

Ministry of Education and Science of Ukraine  
V.N. Karazin Kharkiv National University

Educational and professional program

MARKETING

Second (master's) level of higher education

Field of knowledge 07 Management and administration

Specialty 075 Marketing

**APPROVED**

By the Academic Council

Kharkiv National University

V.N. Karazin National University

from \_\_\_\_\_.

Protocol No. \_\_\_\_\_

Effective from 2024/2025 academic year.

by order of \_\_\_\_\_ No. \_\_\_\_\_

Vice-rector for scientific and pedagogical work

\_\_\_\_\_ Oleksandr GOLOVKO

" \_\_\_\_ " \_\_\_\_\_ 2024 p.

Kharkiv 2024.

**LETTER OF APPROVAL**  
**educational and professional program**

The educational program was reviewed and approved by the Board of Directors:

1. Scientific and Methodological Council of V. N. Karazin Kharkiv National University Minutes No. \_\_\_ of \_\_\_\_\_ 2024

Chairman of the Scientific and Methodological Council,  
Vice-Rector for Scientific and Pedagogical Work \_\_\_\_\_ Oleksandr  
GOLOVKO

2. Academic Council of the Faculty of Economics:  
Minutes No. \_\_\_ of \_\_\_\_\_ 2024.

Chairman of the Academic Council of the Faculty \_\_\_\_\_ Vitaliy  
Dyachek

3. Scientific and Methodological Commission of the Faculty of Economics:  
Protocol No. 9 of 12.04 2024.

Head of the scientific and methodological  
Faculty Committees \_\_\_\_\_

4. Department of Marketing, Management and Entrepreneurship:  
Protocol No. 12 of 08.04 2024.

Acting Head of the Department \_\_\_\_\_ Oksana BOLOTNA

The educational program has been approved:

1. Head of the Department of Economics and Management,  
D., Professor \_\_\_\_\_ Anna DOROSHENKO

## PREAMBLE

Developed by a working group consisting of:

Last name, first name, patronymic	Position title (for part-time employees, the place of primary employment)	Academic degree, academic title, awarded by the department (specialty)
<b>Head of the working group</b>		
Kuzmynchuk Natalia Valerievna	Professor of the Department of Marketing, Management and Entrepreneurship	Doctor of Economics, specialty 08.00.03 - "Economics and Management of the National Economy", diploma DD No. 002072 dated 31.05.2013. Professor at the Department of Economic Cybernetics and Marketing Management, certificate 12PR No. 009956 dated 31.10.2014.
<b>Members of the working group</b>		
Galyna V. Mozgova	Associate Professor of the Department of Marketing, Management and Entrepreneurship	D. in Economics, specialty 08.02.03 - "Organization, management, planning and regulation of the economy", diploma DK No. 038429 dated 14.12.06. Associate Professor at the Department of Marketing and Management of Foreign Economic Activity, certificate of 12DC No. 037697 dated January 17, 2014.
Oksana Volodymyrivna BOLOTNA	Associate Professor of the Department of Marketing, Management and Entrepreneurship	D. in Economics, specialty 08.06.02 - "Entrepreneurship, Management and Marketing", diploma DK No. 013579 dated March 13, 2002. Associate Professor at the Department of Marketing and Management of Foreign Economic Activity, certificate 12DC 037691 dated January 17, 2014.
Sergey Yurievich Alyoshin	Financial Director of the Kharkivtsukorzbut Group of Companies, Chief Accountant of TB Kharkivtsukorzbut LLC, practicing auditor	D. in Economics, specialty 08.00.04 - Economics and Management of Enterprises (by type of economic activity), diploma DK No. 032407 dated 15.12.2015
Yanina Igorevna Yakovleva	Higher education applicant, specialty 075 Marketing	

They are involved in the design of the educational program:

Representatives of students: Yanina Yakovleva

Representatives of employers: Serhiy Yuriyovych Alyoshin, Financial Director of Kharkivtsukorzbut Group of Companies, Chief Accountant of TB Kharkivtsukorzbut LLC, practicing auditor

The requirements were taken into account when developing the draft Program:

1. Standard of Higher Education of Ukraine in the specialty 075 Marketing for the second (master's) level of higher education: Order of the Ministry of Education and Science of Ukraine No. 960 of 10.07.2019.

