MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
KHMELNYTSKYI NATIONAL UNIVERSITY

APPROVED

by the Academic Board of
Khmelnytskyi National University
Minutes of 30   03   2023 № 11

Head of the Academic Board
_____   Mykola SKYBA
Signature   Name, surname

EDUCATIONAL AND PROFESSIONAL PROGRAMME
Type of the educational programme

MARKETING
Name of the educational and professional programme

HIGHER EDUCATION LEVEL	**SECOND (MASTER'S)**
PROGRAMME SUBJECT AREA	**075 «MARKETING»** Code and name
FIELD OF STUDY	**07 «MANAGEMENT AND ADMINISTRATION»** Code and name
EDUCATIONAL QUALIFICATION	**MASTER OF MARKETING** Name

The educational programme is put into force
from   01   September   2023

Order of 05   07   2023 № 24

Rector _____ Serhii MATIUKH
         Signature   Name, surname

Khmelnytskyi – 2023

PROJECT GROUP

SUBMITTED

by the Department of Marketing

Guarantor (Head of the project group)

Iryna ZAKRYZHEVSKA, Candidate of
Economic Sciences, Docent

Signature   Name, surname, academic degree, rank

Minutes of 09 March 2023 № 8

Members of the project group:

Department Chair   Anatolii TELNOV

Signature   Name, surname

Anatolii TELNOV, Doctor of Economic
Sciences, Full Professor

Signature   Name, surname, academic degree, rank

Vitalii KARPENKO, Candidate of
Economic Sciences, Docent

Signature   Name, surname, academic degree, rank

Zinaida ANDRUSHKEVYCH,
Candidate of Economic Sciences, Docent

Signature   Name, surname, academic degree, rank

APPROVED:

Academic Board of the Faculty of Economics and Management Minutes of 16 March 2023 № 8/23 Head of the Academic Board Vitalii KARPENKO Signature Name, surname	**Educational and Methodological Department** Head Larysa LIUBOKHYNETS Signature Name, surname **Educational Department** Head Oleh SAMOLIUK Signature Name, surname **Department for Higher Education Quality Assurance** Head Hanna KRASYLNYKOVA Signature Name, surname

LETTER OF APPROVAL

Президент Хмельницької торгово-промислової палати України
Назва організації (підприємства)

_____ Наталія БЄЛЯКОВА
Підпис   Ініціали, прізвище

Директор ТОВ «Дрім Світ»
Назва організації (підприємства)

_____ Юрій КРАВЧУК
Підпис   Ініціали, прізвище

Генеральний директор ТОВ «Літма»
Назва організації (підприємства)

_____ Василь МИХАЛЬСЬКИЙ
Підпис   Ініціали, прізвище

Директор ТОВ «Престиж-Авто»
Назва організації (підприємства)

_____ Олег ПЕТЕЛЬЧУК
Підпис   Ініціали, прізвище

Голова студентської ради факультету економіки і управління

_____   _____
Підпис   Ініціали, прізвище

Educational Programme Profile for the Programme Subject Area
075 «Marketing»
Code and name of the Programme Subject Area

1. General Information	
Full name of the higher education institution and structural unit	Khmelnytskyi National University Faculty of Economics and Management Department of Marketing
Higher education level	Master's
Name of the educational qualification	Master of Marketing
Official name of the educational programme	Educational and professional programme «Marketing»
Diploma type and educational programme volume	Diploma type – single Educational programme volume 90 ECTS credits Term of study – 1 year 4 months
Accreditation	Accreditation Commission of Ukraine, Ukraine, 2018, Certificate (Series УД, №23000512, 03.01.2018) – valid until 1 July 2023
Cycle/level	NQF – Level 7; FQ-EHEA – second cycle; EQF LLL – Level 7
Prerequisites	Bachelor's or Master's degree (Specialist's degree). The rest of the requirements are determined by the rules of admission to the educational and professional master's programme of KhNU
Language(s) of teaching	Ukrainian, English
Term of the educational programme	Until the next accreditation
Permanent web page of the educational programme	https://khmnu.edu.ua/075-mr-m-op/

2. Objective of the Educational Programme
Formation of the personality of a specialist who has systemic knowledge, professional competencies, innovative, creative thinking and can solve complex non-standard tasks and problems in the field of marketing in the process of studying and/or in professional activities that involve research and/or innovation and are characterised by uncertainty of conditions and requirements.

