



INTERNATIONAL EUROPEAN UNIVERSITY

EDUCATIONAL AND PROFESSIONAL PROGRAM:

MARKETING AND ADVERTISING BUSINESS

second (Master) level

specialty: 075 Marketing

knowledge area: 07 Management and Administration

qualification: Master of Marketing

APPROVED

**By the Decision of the Academic Council of
International European University**

dd. May 30, 2024, protocol No. 6

Chair of the Academic Council,

Oleh PADALKA

**Educational and professional program
becomes effective by the Order of the Rector of
International European University**

dd. June 7, 2024, No. 41-OD

Kyiv – 2024

INTRODUCTION

The Marketing and Advertising Business educational and professional program of the second (Master) level of higher education, specialty: 075 Marketing, is developed according to the Law of Ukraine On Higher Education dd. July 1, 2014, No. 1556-VII (as amended and supplemented), Resolutions of the Cabinet of Ministers of Ukraine: About Approval of the National Qualifications Frameworks dd. November 23, 2011, No. 1341 (as amended by the Resolution of the Cabinet of Ministers of Ukraine dd. June 25, 2020, No. 519), About Approval of Licensing Conditions for Conducting Educational Activities dd. December 30, 2015, No. 1187 (as amended), the Order of the Ministry of Education and Science On Approval of the Higher Education Standard in the Specialty: 075 Marketing for the Second (Master) Level of Higher Education dd. July 10, 2019, No. 960.

The educational and professional program stipulates the background for access to study, focus and key focus, the number of ECTS credits required to gain a Master's degree, the list of general and specialized (professional) competencies, the normative content of student training specified in learning outcomes terms, the number of credits for elective components, and requirements for higher education quality control.

The Marketing and Advertising Business educational and professional program is developed by the working group of the Department of Management, Finance and Business Administration of International European University, consisting of:

No.	Full name	Position	Academic degree, academic title
1	V.V. Pavlov (guarantor of EP)	Professor at the Department of Management, Finance and Business Administration	Doctor of Economics, Associate Professor
2	O.V. Kuzmenko	Associate Professor at the Department of Management, Finance and Business Administration	PhD in Economics, Associate Professor
3	R.V. Halenin	Associate Professor at the Department of Management, Finance and Business Administration	PhD in Economics
Involved stakeholders			
N o.	Full name	Job, position	
1	V.M. Pivnenko	Telecom Systems LLC, Sumy	
2	I.V. Remizov	BRISTOL ECO GROUP LLC	

3	V.V. Rudyka	Region Advertising Group LLC
4	V.Y. Dziuba	NORDAN AG LLC
5	I.I. Kalina	Doctor of Economics, Professor, Professor at the Department of Marketing of the Interregional Academy of Personnel Management
6	B.O. Hrybovskyi, D.M. Didukh	Students

Reviews and comments of external stakeholders:

1. Telecom Systems LLC, Sumy, Director Vadym Pivnenko
2. Region Advertising Group LLC, Director Volodymyr Rudyka
3. NORDAN AG LLC, Director Volodymyr Dziuba
4. Interregional Academy of Personnel Management, Iryna Kalina, Doctor of Economics, Professor, Professor at the Department of Marketing
5. Research Center for Industrial Problems of Development of the NAS of Ukraine, Nataliia Trushkina, PhD in Economics, Senior Researcher of the Industrial Policy and Innovation Development Sector of the Department of Industrial Policy and Energy Security

1. Profile of the Marketing and Advertising Business educational and professional program

1. General information	
Full name of the higher education institution and structural unit	International European University; Education and Research Institute “European Business School”; Department of Management, Finance and Business Administration
Degree of higher education and name of qualification in the original language	Master Educational qualification – Master of Marketing
Official name of the educational and professional program	<u>Marketing and Advertising Business of the second level of higher education (Master’s degree) in specialty: 075 Marketing</u>
Type of diploma and capacity of the educational program	Master’s Degree Diploma, 90 ECTS credits, Period of study: 1 year and 5 months
Accreditation	Accredited
Cycle/level	FQ-EHEA – second cycle EQF-LLL – 7 th level NQF of Ukraine – 7 th level

Background	A person has the right to receive a Master's degree if he/she has a Bachelor's or Master's degree (Specialist's degree)
Language(s) of instruction	Ukrainian, English
Validity of the educational and professional program	Until the next regular update
Internet address of constant placement of educational program description	https://business.ieu.edu.ua/navchannia/orhanizatsiia-osvitnoho-protsesu/osvitni-prohramy

2. Goal of the educational and professional program

To train highly qualified professionals with systemic thinking, theoretical knowledge and practical skills of marketing activity management, aimed at ensuring the efficient operation and sustainable development of enterprises, able to solve complex research and practical problems of adjusting and managing marketing business processes, implement innovative technologies and fulfill as an individual to accomplish the mission of serving people and society.