2. Regulatory documents:

Law "On Higher Education" // Database "Legislation of Ukraine" / Verkhovna

Rada of Ukraine. URL: <http://zakon4.rada.gov.ua/laws/show/1556-18> (accessed 25.07.2022).

- Law "On Education" // Database "Legislation of Ukraine" / Verkhovna Rada of Ukraine. URL: <http://zakon5.rada.gov.ua/laws/show/2145-19> (accessed June 18, 2023).

- National Classifier of Ukraine: "Classifier of Professions" DK 003:2010 (Revision of 30.11.2017) // Database "Legislation of Ukraine" / Verkhovna Rada of Ukraine. URL: <http://zakon.rada.gov.ua/rada/show/va327609-10> (accessed on 28.07.2023).

- National Qualifications Framework // Database "Legislation of Ukraine" / Verkhovna Rada of Ukraine. URL: <http://zakon4.rada.gov.ua/laws/show/1341-2011-п> (accessed 22.07.2023).

- Resolution of the Cabinet of Ministers of Ukraine "On Approval of the List of Fields of Knowledge and Specialties for Training of Higher Education Applicants" (version of 30.11.2017) // Database "Legislation of Ukraine" / Verkhovna Rada of Ukraine. URL: <http://zakon4.rada.gov.ua/laws/show/266-2015-п> (accessed on July 23, 2023).

- Guidelines for the development of higher education standards // URL: <https://mon.gov.ua/storage/app/media/vishcha-osvita/rekomendatsii-1648.pdf> (accessed July 18, 2023).

#### **Reviews and feedback from external stakeholders:**

1. Vnukova N.M., Doctor of Economics, Professor, Professor of the Department of Banking and Financial Services, Semen Kuznets Kharkiv National University of Economics, Honored Economist of Ukraine

2. Zaruba V.Y., Doctor of Economics, Professor, Professor of the Department of Marketing at the National Technical University "KhPI", Member of the Board of the Ukrainian Association of Marketers, Head of the Regional Office of the Ukrainian Association of Marketers in Kharkiv region.

3. Alyoshin S.Y., PhD in Economics, CFO of Kharkivtsukorzbut Group, Chief Accountant of LLC "TB "Kharkivtsukorzbut", practicing auditor

4. Kayukova O.V., FOP "Kayukova O.V.", Director

## Profile of the educational program

<b>1 - General information</b>	
<b>Full name of the higher education institution and structural unit</b>	V.N. Karazin Kharkiv National University, School of Economics
<b>Official name of the program</b>	Marketing <u>Marketing</u>
<b>Degree of higher education and title of qualification</b>	Master
<b>Qualifications to be awarded</b>	Master of Marketing
<b>Type of diploma and scope of the educational program</b>	Master's Degree, single, 90 ECTS credits, duration of study - 1 year 4 months.
<b>Availability of accreditation</b>	Certificate of accreditation, series ND - II No. 2172084 dated July 8, 2014, protocol No. 110 issued by the Ministry of Education and Science of Ukraine
<b>Cycle/level</b>	Second (master's) level of higher education NQF of Ukraine - level 8, QF-EHEA - second cycle, EQF-LLL - level 7
<b>Background</b>	Bachelor's degree is required. Admission requirements are determined by the Admission Rules of V. N. Karazin Kharkiv National University
<b>Language of instruction</b>	Ukrainian, English
<b>Duration of the educational program</b>	until the next accreditation
<b>Internet address of the permanent placement of the description of the educational program</b>	<a href="http://www.econom.kharkov.ua/">http://www.econom.kharkov.ua/</a> <a href="https://karazinmmved.wixsite.com/mmzed">https://karazinmmved.wixsite.com/mmzed</a>
<b>2 - Objective of the educational program</b>	
<p><b>The purpose of the program</b> is to prepare highly qualified masters of marketing in various fields of enterprise activity, capable of conducting analytical research, forecasting the market situation, identifying and solving complex specialized tasks and practical problems in the field of strategic marketing management, conducting scientific research in the field of marketing activities and implementing management functions in the field of marketing management.</p>	
<b>3 - Characteristics of the educational program</b>	
<b>Subject area (field of knowledge, specialty, specialization)</b>	<p>Field of knowledge: 07 "Management and administration" Specialty: 075 "Marketing"</p> <p><i>The objects of study</i> are marketing activities as a process of interaction between market participants in order to meet their economic and social needs.</p> <p><i>Learning objectives:</i> training of specialists who have modern economic thinking and relevant competencies necessary to solve problems and solve complex problems of marketing activities that involve research and/or innovation and are characterised by uncertainty of conditions and requirements.</p> <p><i>Theoretical content of the subject area:</i> the essence of marketing as a</p>

