



**STATE STATISTICS SERVICE OF UKRAINE  
NATIONAL ACADEMY OF STATISTICS,  
ACCOUNTING AND AUDIT**

**DEPARTMENT OF MANAGEMENT AND  
MARKETING**

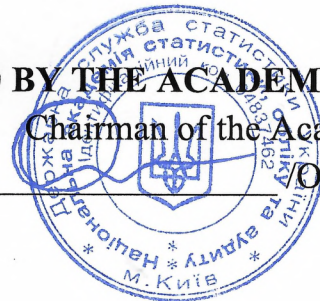
**EDUCATIONAL AND PROFESSIONAL PROGRAM  
"MARKETING AND ADVERTISING"  
first (bachelor's) level of higher education**

**Field of Knowledge     D Business, Administration and  
law  
Specialty D5 Marketing**

**APPROVED BY THE ACADEMIC COUNCIL**

Chairman of the Academic Council

O.G. Osaulenko/



## 1. Profile of the educational program

<b>Chapter 1. General characteristics</b>		
1.1	Full name of higher education institution and structural unit	National Academy of Statistics, Accounting and Audit Faculty of Finance and Economics Department of Management, Marketing and Public Administration
1.2	Higher education degree and qualification title in the original language	Bachelor of Marketing
1.3	Official name of the educational program	Marketing and advertising
1.4	Type of diploma and scope of educational program	Bachelor's degree, single, 240 ECTS credits, study period 3 years 10 months
1.5	Accreditation institution	
1.6	Availability of accreditation	
1.7	Cycle/Level	Level 6 of the National Qualifications Framework of Ukraine (NQF of Ukraine), the first cycle of the European Higher Education Area (FQ-EHEA), level 6 of the European Qualifications Framework for Lifelong Learning (EQF-LLL)
1.8	Prerequisites	<ul style="list-style-type: none"> <li>• on the basis of complete general secondary education – 240 ECTS credits;</li> <li>• on the basis of the degree "Junior Bachelor" (educational and qualification level "Junior Specialist"), the higher education institution has the right to recognize and re-credit ECTS credits received within the framework of the previous educational program for the training of a junior bachelor (junior specialist):               <ul style="list-style-type: none"> <li>- specialties in the field of knowledge 07 "Management and Administration", as well as specialty 051 "Economics" – no more than 120 ECTS credits;</li> <li>- other specialties – no more than 60 ECTS credits;</li> </ul> </li> <li>- on the basis of the degree of "professional junior bachelor", the higher education</li> </ul>

		<p>institution has the right to recognize and re-enroll no more than 60 ECTS credits received under the previous educational program of professional pre-higher education.</p> <p>Admission on the basis of the degrees of "junior bachelor", "professional junior bachelor" or educational and qualification level "junior specialist" is carried out based on the results of external independent assessment in the manner determined by law.</p>
1.9	Forms of training	Full-time, part-time
1.10	Language(s) of instruction	English
1.11	Internet – address of permanent placement of the description of the educational program	
<b>Chapter 2. Objectives of the educational and professional program</b>		
2.1	The purpose of the training is to train marketing bachelors who have modern economic thinking and relevant competencies necessary for conducting effective marketing and advertising activities, including in the international market.	
<b>Chapter 3. Characteristics of the educational and professional program</b>		
3.1	Subject area (object of activity, theoretical content)	<ul style="list-style-type: none"> <li>• <b>Object of study:</b> marketing activity as a form of interaction of subjects of market relations to satisfy their economic and social interests.</li> <li>• <b>Theoretical content of the subject area:</b> the essence of marketing as a modern concept of business management; conceptual and categorical apparatus, principles, functions, concepts of marketing and their historical prerequisites; specifics of the activities of market subjects in different spheres and in different types of markets; the content of marketing and advertising activities, the development of marketing and advertising strategies and the formation of managerial decisions in the field of marketing.</li> </ul>
3.2	Orientation of the educational and professional program	The educational and professional program "Marketing and Advertising" has an applied orientation to the implementation of marketing and advertising activities, in particular in the field of international business. It is based on the introduction into the practice of the work of a scientific and pedagogical worker of various forms of organization of training,