3. Characteristics of the educational program

Subject area	Object of study: marketing activities as a form of interaction between market participants to meet their economic and social interests. Learning objectives: to train specialists with contemporary economic thinking and appropriate competencies required to solve problems and complicated tasks in marketing activities, which include research and/or innovations as well as are characterized by complexity and uncertainty of conditions and requirements. Theoretical content of the subject area: paradigms, laws, regularities; principles, historical background of marketing development; concepts of production, commodity, sales, innovation, social and moral, environmental, responsible, integral, holistic marketing; functions, methods, technologies and managerial decisions in marketing activities of the enterprise; manager's competencies in marketing activities of enterprises operating at both national and international levels. Methods, techniques and technologies: - general scientific and specific research methods (analysis and synthesis, historical, scientific abstraction, dialectic, hierarchical analysis, calculation and analytical, economic and statistical, economic and mathematical, expert assessment, etc.); - professional methods and technologies to ensure efficient marketing activities (methods of marketing research; methods of economic diagnostics; methods of forecasting and planning; simulation modeling, decision tree, etc.). Tools and equipment: cutting-edge information and communication equipment, general-purpose and specialized information systems, software products applied in marketing to make managerial marketing decisions.
Focus of the educational program	Educational and professional program

Key focus of the educational program	Professional training in the Management and Administration knowledge area, Marketing specialty, with the advanced learning of theoretical and methodical principles of marketing activity management to develop strategies, plans, marketing programs, communication and sales policies, advertising campaigns, taking into account the innovative international experience. Keywords: marketing, marketing strategy, marketing management, advertising management, innovative marketing.
Features of the educational program	Advanced learning of the system of enterprise marketing management given modern trends in the integration of the Ukrainian economy into the international economic space and the need to master practical skills in developing and managing marketing strategy and tactics, implementing marketing plans and advertising campaigns, and adopting innovations. The University has signed cooperation agreements with institutions and enterprises to provide students with an opportunity to learn mechanisms for efficient marketing tactics and strategies and their management in real economic conditions. The program includes compulsory on-the-job practical training at enterprises of different forms of ownership and advertising agencies. Language of instruction: Ukrainian and English. The program provides the opportunity to receive a B2 certificate at the end of the program based on the results of training.
Capacity of the Master's educational program	The training program consists of obligatory components: theoretical and practical components – 64 ECTS credits (71%), including: - compulsory disciplines – 34.0 ECTS credits (37.7%), including general training – 16.0 ECTS credits (17.74%); professional training – 18.0 ECTS credits (19.95%). - practical components – 14 ECTS credits (15.5%); final examination – 16 ECTS credits (17.8%). Elective components: - elective disciplines — 26.0 ECTS credits (29 %)

4. Graduates' ability to employment and further study

Employability	Masters of Marketing (according to the National Classifier of Ukraine DK 003:2010) can hold the following positions: <i>12. Directors of Enterprises, Institutions and Organizations:</i> 1233 Heads of Marketing Divisions; 1234 Heads of Advertising and Public Relations Divisions; 1239 Heads of Other Functional Divisions. <i>13. Directors of Small Enterprises Without a Managerial Apparatus:</i> 1317 Heads of Small Enterprises Without a Managerial Apparatus In Commercial Service; <i>14 Managers of Enterprises, Institutions, Organizations and Their Subsidiaries:</i> 1474 Research and Development Managers 1476.1 Advertising Managers <i>24. Other professionals:</i> 2419.2. Professionals in Marketing, Business Efficiency, Production Rationalization, Intellectual Property and Innovation
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Further study	Graduates have the right to continue their study at the third (educational and scientific) level of higher education – PhD. Acquisition of additional qualifications in the postgraduate education system, acquisition of partial qualifications in other specialties in the higher education system.
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5. Teaching and assessment