	<p>modern concept of business management; conceptual and categorical apparatus, principles, functions, marketing concepts and their historical background; specifics of market participants in various fields and in different types of markets; content of marketing activities, development of marketing strategies and formation of management decisions in the field of marketing.</p> <p><i>Methods, techniques and technologies:</i></p> <ul style="list-style-type: none"> <li>- general scientific and specific research methods (calculation and analytical, economic and statistical, economic and mathematical, expert evaluation, factual, sociological, documentary, balance sheet, etc;)</li> <li>- Methods used in marketing (marketing research methods; economic diagnostics methods; forecasting and planning methods; methods of designing marketing organizational structures; motivation methods; control methods; methods of assessing social, organizational and economic efficiency of marketing activities, etc.)</li> </ul> <p><i>Tools and equipment:</i> modern universal and specialized information systems and software products, communication systems necessary for making and implementing marketing decisions in the field of advertising and public relations.</p> <p>Forms of using TEK: use of multimedia equipment to increase the visibility of the material being studied; audio and video files for a more thorough familiarization with certain topics of the disciplines; Moodle for distance learning; work with office and specialized software when searching for and processing analytical information in preparation for calculation and analytical work, etc.</p>
<b>Orientation of the educational program</b>	<p>The educational and professional program involves mastering a system of general scientific and special methods, professional techniques and technologies necessary to ensure effective management of the enterprise and marketing activities in particular, as well as the ability to solve certain problems and tasks, provided that the system of competencies is mastered.</p>
<b>Main focus of the educational program and specialization</b>	<p>The programme is focused on developing graduates' competencies in the use of modern marketing tools to substantiate ways to improve the efficiency of an enterprise in today's market conditions.</p> <p>The training is based on the scientific and methodological foundations of marketing for enterprises in various industries. The main focus of the programme is to provide competencies in strategic and tactical planning, management, organisation and implementation of marketing activities at enterprises in various sectors of the economy on the basis of socially responsible and conscious behaviour in marketing, the use of modern information technologies to adapt marketing strategies to the global environment and the implementation of international experience to formulate and implement sound decisions in marketing practice.</p> <p>Keywords: marketing, strategic marketing, marketing research, competitiveness, marketing management, branding, international marketing, innovation.</p>
<b>Features of the program</b>	<p>The educational and professional program provides for in-depth professional and practical implementation of the acquired competencies in marketing for all market participants. In the implementation of this program, considerable attention is paid to the use of the latest marketing technologies for research and effective management of marketing activities of enterprises in various sectors of the economy using modern information technologies.</p>