		including: seminars and practical classes. Special attention should be paid to the organization of independent work of students, which occupies an important place in the professional training of future specialists.
3.3	Focus of the educational and professional program and specialization (if any)	Emphasis on the formation and development of professional competence for the implementation of marketing and advertising activities, including at the international level, taking into account the modern requirements of the economic environment.
3.4	Features of the educational and professional program	The educational and professional program provides for in-depth professional and practical training of bachelors of marketing in accordance with the standard of higher education and the requirements defined in the National Qualifications Framework of Ukraine. To develop professional skills in higher education applicants, the program contains a cycle of practical training using various types of practice. The program's focus on: 1) conducting systematic marketing research; 2) implementation of marketing activities at the international level; 3) features of advertising activities at the international level.
<b>Chapter 4. Eligibility of graduates to employment and further education</b>		
4.1	Employability	Professional activity in the following job titles: marketing consultant; marketing manager (manager); specialist in methods of expanding the sales market (marketer); specialist-analyst in commodity market research, advertising agent; advertising manager (manager); advertising representative; advertiser; manager (manager) of public relations; Public and Press Relations Specialist; sales economist; Pricing Economist; sales manager (manager); sales organizer; self-employment and others in accordance with the Classifier of 7 professions DK003:2010. The rights of graduates to employment are not limited.
4.2	Further training	The right to continue studying at the second (master's) level of higher education.
<b>Chapter 5. Teaching and Assessment</b>		
5.1	Teaching and learning (methods, techniques,	<b>Methods, techniques and technologies:</b> general scientific and special methods, professional methods

	technologies, tools and equipment)	and technologies necessary to ensure effective marketing and advertising activities. <b>Tools and equipment:</b> modern universal and specialized information systems and software products necessary for making and implementing marketing management decisions and advertising strategies.
5.2	Assessment	For the implementation of the success of achieving learning outcomes by applicants for higher education, the following are used: exams, tests, defense of term papers, practices, presentations, current control, practical and seminar classes, certification exam, defense of qualification work.
<b>Chapter 6. Program competencies</b>		
6.1	Integral Competence (IC)	Ability to solve complex specialized tasks and practical problems in the field of marketing and advertising activities or in the process of learning, which involves the application of appropriate theories and methods and is characterized by complexity and uncertainty of conditions.
6.2	General Competence (GC)	GC1. Ability to realize their rights and obligations as a member of society, to realize the values of a civil (free democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine. GC2. Ability to preserve and multiply moral, cultural, scientific values and achievements of society on the basis of understanding 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, technology and technology, to use various types and forms of physical activity for active recreation and leading a healthy lifestyle. GC3. Ability to abstract thinking, analysis and synthesis. GC4. Ability to learn and master modern knowledge. GC5. Certainty and perseverance in terms of tasks and responsibilities. GC6. Knowledge and understanding of the subject area and understanding of professional activities. GC7. Ability to apply knowledge in practical situations.

		<p>GC8. Ability to conduct research at the appropriate level.</p> <p>GC9. Skills in the use of information and communication technologies.</p> <p>GC10. Ability to communicate in a foreign language.</p> <p>GC11. Ability to work in a team.</p> <p>GC12. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge/types of economic activity).</p> <p>GC13. Ability to work in an international context.</p> <p>GC14. Ability to act socially responsibly and consciously</p> <p>GC15. Ability to make decisions and act in compliance with the principle of inadmissibility of corruption and any other manifestations of dishonesty.</p>
6.3	Special (professional) competencies (SC)	<p>SC1. Ability to logically and consistently reproduce the acquired knowledge of the subject area of marketing.</p> <p>SC 2. Ability to critically analyze and generalize the provisions of the subject area of modern marketing.</p> <p>SC3. Ability to use the theoretical provisions of marketing to interpret and predict phenomena and processes in the marketing environment.</p> <p>SC4. Ability to conduct marketing activities based on understanding the essence and content of marketing theory and functional relationships between its components.</p> <p>SC5. Ability to correctly apply marketing methods, techniques and tools.</p> <p>SC6. Ability to conduct marketing research in various areas of marketing activity.</p> <p>SC7. Ability to determine the influence of functional areas of marketing on the results of economic activity of market entities.</p> <p>SC8. Ability to develop marketing support for business development in conditions of uncertainty.</p> <p>SC9. Ability to use marketing tools in innovative activities.</p> <p>SC10. Ability to use marketing information systems in marketing decision-making and develop recommendations to improve their effectiveness.</p> <p>SC11. Ability to analyze the behavior of market subjects and determine the features of the functioning of markets.</p>