Teaching and learning	Modes of study: full-time, part-time. Teaching methods: lectures (conversations and presentations), practical classes, discussion seminars, interactive classes (situational exercises, case method, business games, brainstorming, presentation, etc.), individual classes, consultations with lecturers, self-study based on lecture notes, study guides and other recommended literature. Teaching technologies: problem-oriented, practical, project, electronic learning in the Class Room system, self-learning. Approaches used in the training process: teaching and learning according to the program is based on student-centered, problem-oriented, communicative and interdisciplinary approaches, initiative self-learning. https://ie.u.edu.ua/pro-mieu/publicna-informatsiia
Assessment	Assessment is one of the final stages of student educational activities and performance definition. Assessment of student progress is based on the European Credit Transfer and Accumulation System (ECTS). There are current and final assessments. Current assessment includes the assessment at practical classes and results of student independent work; final assessment includes exams, tests, writing of reports on practical training, accomplishment of Master's thesis, etc. https://ie.u.edu.ua/pro-mieu/publicna-informatsiia
6. Program competencies	
Integral competence	Ability to solve complicated tasks and problems in the marketing sector in professional activities or during study, which implies research and/or innovation adoption and is characterized by uncertainty of conditions and requirements.
General competencies (GC)	GC 1. Ability to make reasonable decisions. GC 2. Ability to generate new ideas (creativity). GC 3. Ability to assess and ensure the quality of performed works. GC 4. Ability to adapt and act in a new situation. GC 5. Interpersonal interaction skills. GC 6. Ability to find, process and analyze information from different sources. GC 7. Ability to show initiative and entrepreneurial spirit. GC 8. Ability to develop and manage projects.
General competencies (GC) defined by the higher education institution	GC 9. Ability to communicate in a foreign language, work in the international context, use information and communication technologies in marketing and advertising business. GC 10. Ability to show leadership skills, planning and time management, stress resistance. GC 11. Acquisition of skills in holistic, innovative and flexible thinking.

Specialized (professional, subject) competencies (SC)	SC 1. Ability to logically and consistently reproduce and apply the knowledge of the latest theories, methods and practical techniques of marketing; SC 2. Ability to correctly interpret the results of recent theoretical research in marketing and best practices of their application. SC 3. Ability to conduct independent marketing research and interpret its results. SC 4. Ability to apply a creative approach to work in the specialty. SC 5. Ability to diagnose marketing activities of the market subject, to carry out the marketing analysis and forecasting. SC 6. Ability to select and apply efficient means of managing marketing activities of the market entity at the level of the organization, division, group, network. SC 7. Ability to develop and analyze the marketing strategy of the market entity and ways of its implementation, taking into account cross-functional relations. SC 8. Ability to establish the marketing system of the market entity and to assess the performance and efficiency of its functioning. SC 9. Ability to carry out theoretical and applied research in marketing at the proper level.
Specialized (professional, subject) competencies (SC) defined by the higher education institution	SC 10. Ability to apply economic and theoretical knowledge to justify a set of marketing solutions for the implementation of innovative imperatives to ensure the efficient functioning and development of the enterprise as an integral system. SC 11. Ability to determine the need for creating and using the marketing potential of the organization as a whole and by its components, to build a strategy for its management. SC 12. Ability to develop content, visualize and design a promotional offer, taking into account the expected needs of customers and its promotion to enhance the image of the enterprise in the information and communication environment. SC 13. Ability to apply marketing tools using international experience in order to improve the marketing sales and advertising policy in the context of digital transformation of the business environment.
7. Program learning outcomes (PLO)	
	PLO 1. To know and be able to apply modern marketing principles, theories, methods and practical techniques in practical activities. PLO 2. To be able to adapt and apply new achievements in marketing theory and practice to gain specific goals and objectives of the market entity. PLO 3. To plan and implement own marketing research, analyze its results and justify the adoption of efficient marketing decisions under conditions of uncertainty. PLO 4. To be able to develop the strategy and tactics of marketing activities, taking into account the cross-functional nature of its implementation.

