APPROVED BY
the Academic Board of
Khmelnytskyi National University

Minutes of 15.05 2025 № 14

Head of the Academic Board
Signature **Mykola SKYBA**

Put into force on 2025
Order from 2025 № 207

Rector **Serhii MATIUKH**

Ministry of Education and Science of Ukraine
Khmelnytskyi National University
CURRICULUM

of Master's degree
Higher education degree

Mode of study full-time

Field of study D Business, Administration and Law
Code and name

Program Subject D5 Marketing

Educational Program Name Marketing

Higher education level Second (Master's)

Educational qualification Master of Marketing

Qualification in the diploma under the educational programme

Duration of study 1 year and 4 months
Full years, months

Based on Bachelor's degree
Prior education / degree

Type of educational program educational and professional

Volume of educational program 90 ECTS credits

1. TIMETABLE OF THE EDUCATIONAL PROCESS

Year	September					October				November				December				January					February				March				April				May				June				July				August				Consolidated time budget, weeks						
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	Theoretical study	Control			Practice	Holidays	Total
																																																		Credit week	Exam session	Certification			
1																	C	S	S	S	H	H	H																C	S	S	S	H	H	H	H	H	H	H	H	32	2	6			12	52
2	P	P	P	P	P	P	P	D	D	D	D	D	D	D	D	D	D																																				10	7		17
Total																																																				32	2	6	10	7	12	69

Theoretical study	Credit week	Exam session	Practice	Diploma design	Holidays
	C	S	P	D	H

2. Plan of the Educational Process

Educational Program Component Code	Name of the Educational Program Component	Semester Control		Course volume, ECTS credits	Total hours								Number of classroom hours per week by courses and semesters			
						Classroom Hours					Individual Work	Practice	I course		II course	
													1	2	3	4
													Semester duration (weeks)			
		Exam	Test		General Volume	Total	Lectures	Laboratory Works	Practical Works	Seminars			16	16	17	
1	2	3	4	7	8	9	10	11	12	13	14	15	16	17	18	19
Mandatory Part																
General Training (MGT)																
MGT.01	Methodology and organization of scientific research		1	5	150	50	16		34		100		3			
MGT.02	Foreign language (for professional purpuses)		1	5	150	50			50		100		3			
	Total:		**2**	**10**	**300**	**100**	**16**		**84**		**200**		**6**			
Professional training (MPT)																
MPT.01	Innovative marketing	1		5	150	50	16		34		100		3			
MPT.02	Marketing management	1		5	150	50	16		34		100		3			
MPT.03	Online sales management	1		5	150	50	16		34		100		3			
MPT.04	HR-marketing	1		5	150	50	16		34		100		3			
MPT.05	Strategic marketing	2		5	150	50	16		34		100			3		
MPT.06	Strategic marketing (Course Work)		2d	1	30						30					
MPT.07	Pre-diploma practice		3d	12	360							360				
MPT.08	Qualification work			18	540						540					
	Total:	**5**		**56**	**1680**	**250**	**80**		**170**		**1070**	**360**	**12**	**3**		
	Total of the mandatory part:	**5**	**2**	**66**	**1980**	**350**	**96**		**254**		**1270**	**360**	**18**	**3**		
Selective Part																
	Selective Courses of the 2nd semester		2	24	720	204					516			12		
	Total of the Selective Part:			**24**	**720**	**204**					**516**			**12**		
	Total of the educational program:			**90**	**2700**	**554**	**96**		**254**		**1786**	**360**	**18**	**15**		

3. Summary Table

Semester	1	2	3
Number of classroom hours per week	18	15	
Number of ECTS credits	30	30	30
Number of Exams	4	1	
Number of Tests	2	0*	1
Number of course projects (works)		1	

* The total number of credits will depend on the number of educational components selected by higher education students during the semester

4. Practical Training

Type of Practice	Semester	Duration (weeks)	Number of ECTS credits
Pre-diploma practice	third	7	12

5.Final Examination

The normative form of final assessment	Semester
Public defence of the qualification work	third

Head of the Marketing Department _____ Iryna ZAKRYZHEVSKA

Guarantor of the educational program _____ Iryna ZAKRYZHEVSKA

Dean of the Faculty of Economics and Management _____ Vitaliy KARPENKO

Dean of the Faculty of International Relations and Law _____ Yurii MUDRYK

Head of the Educational Department _____ Oleh SAMOLIUK

Head of the Educational and Methodical Department _____ Iryna ANDROSHCHUK