3. Educational Programme Characteristics	
Subject Area	07 Management and Administration 075 Marketing
Orientation of the Educational Programme	Educational and professional programme
Main Focus of the Educational Programme	Special education in the field of management and administration in the Programme Subject Area 075 "Marketing", which involves the formation of professional competencies and considers the specifics of enterprises in modern business conditions. Keywords: market, consumer needs, marketing, competition, marketing research, innovation, strategy, management, digital marketing.
Programme Features	Training of highly qualified specialists who can successfully compete in the field of marketing of enterprises in various areas of activity and forms of ownership based on the principles of innovative development and modern information technologies, as well as integration of educational and production processes with the involvement of practitioners (professionals) and other stakeholders.

4. Suitability of Graduates for Employment and Further Education	
Employability	After successful completion of the educational programme, a graduate of the Master's degree can perform professional work according to the National Occupational Classification ДК 003: 2010: 1233 Heads of marketing departments (Marketing Director, Commercial Director, Head of Sales (Marketing), Head of Commercial Department); 1234 Heads of advertising and public relations departments; 1475.3 Market research and public opinion research managers; 1475.4 Commercial and management managers; 1476.1 Advertising managers; 2419 Professionals in the field of public service, marketing, business efficiency, production rationalisation, intellectual property and innovation; 2419.1 Researchers (marketing, business efficiency, production rationalisation, intellectual property); 2419.2 Professionals in marketing, business efficiency, production rationalisation, intellectual property and innovation.
Further Education	Ability to study under the programme of the third (educational and scientific) level of higher education. Acquisition of additional qualifications in the postgraduate education system.
5. Teaching and Examination	
Teaching and Training	Lectures. Workshops and practical classes in a group. Problem-solving classes. Practical training. Online/e-learning. Individual work. By the dominant methods and ways of learning: passive (explanatory and illustrative); active (problem-based, game-based, interactive, project-based, information and computer-based, self-development, etc.) By organisational forms: collective and integrative learning (case studies, role-playing (business) games, debates, solving situational tasks, etc.). By the orientation of pedagogical interaction: positional and contextual training, collaboration technology.
Examination	Types of control: current and final (semester, final examination). Forms and methods of current examination: examination of practical work, examination of written work, examination of individual tasks, testing, examination of the results of practice, defence of course work. Forms of semester control (test, differentiated test, exam). The final examination is a public defence of the qualification work. The examination of academic achievements during the current control is carried out on a four-point scale («excellent», «good», «satisfactory», «unsatisfactory»). A four-point and verbal («passed», «failed») scale is used to assess the results of semester control. The public defence of the qualification work is assessed on a four-point scale. The resulting grade is converted to the ECTS grading scale.
6. Programme Competencies	
Integral Competence (IC)	Ability to solve complex tasks and problems in the field of marketing in professional activities or in the process of study, which involves research and/or innovation and is characterised by uncertainty of conditions and requirements.

General Competencies (GC)	GC1. Ability to make informed decisions. GC2. Ability to generate new ideas (creativity). GC3. Ability to assess and ensure the quality of work performed. GC4. Ability to adapt and act in a new situation. GC5. Interpersonal skills. GC6. Ability to search, process and analyse information from various sources. GC7. Ability to show initiative and entrepreneurship. GC8. Ability to develop and manage projects.
Professional Competencies (PC)	PC1. Ability to logically and consistently reproduce and apply knowledge of the latest marketing theories, methods and practices. PC2. Ability to correctly interpret the results of the latest theoretical research in the field of marketing and the practice of their application. PC3. Ability to conduct individual research and interpret its results in the field of marketing. PC4. Ability to apply a creative approach to work in the speciality. PC5. Ability to diagnose the marketing activities of a market entity, conduct marketing analysis and forecasting. PC6. Ability to select and apply effective means of managing the marketing activities of a market entity at the level of an organisation, division, group and network. PC7. Ability to develop and analyse the marketing strategy of a market entity and ways to implement it, considering inter-functional relationships. PC8. Ability to form a marketing system of a market entity and evaluate the effectiveness and efficiency of its functioning. PC9. Ability to carry out theoretical and applied research in the field of marketing at the appropriate level.