	PLO 5. To present and discuss the results of scientific and applied research, marketing projects in the state and foreign languages. PLO 6. To be able to improve the efficiency of marketing activities of the market entity at different levels of management, to develop and manage marketing projects. PLO 7. To be able to establish and improve the marketing system of the market entity. PLO 8. To use interpersonal communication techniques in collective problem solving, negotiations and scientific discussions in marketing. PLO 9. To understand the essence and particularities of the application of marketing tools in the marketing decision-making process. PLO 10. To justify marketing decisions at the level of the market entity using modern management principles, approaches, methods, techniques. PLO 11. To use methods of marketing strategic analysis and interpret its results in order to improve marketing activities of the market entity. PLO 12. To diagnose and strategically and promptly manage marketing to develop and implement marketing strategies, projects and programs. PLO 13. To manage marketing activities of the market entity as well as its divisions, groups and networks, to determine criteria and indicators for its assessment. PLO 14. To establish a marketing system of interaction, to establish long-term mutually beneficial relations with other market entities. PLO 15. To collect necessary data from various sources, process and analyze their results using modern methods and specialized software.
Program learning outcomes defined by the higher education institution	PLO 16. To carry out original scientific and applied research, creative solutions with generation of creative ideas, applying modern methods, special software, arguing their own viewpoint and presenting the research findings to implement their results in professional practice. PLO 17. To develop and manage marketing policy in the context of transformation of business processes, environment, unstable competitive field, taking into account international experience to achieve strategic goals and efficiency of the enterprise. PLO 18. To use systemic and synthetic approaches to marketing management of enterprises based on innovative principles, focusing on the principles of integrity, flexibility and adaptability.
8. Resource support of program implementation	
Staffing	The qualification of the academic staff engaged in the educational and professional program corresponds to the profile and area of the taught disciplines. They have a verified level of scientific and professional activities, as well as are primarily full-time employees of International European University. Professionals with marketing/management/creative and/or specialty experience are involved in the organization of the educational process.
Material and technical support	The provision of training facilities and computer workplaces meets the need, in particular: training buildings; dormitories; specialized classrooms; specialized laboratories; computer classes; catering facilities; wireless Internet access points; multimedia equipment; gym, sports grounds. https://ieu.edu.ua/pro-mieu/publiczna-informatsiia

	The material and technical support allows organizing and holding classes in all academic disciplines at the proper scientific and methodical level. Lectures are held using multimedia projectors; classrooms are fitted with computer equipment. Practical classes are held using information systems and software products applied in marketing, namely Google Ads, Meta Ads, Canva, Microsoft 365 for students and education, Power BI Desktop, SAP, Grammarly, Moodle.
Information, educational and methodical support	- IEU official website: https://ieu.edu.ua; - wireless Internet access points; - unlimited Internet access; - scientific library, reading rooms; - Moodle virtual training environment; - corporate e-mail; - university repository; - curricula and work plans; - schedules of the educational process; - educational and methodical materials of disciplines; - educational and working programs of disciplines; - didactic materials for student independent and individual work in disciplines; - practical training programs; - methodical guidelines for the performance of the qualifying paper (thesis); - knowledge assessment criteria; The official website https://ieu.edu.ua/ contains information about educational programs, training, scientific, teaching activities, structural units, admission rules, contacts. All teaching and learning materials are available to students in the reading room of the scientific library. The reading room is equipped with computers and wireless Internet access. All library resources can be found on the University website: https://ieu.edu.ua/login/library.html.
9. Academic mobility	
National credit mobility	Based on the Regulations on the procedure for exercising the right to academic mobility of participants in the educational process of International European University (Order dd. February 2, 2021, No. 07/3-OD) on the basis of bilateral agreements between IEU and Ukrainian universities. Individual agreements on academic mobility to study and conduct research at Ukraine's universities and scientific institutions are allowed. Recognition of learning outcomes at other education institutions as part of academic mobility according to agreements of International European University. https://ieu.edu.ua/pro-mieu/publiczna-informatsiia
International credit mobility	Based on the Regulations on the procedure for exercising the right to academic mobility of participants in the educational process of International European University (Order dd. February 2, 2021, No. 07/3-OD) on the basis of bilateral agreements between IEU and universities of partner countries, international conventions, agreements, memorandums and other current regulatory legal acts regulating these issues. Cooperation with Swiss Montreux Business School (SMBS) based on the Agreement on affiliated collaboration: https://business.ieu.edu.ua/?view=article&id=94:dogov-r-pro-sp-vrob-tnitstvo-z-shvejtsars-koyu-b-znes-shkolyu&catid=8

Training of foreign students	Can be provided according to the individual schedule, after learning the Ukrainian course. Training of foreign students is conducted according to legislative requirements and Admission Rules of International European University. https://ieu.edu.ua/pdf/admission2020new.pdf
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2. LIST OF COMPONENTS OF THE EDUCATIONAL AND PROFESSIONAL PROGRAM AND THEIR LOGICAL SEQUENCE