	<p>The program includes compulsory and elective courses, internships, pre-graduation practice, and defense of a qualification paper.</p> <p>The course involves partial teaching of professionally oriented disciplines in English in the context of modern approaches to managing marketing activities and making strategic decisions in the field of marketing.</p>
<b>4 - Suitability of graduates for employment and further education</b>	
<b>Suitability for employment</b>	<p>The master of marketing can hold primary positions in accordance with the Classification of Occupations DK 003:2010:</p> <p>1233 Marketing Director, Head of Sales,</p> <p>2419.1 Researcher, consultant (marketing, efficiency of economic activity, production rationalisation)</p> <p>2419.2 Marketing consultant, advertiser, specialist in sales promotion methods (marketer), specialist in public relations and press, specialist analyst in commodity market research</p>
<b>Further training</b>	<p>The master's degree can be continued at the third (educational and scientific) level of higher education - Doctor of Philosophy, and additional qualifications can be acquired in the postgraduate education system.</p>
<b>5 - Teaching and assessment</b>	
<b>Teaching and learning</b>	<p>Problem-based and student-centered learning, self-study, preparation of qualification work, etc.</p> <p>Teaching is conducted in the form of lectures, multimedia lectures, seminars, practical (laboratory) classes, master classes from leading specialists of enterprises and organizations during internships, independent work based on textbooks, manuals, lecture notes, guidelines for practical (laboratory) work, consultations with teachers, etc. Lectures, practical situations, case studies, calculation and analytical tasks, trainings, role-playing games, testing.</p> <p>Participation of higher education students in scientific work, which involves research on the progressive experience of effective management of foreign economic activity, publication of scientific articles, participation in competitions of scientific papers, competitions, projects of national and foreign business incubators, testing of results at scientific conferences and round tables.</p> <p>The use of e-learning technologies, e-learning in individual discipline blocks, group project work, etc.</p>
<b>Evaluation</b>	<p>There is ongoing supervision during practical classes (testing, oral answers, written essays, calculation and analytical tasks, graphic tasks, presentations, etc.), and defense of practice reports.</p> <p>The final control is carried out in the form of an exam / test (written exams and tests in academic disciplines).</p> <p>Public defense of the master's thesis. Assessment of knowledge of higher education applicants is carried out according to a 100-point rating system.</p>
<b>6 - Program competencies</b>	
<b>Integral competence</b>	<p>Ability to solve complex tasks and problems in the field of marketing activities or in the learning process with an in-depth level of knowledge and skills of an innovative nature, which involves research and innovation and is characterized by uncertainty of conditions and requirements of the internal and external environment.</p>
<b>General competencies (GC)</b>	<p>The competences are defined by the higher education standard:</p> <p><b>GC1.</b> Ability to make informed decisions.</p> <p><b>GC2.</b> Ability to generate new ideas (creativity).</p> <p><b>GC3.</b> Ability to assess and ensure the quality of work performed.</p>

	<p><b>GC4.</b> Ability to adapt and act in a new situation.</p> <p><b>GC5.</b> Skills of interpersonal interaction.</p> <p><b>GC6.</b> Ability to search, process and analyze information from various sources.</p> <p><b>GC7.</b> Ability to show initiative and entrepreneurship.</p> <p><b>GC8.</b> Ability to develop and manage projects.</p> <p>The competences are defined by the university:</p> <p><b>GC9.</b> Ability to communicate professionally with representatives of other professional groups of different levels (with experts from other fields of knowledge/ types of economic activity).</p> <p><b>GC10.</b> Ability to act in a socially responsible and conscious manner in the field of marketing.</p>
<b>Special (professional) competencies</b>	<p>The competences are defined by the higher education standard:</p> <p><b>SC1.</b> Ability to logically and consistently reproduce and apply knowledge of the latest theories, methods and practices of marketing.</p> <p><b>SC2.</b> Ability to correctly interpret the results of the latest theoretical research in the field of marketing and the practice of their application.</p> <p><b>SC3.</b> Ability to conduct independent research and interpret their results in the field of marketing.</p> <p><b>SC4.</b> Ability to apply a creative approach to work in the specialty.</p> <p><b>SC5.</b> Ability to diagnose the marketing activities of a market entity, conduct marketing analysis and forecasting.</p> <p><b>SC6.</b> Ability to choose and apply effective means of managing the marketing activities of a market entity at the level of an organization, unit, group, network.</p> <p><b>SC7.</b> Ability to develop and analyze the marketing strategy of a market entity and ways to implement it, taking into account interfunctional relationships.</p> <p><b>SC8.</b> Ability to form a marketing system of a market entity and evaluate the effectiveness and efficiency of its functioning.</p> <p><b>SC9.</b> Ability to carry out theoretical and applied research in the field of marketing at the appropriate level.</p> <p>The competences are defined by the university:</p> <p><b>SC10.</b> Ability to understand the impact of marketing decisions on the environment and society as a whole and to adapt marketing strategies to address global challenges.</p> <p><b>SC11.</b> Ability to effectively use modern information technologies and software for data analysis, development of marketing strategies and implementation of innovative marketing solutions.</p> <p><b>SC12.</b> Ability to develop, economically justify and implement marketing strategies aimed at increasing corporate social responsibility of business to ensure sustainable development.</p> <p><b>SC13.</b> Ability to integrate international experience and methodologies in conducting research in the field of marketing, analyze the characteristics of the international market, adapt marketing strategies to the cultural, economic and political realities of different countries and regions.</p>
<b>7 - Program learning outcomes</b>	
<b>Program results training</b>	<p>Programme learning outcomes are defined by the higher education standard:</p> <p><b>PLO1.</b> To know and be able to apply in practice modern principles, theories, methods and practices of marketing.</p> <p><b>PLO2.</b> To be able to adapt and apply new achievements in the theory and</p>



practice of marketing to achieve specific goals and solve problems of a market entity.