		<p>SC12. Ability to substantiate, present and implement the results of research in the field of marketing.</p> <p>SC13. Ability to plan and conduct effective marketing activities of a market entity in a cross-functional context.</p> <p>SC14. Ability to propose improvements on the functions of marketing activities.</p> <p>SC15. Ability to conduct effective marketing activities in the international market.</p> <p>SC16. Ability to carry out advertising activities for various enterprises in the domestic and foreign markets.</p>
<b>Chapter 7. Program learning outcomes</b>		
7.1	Program learning outcomes	<p>PO1. Demonstrate knowledge and understanding of the theoretical foundations and principles of marketing activities.</p> <p>PO2. Analyze and forecast market phenomena and processes based on the application of fundamental principles, theoretical knowledge and applied skills in the implementation of marketing activities.</p> <p>PO3. Apply the acquired theoretical knowledge to solve practical problems in the field of marketing.</p> <p>PO4. Collect and analyze the necessary information, calculate economic and marketing indicators, justify management decisions based on the use of the necessary analytical and methodological tools.</p> <p>PO5. Identify and analyze the key characteristics of marketing systems of different levels, as well as the peculiarities of the behavior of their subjects.</p> <p>PO6. To determine the functional areas of the marketing activity of the market entity and their interrelations in the management system, to calculate the appropriate indicators that characterize the effectiveness of such activities.</p> <p>PO7. Use digital information and communication technologies, as well as software products necessary for the proper conduct of marketing and advertising activities and the practical application of marketing tools.</p> <p>PO8. Apply innovative approaches to the marketing activities of a market entity, flexibly adapt to changes in the marketing environment.</p>

PO9. Assess the risks of marketing activities, establish the level of uncertainty of the marketing environment when making managerial decisions.

PO10. Explain information, ideas, problems and alternative options for managerial decision-making to specialists and non-specialists in the field of marketing, representatives of various structural divisions of the market entity.

PO11. Demonstrate the ability to apply an interdisciplinary approach and perform the marketing functions of a market entity.

PO12. To show the skills of independent work, flexible thinking, openness to new knowledge, to be critical and self-critical.

PO13. Be responsible for the results of their activities, show skills of entrepreneurial and managerial initiative.

PO14. Perform functional duties in the group, offer sound marketing solutions.

PO15. To act socially responsible and socially conscious on the basis of ethical principles of marketing, respect for cultural diversity and values of civil society in compliance with the rights and freedoms of the individual.

PO16. Meet the requirements that are put forward for a modern marketer and advertising agent or advertising manager, increase the level of personal professional training.

PO17. Demonstrate skills in written and oral professional communication in state and foreign languages, as well as the proper use of professional terminology.

PO18. Demonstrate responsibility in relation to moral, cultural, scientific values and achievements of society in professional marketing and advertising activities.

PO19. Demonstrate the ability to use methods of conducting effective marketing activities in the international market.

PO20. Know and be able to use modern tools of advertising activities in the domestic and foreign markets of goods and services.

**Section 8. Resource support for the implementation of the program**

8.1	Staffing	<p>Staffing for the implementation of the program meets the requirements of the Licensing Conditions for Educational Activities. Scientific and pedagogical workers who have a scientific degree and/or academic title in a profile corresponding to the educational program, are leading specialists in marketing and advertising, have the necessary experience of scientific and pedagogical work, systematically improve the level of professional qualification are involved in teaching academic disciplines.</p>
8.2	Logistics	<p>The material and technical base of the graduate Department of Management, Marketing and Public Administration allows to ensure the training of specialists at the first (bachelor's) level of higher education according to the educational program: - the provision of computer workplaces and applied computer programs is sufficient for the implementation of curricula;</p> <ul style="list-style-type: none"> <li>- all educational computers are equipped with the ability to access the global Internet;</li> <li>- to maintain documentation and provide educational and methodological materials for the educational process, the department is sufficiently provided with office equipment (printers, multifunctional devices, scanners);</li> <li>- educational laboratories are equipped with technical means and specialized software, necessary devices and equipment.</li> </ul> <p>All premises comply with construction and sanitary standards, a dormitory is provided to all those in need, the available social infrastructure includes a gym, a food center, a creativity center, and a first-aid post.</p>
8.3	Informational and educational support	<p>Provision of educational and educational and methodological literature, access to professional periodicals of professional orientation, introduction of an electronic catalog and the ability to work with electronic textbooks is carried out at the expense of the funds of the NASAA library.</p> <p>The relevant information, educational and methodological support is located in the NASAA repository.</p>

