25,0						201	
The total amount for the training period					90,0	2700,0	768,0	384,0	32,0	352,0	1904,0	24,0	30,0	24,0	30,0	0,0	30,0	0,0	0,0			
Number of hours per week												24,0		24,0		0,0			0,0			
Number of exams												4		4								
Number of credits												4		2								
Number of course projects (papers)												1		1								
Number of disciplines in the semester												6,0		1,0		0,0		0,0				

Individual tasks	
R	Calculation task
RG	Calculation and graphic task
RE	Abstract
CP	Course project
KR	Coursework
GDR	Scientific research work

Approved by the Academic Council of NTU "KhPI"

protocol No. of 2024

Vice-rector for scientific and pedagogical work _____ Ruslan Mygushchenko

Guarantor of the educational and professional _____ Olexandra Kosenko

Director of the Educational and Scientific Institute of Economics, Management and International Business _____ Oleksandr Manoylenko

Head of the department _____ Diana RAIKO

List of subjects of free choice of specialized training

Item No	The name of the academic discipline	Distribution by semesters			Number of ECTS credits	Number of hours						Distribution of classroom hours per week and ECTS credits by semester								Chair	
		Exams	Credits	Individual tasks		The total amount	Auditory					Independent work	1 course				2 course				
							In total	including			Semester		Semester								
								lectures	laboratory	practical	1		2	3							
		Number of weeks in the semester								Auditory hours	ECTS credits	Auditory hours	ECTS credits	Auditory hours	ECTS credits	Auditory hours	ECTS credits				
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	29	
2.2	Disciplines of free choice of specialized training																				
OST1	Sales management on B2B and B2G markets		2	R	5,0	150,0	64,0	32,0		32,0	86,0			4,0	5,0					201	
OST2	Business planning and organization		2	R	5,0	150,0	64,0	32,0		32,0	86,0			4,0	5,0					201	
OST3	Marketing effectiveness management		2	R	5,0	150,0	64,0	32,0		32,0	86,0			4,0	5,0					201	
OST4	Foreign economic marketing activity		2	R	5,0	150,0	64,0	32,0		32,0	86,0			4,0	5,0					201	
OST5	Digital technologies in marketing		2	CG	5,0	150,0	64,0	32,0	32,0		86,0			4,0	5,0					201	
OST6	Providing innovations		2	R	5,0	150,0	64,0	32,0		32,0	86,0			4,0	5,0					201	
OST7	Electronic commerce		2	R	5,0	150,0	64,0	32,0		32,0	86,0			4,0	5,0					201	
OST8	Advertising technologies		2	R	5,0	150,0	64,0	32,0		32,0	86,0			4,0	5,0					201	
OST9	Advertising management		2	R	5,0	150,0	64,0	32,0		32,0	86,0			4,0	5,0					201	
OST10	Time-management		2	R	5,0	150,0	64,0	32,0		32,0	86,0			4,0	5,0					201	
OST11	Marketing in anti-crisis management		2	R	5,0	150,0	64,0	32,0		32,0	86,0			4,0	5,0					201	
OST12	Marketing management		2	R	5,0	150,0	64,0	32,0		32,0	86,0			4,0	5,0					201	
OST13	Communication, negotiations, mediation		2	R	5,0	150,0	64,0	32,0		32,0	86,0			4,0	5,0					201	
OST14	Intellectual Property. Copyright		2	R	5,0	150,0	64,0	32,0		32,0	86,0			4,0	5,0					202	
OST15	Legal regulation of the EU internal market		2	R	5,0	150,0	64,0	32,0		32,0	86,0			4,0	5,0					306	
OST16	Country studies		2	R	5,0	150,0	64,0	32,0		32,0	86,0			4,0	5,0					203	
OST17	International marketing		2	R	5,0	150,0	64,0	32,0		32,0	86,0			4,0	5,0					201	