7. Programme Learning Outcomes (PLO)

PLO1. To know and apply modern marketing principles, theories, methods and practices in practical activities.

PLO2. To adapt and apply new achievements in the theory and practice of marketing to achieve specific goals and solve problems of a market entity.

PLO3. To plan and carry out research in the field of marketing, analyse its results and justify effective marketing decisions in the face of uncertainty.

PLO4. To develop a strategy and tactics for marketing activities, considering the cross-functional nature of its implementation.

PLO5. To present and discuss the results of scientific and applied research and marketing projects in the state and foreign languages.

PLO6. To increase the efficiency of marketing activities of a market entity at various levels of management, develop and manage marketing projects.

PLO7. To form and improve the marketing system of a market entity.

PLO8. To use interpersonal communication methods in solving collective problems, negotiating and scientific discussions in the field of marketing.

PLO9. To understand the essence and peculiarities of marketing tools in making marketing decisions.

PLO10. To justify marketing decisions at the level of a market entity using modern management principles, approaches, methods and techniques.

PLO11. To use the methods of marketing strategic analysis and interpret its results to improve the marketing activities of a market entity.

PLO12. To perform diagnostics and strategic and operational marketing management to develop and implement marketing strategies, projects and programmes.

PLO13. To manage the marketing activities of the market entity and its divisions, groups and networks, determine the criteria and indicators for its evaluation.

PLO14. To develop a marketing system of interaction and build long-term mutually beneficial relationships with other market players.

PLO15. To collect the necessary data from various sources, process and analyse their results using modern methods and specialised software.

8. Resource Support for Programme Implementation	
Staff	Academic staff providing the educational process under the educational and professional programme, following the profile and area of the courses taught, have the necessary teaching experience and the level of their scientific and professional activity is certified by fulfilling at least four types and results of licensing requirements.
Logistics	Logistics allows to fully ensure the educational process throughout the entire cycle of training under the educational and professional programme. The condition of the premises is certified by sanitary and technical passports that comply with applicable regulations.
Information and Educational and Methodological Support	Availability of: – the University's electronic library; – Ukrainian and foreign professional periodicals in the relevant field in the library (including in electronic form); – the official website of KhNU, which contains basic information about the organisation of the educational process; – modular learning environment; – educational programme, curriculum and work programmes for all courses of the curriculum; – programmes for all types of practical training and final examination; – guidelines for laboratory and practical work, course and diploma design.
9. Academic Mobility	
National Credit Mobility	Based on bilateral agreements between Khmelnytskyi National University and higher education institutions of Ukraine, in particular: State Organization «Institute Of Market And Economic&Ecological Researches of the National Academy of Sciences of Ukraine»; Dnipro State Agrarian and Economic University; Simon Kuznets Kharkiv National University of Economics; Rivne State University of Humanities; Cherkasy State Technological University; National Technical University «Kharkiv Polytechnic Institute». The list of national mobility offers is not exhaustive and is constantly updated.
International Credit Mobility	Based on bilateral agreements between Khmelnytskyi National University and foreign higher education institutions.
Training of foreign students	In accordance with the norms of the current legislation on general terms with additional language training.