**ELO3.** To plan and conduct own research in the field of marketing, analyze its results and justify effective marketing decisions under conditions of uncertainty.

**PLO4.** Be able to develop a strategy and tactics of marketing activities, taking into account the cross-functional nature of its implementation.

**PLO5.** Present and discuss the results of scientific and applied research, marketing projects in the state and foreign languages.

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

**PLO7.** To be able to form and improve the marketing system of a market entity.

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

**ELO9.** Understand the essence and features of the use of marketing tools in the process of making marketing decisions.

**ELO10.** Justify marketing decisions at the level of a market entity using modern management principles, approaches, methods, techniques.

**ELO11.** To use the methods of marketing strategic analysis and interpret its results in order to improve the marketing activities of a market entity.

**PLO12.** Perform diagnostics and strategic and operational marketing management to develop and implement marketing strategies, projects and programs.

**PLO13.** Manage the marketing activities of a market entity, as well as its divisions, groups and networks, determine the criteria and indicators for its evaluation.

**PLO14.** To form a marketing system of interaction, build long-term mutually beneficial relations with other market players.

**PLO15.** Collect the necessary data from various sources, process and analyze their results using modern methods and specialized software.

Programme learning outcomes are defined by the university:

**PLO16.** To be able to analyze global issues and integrate them into the development of marketing strategies aimed at sustainability and social responsibility of business, effectively manage corporate responsibility in marketing projects.

**PLO17.** Use innovative marketing methods and tools to effectively manage brands, marketing projects and strategies.

**ELO18.** Identify the features of the international market and be able to adapt marketing strategies to different cultures, economic and political conditions.

**PLO19.** Manage marketing projects in a global context and the current international environment, including planning, coordinating and evaluating results.

**PLO20.** Have skills in brand management and development of marketing communication strategies to effectively solve complex specialized brand management problems.

**PLO21.** Apply modern market analysis tools to conduct analytical research and forecast the market situation, evaluate the effectiveness of marketing strategies and make informed decisions in marketing practice.

<b>8 - Resource support for the program implementation</b>	
<b>Specific characteristics of staffing</b>	<p>Research and teaching staff involved in the implementation of the educational program meet the staffing requirements for ensuring the implementation of educational activities in accordance with the Resolution of the Cabinet of Ministers of Ukraine of 30.12.2015 №1187, as amended by the Resolution of the Cabinet of Ministers of Ukraine №347 of 10.05.2018, № 180 of 03.03.2020, №365 of 24.03.2021.</p> <p>The program involves teaching staff with academic degrees and academic titles, as well as representatives of associations, trade unions and organizations, and highly qualified specialists with experience in their field. In order to improve their professional level, all academic staff undergo internships, including foreign ones, once every five years.</p>
<b>Specific characteristics of logistics support</b>	<p>The material and technical support of the educational process meets the technological requirements in accordance with the Resolution of the Cabinet of Ministers of Ukraine dated 30.12.2015 No. 1187, as amended by the Resolutions of the Cabinet of Ministers of Ukraine No. 347 of 10.05.2018, No. 180 of 03.03.2020, No. 365 of 24.03.2021.</p> <p>Educational and scientific work under the educational program is provided with modern technical means. Classes are conducted using modern software. Both cloud technologies and boxed solutions are used, which allow students to master the skills of working with ready-made CRM, ERP systems, as well as build databases in accordance with the information needs of company specialists. Particular attention is paid to information technologies for analytical information processing, project management, teamwork management, idea generation, infographics, website development, and other software for the formation and implementation of marketing solutions.</p>
<b>Specific characteristics of information and educational and methodological provisioning</b>	<p>Applicants for higher education enrolled in this educational program and research and teaching staff can use the library and information resources of the university's scientific library, get access to all printed publications in different languages. The library supports open access to knowledge through the university's repository (electronic archive).</p> <p>Information characteristics:</p> <ul style="list-style-type: none"> <li>- official website of V. N. Karazin Kharkiv National University: <a href="https://karazin.ua/">https://karazin.ua/</a>;</li> <li>- Website of the Faculty of Economics: <a href="https://econom.univer.kharkov.ua/">https://econom.univer.kharkov.ua/</a>, website of the Department of Marketing, Management and Entrepreneurship: <a href="https://karazinmmved.wixsite.com/mmzed">https://karazinmmved.wixsite.com/mmzed</a>;</li> <li>- unlimited wireless Internet access points;</li> <li>- Moodle electronic learning environment system: <a href="https://moodle.karazin.ua/">https://moodle.karazin.ua/</a>, which provides access to materials in Ukrainian and English in the disciplines of the educational program.</li> </ul> <p>The Central Scientific Library <a href="http://www-library.univer.kharkov.ua/ukr/">http://www-library.univer.kharkov.ua/ukr/</a> provides access to many well-known electronic databases:</p> <ul style="list-style-type: none"> <li>- <i>electronic archives</i>: <a href="#">eKhNUIR</a> - electronic archive of the university, <a href="#">LIBRARIA</a> - archive of Ukrainian periodicals, <a href="#">Karazin.Back2News</a> - archive of periodicals from the collections of the National Library;</li> <li>- <i>electronic resources</i>:</li> </ul>