**Chapter 9. Academic mobility**

9.1	National Credit Mobility	National credit mobility of higher education applicants, scientific and scientific-pedagogical workers, including training, internships, scientific research, teaching and advanced training, is organized on the basis of partnership agreements on cooperation between the National Academy of Statistics, Accounting and Audit and higher education institutions in Ukraine.
9.2	International credit mobility	International credit mobility is carried out on the basis of cooperation agreements between the National Academy of Statistics, Accounting and Audit and foreign higher education institutions, registered, in particular, in the Erasmus+ program.
9.3	Training of foreign applicants for higher education	Conditions have been created for the training of foreign applicants for higher education. The peculiarities of admission to study of foreigners and stateless persons are regulated by the rules of admission to the National Academy of Statistics, Accounting and Audit.

## 2. List of components of the educational-professional / scientific program and their logical sequence

### 2.1. List of educational components, 240 ECTS credits

N/A code	Components of the educational and professional program (academic disciplines, course projects (works), practices)	Number of credits	Form of final control	Semester
1	2	3	4	5
<b>Required components</b>				
RC 1	Ukrainian Language (Professional) / Ukrainian as a Foreign Language	4	Credit	2
RC 2	Philosophy	4	Exam	1
RC 3	History of Ukrainian statehood and culture	4	Exam	1
RC 4	Macroeconomics	5	Exam	1
RC 5	Physical education	6	Credit	1, 2
RC 6	Foreign language (professional)	8	On the other hand, the exam	1, 2
RC 7	Higher Mathematics	6	Exam	1, 2
RC 8	Computer Science	6	On the other hand, the exam	1, 2
RC 9	Group dynamics and communication	4	Credit	1
RC 10	Consumer psychology	4	Credit	2
RC 11	Jurisprudence	4	Credit	2
RC 12	Microeconomics	5	Exam	2
RC 13	Social responsibility and management ethics	4	Exam	3
RC 14	Business Foreign Language	12	Credit	3-6
RC 15	Entrepreneurship	5	Exam	3
RC 16	Theory of advertising and information influence	4	Exam	3
RC 17	Economics and Finance of Enterprises	4	Exam	3
RC 18	Statistics	5	Exam	4
RC 19	Management	5	Exam	4
RC 20	Marketing	5	Exam	4
RC 21	Theoretical training of basic combined arms training	3	Credit	4
RC 22	International Economics	4	Exam	5
RC 23	Marketing pricing policy in international companies	4	Exam	5
RC 24	Marketing research	4	Exam	5
RC 25	Digital Technologies and Tools in Marketing	4	Exam	5
RC 26	Advertising management	4	Exam	6
RC 27	Marketing sales policy of international companies	4	Exam	6

RC 28	Marketing communications	4	Exam	6
RC 29	Branding	4	Exam	7
RC 30	Technologies and analytics of advertising campaigns	4	Exam	7
RC 3	Logistics	4	Exam	7
RC 32	Marketing commodity policy of international companies	4	Exam	8
RC 33	Digital marketing	4	Exam	8
RC 34	International Marketing	4	Exam	8
RC 35	Educational practice	3	Credit	4
RC 36	Industrial practice	6	Credit	6
RC 37	Pre-diploma practice	6	Credit	8
RC 38	Attestation (Preparation and defense of qualification work)	6	Protection	8
<b>** Marketing services</b>				
<b>Number of ECTS credits for compulsory components:</b>		<b>180</b>		
<b>SC</b>				
BK1 ... SC15		4	Credit	
<b>Total volume of sample components</b>		<b>60 ECTS credits</b>		
<b>The total volume of the educational and professional program</b>		<b>240 ECTS credits</b>		

*\* The realization of the right of higher education applicants to a free choice of academic disciplines and the creation of an individual educational trajectory is regulated by the Law of Ukraine "On Higher Education" and internal regulations of NASAA. Selective components are selected by applicants for higher education from the catalog of elective disciplines.*

**\*\*Service Marketing**

### 3. Form of attestation of applicants for higher education

Forms of attestation of higher education applicants	Attestation is carried out in the form of public defense of the qualification work.
Requirements for qualification work	Qualification work should provide for the solution of a complex specialized task or a practical problem of marketing or advertising activity, characterized by complexity and uncertainty of conditions, and requires the application of its theoretical provisions and methods. There can be no academic plagiarism, falsification and cheating in the qualification work. The qualification work must be published on the official website of the higher education institution, its subdivision or posted in its repository.