II. List of components of the educational programme and their logical sequence
2.1. List of components of the educational programme
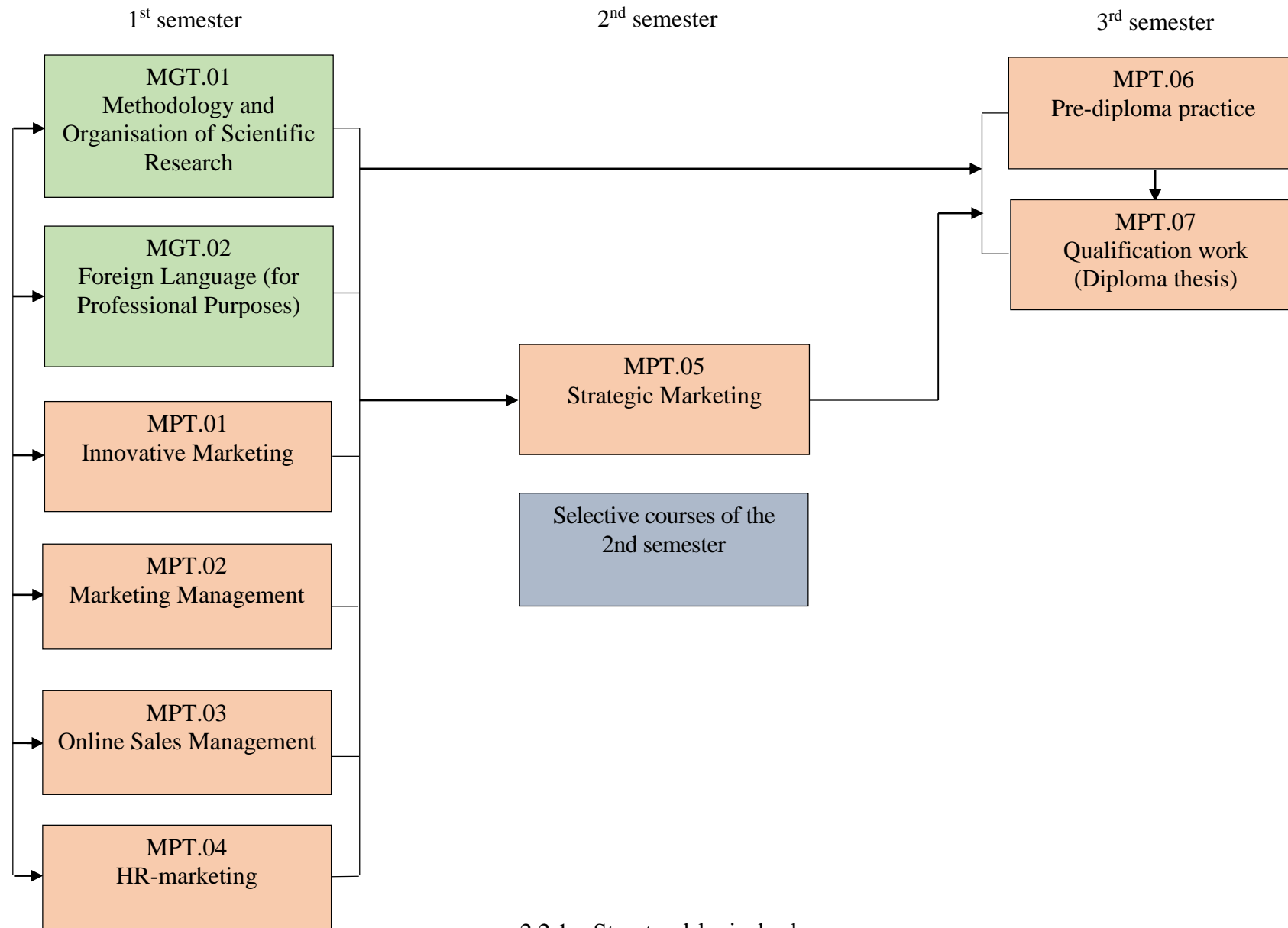
CEP code	Components of the Educational Programme (courses, course projects (works), practical training, qualification work)	Number of ECTS credits	Final control form	Semester
MANDATORY COMPONENTS OF THE EDUCATIONAL PROGRAMME				
General training (MGT)				
MGT.01	Methodology and Organisation of Scientific Research	5	exam	1
MGT.02	Foreign Language (for Professional Purposes)	5	test	1
Professional training (MPT)				
MPT.01	Innovative Marketing	5	exam	1
MPT.02	Marketing Management	5	exam	1
MPT.03	Online Sales Management	5	exam	1
MPT.04	HR-marketing	5	test	1
MPT.05	Strategic Marketing	6	exam, final test	2
MPT.06	Pre-diploma practice	12	test	3
MPT.07	Qualification work (Diploma thesis)	18	DT	3
Total volume of mandatory components		66		
SELECTIVE COMPONENTS OF THE EDUCATIONAL PROGRAMME				
	Selective courses of the 2nd semester*	24	test**	2
Total volume of selective components		24		
Total volume of the educational programme		90		

* the list of educational components is formed by students from the university catalogue of free choice courses, which is posted in the University Information System.
** the number of tests depends on the choice of free choice courses by students.

2.2. Structural-logical scheme of the educational programme

The structural-logical scheme of the training defines the process of implementation of the EP, i.e. a brief description of the logical sequence of studying the EP components. The structural-logical diagram is presented in the form of graph 2.2.1 and table 2.2.1.