2.1 List of components of the Marketing and Advertising Business educational and professional program

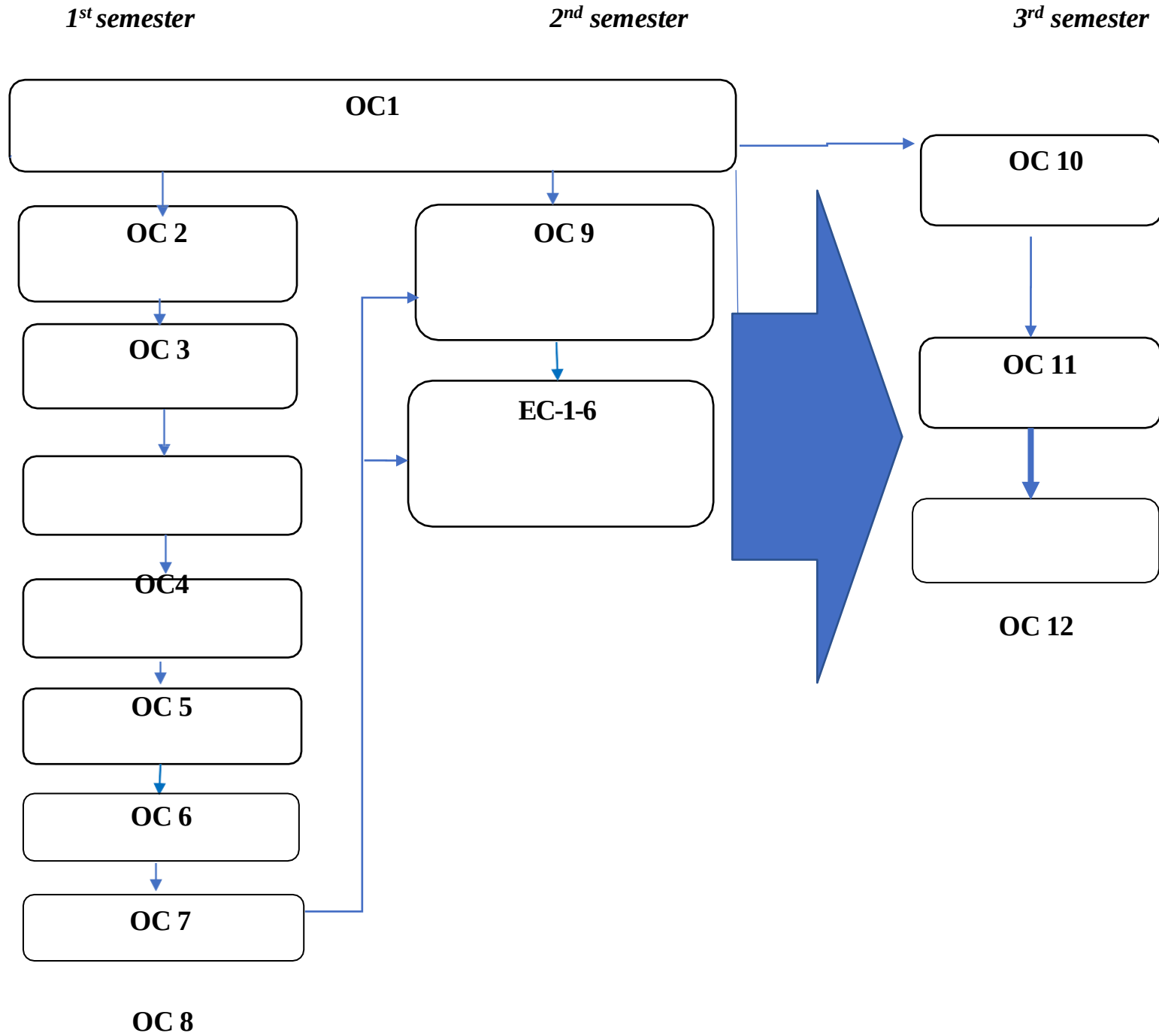
Discipline code	Components of the educational program (academic disciplines, practical training)	Number of credits	Form of final control
1	2	3	4
Obligatory components of the educational and professional program			
1.1. General training course			
OC 1.	Professional Foreign Language	6.0	Pass/Fail test, exam
OC 2.	Ethics and Organizational Culture in Professional Activities	3.0	Pass/Fail test
OC 3.	Organization of Scientific Research	4.0	Pass/Fail test
OC 4.	Information Technology in Professional Activities	4.0	Pass/Fail test
Number of general training components		17.0	
1.2. Professional training course			
OC 5.	Advertising Management	4.0	Exam
OC 6.	Strategic Marketing	4.0	Exam
OC 7.	International Marketing	4.0	Exam
OC 8.	Business Administration in the Context of Transformations	4.0	Exam
OC 9.	Branding	3.0	Exam
Number of professional and practical training components		19.0	
1.3. Practical training			
OC 10.	On-the-Job Training	8.0	Graded test
OC 11.	Pre-Graduation Practical Training	6.0	Graded test
1.4. Student examination			
OC 12.	Qualifying Paper	16.0	
Total number of obligatory components		66.0	
Total number of elective components		24.0	
Total capacity of the educational and professional program		90.0	