	<ul style="list-style-type: none"> <li>- Elsevier resources: <a href="#">ScienceDirect</a>, <a href="#">Scopus</a>, <a href="#">SciVal</a>;</li> <li>- Clarivate resources: <a href="#">Web of Science</a>, <a href="#">eLibraryUSA</a>, <a href="#">Research4Life</a>;</li> <li>- <a href="#">Coursera</a> is a global online learning platform;</li> <li>- open access resources: <a href="#">SAGE Gold OA</a>, <a href="#">STATISTA infographic</a>, <a href="#">EBSCO Dissertations</a>.</li> </ul>
<b>9 - Academic mobility</b>	
<b>National Credit mobility</b>	<p>Based on bilateral agreements between V. N. Karazin Kharkiv National University and higher education institutions.</p> <p>Individual agreements on academic mobility for studying in higher education institutions of Ukraine are allowed.</p> <p>Leading specialists of higher education institutions of Ukraine may be involved in the supervision of students' work on the terms of individual contracts. Credits received in other higher education institutions of Ukraine are transferred in accordance with the certificate of academic mobility.</p>
<b>International credit mobility</b>	<p>During their studies, students have the opportunity to participate in academic mobility programs in the form of studying under educational and professional programs of credit or degree academic mobility, language training, educational and research internships, internships, participation in summer schools, etc. As part of the Erasmus+ program, students of the Faculty of Economics have the opportunity to study at the following foreign universities: European University of Viadrina (Frankfurt am Oder, Germany); University of Warsaw (Warsaw, Poland); Higher School of Economics and Society (Ludwigshafen, Germany); IMC University of Applied Sciences (Krems, Austria); University of Tartu (Tartu, Estonia); Nicolaus Copernicus University (Torun, Poland), etc. Under bilateral cooperation agreements, students can study as exchange students at Poznan University of Economics and Business (Poznan, Poland); University of Lodz (Lodz, Poland); Bocconi University (Milan, Italy); University of Klagenfurt (Austria), etc.</p>
<b>Training of foreign students for higher education</b>	<p>Training of foreign students is carried out in accordance with the Law "On Higher Education"</p>