1st semester

MGT.01
Methodology and Organisation of Scientific Research

MGT.02
Foreign Language (for Professional Purposes)

MPT.01
Innovative Marketing

MPT.02
Marketing Management

MPT.03
Online Sales Management

MPT.04
HR-marketing

2nd semester

MPT.05
Strategic Marketing

Selective courses of the 2nd semester

3rd semester

MPT.06
Pre-diploma practice

MPT.07
Qualification work (Diploma thesis)

2.2.1 – Structural-logical scheme

Table 2.2.1 – Structural-logical sequence of studying the components of the educational programme (prerequisites, corequisites)

CEP code	Components of the educational programme	Semester	Prerequisites	Corequisites
MANDATORY COMPONENTS OF THE EDUCATIONAL PROGRAMME				
General training (MGT)				
MGT.01	Methodology and Organisation of Scientific Research	1	–	MPT.05 Strategic Marketing MPT.06 Pre-diploma practice MPT.07 Qualification work (Diploma thesis)
MGT.02	Foreign Language (for Professional Purposes)	1	–	MPT.05 Strategic Marketing MPT.06 Pre-diploma practice MPT.07 Qualification work (Diploma thesis)
Professional training (MPT)				
MPT.01	Innovative Marketing	1	–	MPT.05 Strategic Marketing MPT.06 Pre-diploma practice MPT.07 Qualification work (Diploma thesis)
MPT.02	Marketing Management	1	–	MPT.05 Strategic Marketing MPT.06 Pre-diploma practice MPT.07 Qualification work (Diploma thesis)
MPT.03	Online Sales Management	1	–	MPT.05 Strategic Marketing MPT.06 Pre-diploma practice MPT.07 Qualification work (Diploma thesis)
MPT.04	HR-marketing	1	–	MPT.05 Strategic Marketing MPT.06 Pre-diploma practice MPT.07 Qualification work (Diploma thesis)
MPT.05	Strategic Marketing	2	MGT.01 Methodology and Organisation of Scientific Research MGT.02 Foreign Language (for Professional Purposes) MPT.01 Innovative Marketing MPT.02 Marketing Management MPT.03 Online Sales Management MPT.04 HR-marketing	MPT.06 Pre-diploma practice MPT.07 Qualification work (Diploma thesis)

End of the table 2.2.1

CEP code	Components of the educational programme	Semester	Prerequisites	Corequisites
MPT.06	Pre-diploma practice	3	MGT.01 Methodology and Organisation of Scientific Research MGT.02 Foreign Language (for Professional Purposes) MPT.01 Innovative Marketing MPT.02 Marketing Management MPT.03 Online Sales Management MPT.04 HR-marketing MPT.05 Strategic Marketing	MPT.07 Qualification work (Diploma thesis)
MPT.07	Qualification work (Diploma thesis)	3	MGT.01 Methodology and Organisation of Scientific Research MGT.02 Foreign Language (for Professional Purposes) MPT.01 Innovative Marketing MPT.02 Marketing Management MPT.03 Online Sales Management MPT.04 HR-marketing MPT.05 Strategic Marketing MPT.06 Pre-diploma practice	–

III. Forms of examination of students

Forms of examination of students	The examination for masters of marketing is carried out in the form of a public defence of a qualification work (diploma thesis).
Requirements for qualification work	A qualification work (diploma thesis) requires solving a complex, specialised task or problem in the field of modern marketing, which involves research and/or innovation and is characterised by uncertainty of conditions and requirements. The qualification work (diploma thesis) must not contain academic plagiarism, including incorrect textual borrowings, fabrication and falsification. The qualification work (diploma thesis) must be published on the official website of the Department of Marketing and/or posted in the repository of Khmelnytskyi National University.

IV. Requirements for an internal quality assurance system for higher education

The system of internal quality assurance of educational activities and the quality of higher education (internal quality assurance system) at the University meets the requirements of the Standards and Guidelines for Quality Assurance in the European Higher Education Area (ESG), Article 16 of the current Law of Ukraine «On Higher Education» (as amended).

The internal quality assurance system operates at the University at five organisational levels in accordance with the Regulations on the system of internal quality assurance of educational activities and higher education at KhNU, which is available on the University website (https://khmnu.edu.ua/: section «Regulatory Documents», section «Regulations», page «Regulations on the organisation of educational activities»).