* Students make their choice in accordance with the Regulations:

https://ieu.edu.ua/docs/polozhny_3.pdf

** The choice is made out of the catalog of elective disciplines: https://ieu.edu.ua/docs/katalog-vubirkovuh/marketing_and_reklam.pdf

2.2. Structural and logical scheme of the EPP



3. Form of student examination

Forms of student examination	The examination of graduates of the Marketing and Advertising Business educational and professional program in 075 Marketing specialty, knowledge area: 07 Management and Administration, is conducted in the form of the public defense of the qualifying paper (Master's thesis).
Qualifying paper requirements (if any)	A qualifying paper should solve a complex specialized task or practical problem in the marketing sector characterized by complexity and uncertainty of conditions using theories and methods of economics. The qualifying paper should not contain academic plagiarism, falsification and copying. The qualifying paper should be published on the official website of International European University or its unit – the European Business School, or in the repository of International European University. https://ieu.edu.ua/pro-mieu/publiczna-informatsiia

4. System of internal higher education quality assurance

International European University has the system of internal higher education quality assurance (internal quality assurance system) that includes the following procedures and measures:

- definition of principles and procedures of higher education quality assurance;
- monitoring and periodical review of educational programs;
- annual assessment of students, academic and teaching staff of the University and regular announcement of the assessment results on the official website of the University, information stands or in any other way;
- advanced training of the teaching, scientific and academic staff;
- availability of resources required to organize the educational process, including independent work of students due to each educational program;
- availability of information systems for efficient management of the educational process;
- publicity of information about educational programs, higher education degrees and qualifications;
- compliance with academic integrity among the University personnel and students, including creation and functioning of the efficient system for preventing and detecting academic plagiarism;
- other procedures and measures.

The system of internal higher education quality assurance (internal quality assurance system) is assessed as requested by the University by the National Agency for Higher Education Quality Assurance (NAQA) or independent institutions of higher education quality assessment and assurance accredited by NAQA for its compliance with the requirements of the higher education quality assurance system approved by NAQA, international standards and recommendations for higher education quality assurance.

Table 1

MATRIX OF COMPLIANCE OF PROGRAM COMPETENCIES OF GENERAL, PROFESSIONAL AND PRACTICAL TRAINING COURSES WITH COMPONENTS OF THE EDUCATIONAL PROGRAM

	GC1	GC2	GC3	GC4	GC5	GC6	GC7	GC8	GC9	GC10	GC11	SC1	SC2	SC3	SC4	SC5	SC6	SC7	SC8	SC9	SC10	SC11	SC12	SC13
OC 1					+				+															+
OC 2		+		+	+					+	+				+									
OC 3	+					+					+	+	+	+							+			
OC 4	+					+								+		+				+			+	+
OC 5		+				+		+	+						+		+		+					
OC 6		+						+			+					+		+			+	+		
OC 7		+				+		+			+		+						+		+			
OC 8			+					+		+	+						+	+			+	+		
OC 9		+						+	+														+	+
OC 10	+	+	+			+		+	+	+	+	+	+		+	+				+		+	+	
OC 11	+	+	+			+		+			+	+	+	+	+	+	+	+	+	+		+		+

Table 2

MATRIX OF PROVIDING PROGRAM LEARNING OUTCOMES (PLO) OF GENERAL, PROFESSIONAL AND PRACTICAL TRAINING COURSES WITH COMPONENTS OF THE EDUCATIONAL PROGRAM

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11	PLO12	PLO13	PLO14	PLO15	PLO16	PLO17	PLO18
OC 1					+			+						+				
OC 2								+										+
OC 3	+		+		+					+					+	+		
OC 4										+	+			+	+	+	+	
OC 5	+					+	+		+				+			+		+
OC 6	+	+		+					+		+	+			+			+
OC 7	+	+		+	+	+										+		+
OC 8							+			+			+				+	+
OC 9				+									+	+				
OC 10	+		+	+	+		+	+				+	+	+	+	+		+
OC 11	+		+	+		+			+			+			+	+	+	+