The internal quality assurance system involves the following procedures and measures:

1) defining the principles and procedures for quality assurance in higher education;

2) monitoring and periodic review of educational programmes;

3) annual examination of students and academic staff of the University and regular publication of the results of such examination on the official website of the University, on information stands and in any other way;

4) providing advanced training for academic staff;

5) ensuring the availability of the necessary resources for the organisation of the educational process, including individual work of students, for each educational programme;

6) ensuring the availability of information systems for effective management of the educational process;

7) ensuring the publicity of information about educational programmes, degrees of higher education and qualifications;

8) ensuring the observance of academic integrity by university staff and students, including the creation and maintenance of an effective system for the prevention and detection of academic plagiarism;

9) other procedures and measures.

V. Matrix of compliance of programme competencies with the components of the educational programme

Competencies	MGT.01	MGT.02	MPT.01	MPT.02	MPT.03	MPT.04	MPT.05	MPT.06	MPT.07
IC	+	+	+	+	+	+	+	+	+
GC1			+	+	+				+
GC2			+			+		+	+
GC3				+			+	+	+
GC4			+				+	+	+
GC5		+				+		+	+
GC6	+	+		+			+	+	+
GC7			+		+				+
GC8					+				+
PC1			+						+
PC2				+					+
PC3	+						+	+	+
PC4			+		+	+	+		+
PC5					+		+	+	+
PC6				+		+			+
PC7							+	+	+
PC8					+				+
PC9	+		+				+	+	+

VI. Matrix of providing the programme learning outcomes (PLOs) with the relevant components of the educational programme

	MGT.01	MGT.02	MPT.01	MPT.02	MPT.03	MPT.04	MPT.05	MPT.06	MPT.07
PLO1	+		+	+	+				+
PLO2			+		+	+	+		+
PLO3	+		+				+	+	+
PLO4	+					+	+		+
PLO5	+	+					+	+	+
PLO6				+		+			+
PLO7				+					+
PLO8		+				+		+	+
PLO9			+	+		+	+		+
PLO10			+	+	+				+
PLO11							+	+	+
PLO12				+		+		+	+
PLO13						+			+
PLO14			+				+		+
PLO15	+	+		+	+		+	+	+

Sources

1. Law of Ukraine «On education» [Electronic resource]. – URL: https://zakon.rada.gov.ua/laws/show/2145-19#Text.

2. Law «On higher education» (with ammentments). [Electronic resource]. – URL: https://zakon.rada.gov.ua/laws/show/1556-18#Tex.

3. National Qualifications Framework (as amended by the Resolution of the Cabinet of Ministers of Ukraine № 519, dated June 25, 2020). [Electronic resource]. – URL: https://zakon.rada.gov.ua/laws/show/519-2020-%D0%BF#Text.

4. Resolution of the Cabinet of Ministers of Ukraine «On Approval of the Licensing Conditions of the Implementation of the Educational Activity». Document № 1187-2015-п. Revision of 20.06.2021. Grounds – 365-2021-p. [Electronic resource]. – URL: https://zakon.rada.gov.ua/laws/show/1187-2015-%D0%BF#Text.

5. Standard of Higher Education of Ukraine in the speciality 075 «Marketing» for the second (master's) level of higher education, approved by the order of the Ministry of Education and Science of Ukraine dated 10.07.2019 № 960. [Electronic resource]. – URL: https://mon.gov.ua/storage/app/media/vishcha-osvita/zatverdzeni%20standarty/2019/11/11/2019-11-05-075-marketing-magistr.pdf.

6. Guidelines for the development of higher education standards. Order of the Ministry of Education and Science of 01.06.2017 № 600 (as amended by Order of the Ministry of Education and Science of 30.04.2020 № 584).

7. Methodological recommendations for the development of educational programmes for training specialists at different levels of higher education at Khmelnytskyi National University (approved by the Scientific and Methodological Council of the University, Minutes of 20.06.2022 № 9).

8. Letter of the Ministry of Education and Science of Ukraine dated 05.06.2018 № 1/9-377 "On Providing Clarifications on Educational Programmes".

9. Letter of the Ministry of Education and Science of 28.04.2017 № 1/9-239 «Sample of Educational and Professional Programmes for the First and Second Levels of Higher Education».