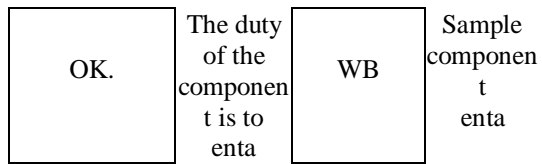
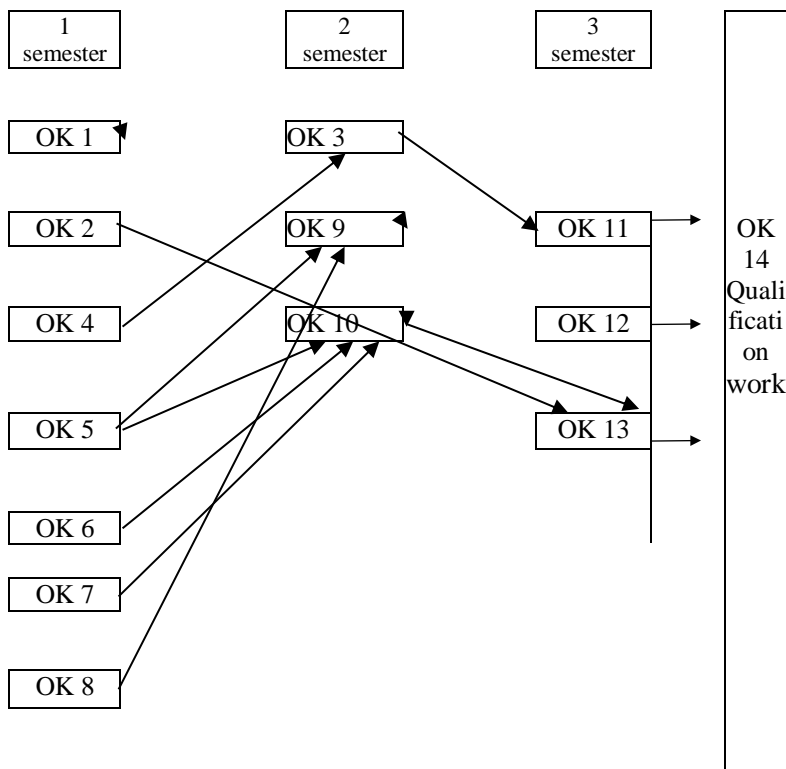
## 2. List of components of the educational and professional program and their logical sequence

### 2.1 List of components of the OP

Code n/a	Components of the educational program (academic disciplines, course projects (works), internships, qualification work)	Number of credits	Form of final control
1	2	3	4
<b>1. Mandatory components of the OP</b>			
OK 1.	Global issues of our time	3	Credit
OK 2.	Methodology and organization of scientific research	4	Credit
OK 3.	Corporate Social Responsibility (taught in English and Ukrainian)	5	Examination
OK 4.	Management of innovative development of modern economic systems	4	Examination
OK 5.	Marketing management	5	Examination
OK 6.	Marketing logistics	4	Examination
OK 7.	Marketing solution software	5	Credit
OK 8.	Strategic marketing	5	Examination
OK 9.	Branding	4	Examination
OK 10.	Management of marketing projects and programs	5	Examination
OK 11.	International marketing	3	Examination

OK 12.	Marketing internship (teaching in English and Ukrainian)	3	Examination
OK 13.	Pre-graduation practice	6	Credit
OK 14.	Performing a master's qualification work	6	Protection
<b>Total amount of compulsory subjects</b>		<b>62</b>	
<b>2. Selected components of the OP</b>			
<i>Sample block 1</i>			
WB1.1	Enterprise value management / Innovation marketing / Enterprise competitiveness management	4	Credit
WB1.2	Psychology of communication and cross-cultural communications / Marketing management of startup projects / International entrepreneurship	4	Credit
<i>Sample block 2</i>			
ББ2.1.	Advertising management / Marketing consulting / International business strategies of the enterprise	4	Examination
WB2.2	Digital marketing / Information and statistical support of marketing / Marketing of corporate culture	4	Credit
WB2.3	PR and reputation management / Commercial activities of intermediary enterprises / Loyalty program management	4	Examination
WB2.4	International brand management / Marketing communications and media planning / Internet business and e-commerce	4	Credit
VB2.5	Financial marketing management / Merchandising / Relationship marketing	4	Credit
<b>Total amount of compulsory subjects</b>		<b>28</b>	
<b>TOTAL VOLUME OF THE EDUCATIONAL PROGRAM</b>		<b>90</b>	

## 2.2. Structural and logical diagram of the OP



### **3. Form of certification of higher education applicants**

The certification of graduates of the educational program "Marketing", specialty 075 "Marketing" is carried out in the form of a public defense of qualification work and ends with the issuance of a document of the established form on awarding a master's degree with the assignment of qualifications: Master of Marketing.

The qualification work involves solving a complex task/problem in the field of marketing that requires research and/or innovation and is characterized by complexity and uncertainty of conditions, using theories and methods of economic science.

Academic plagiarism, falsification, and cheating cannot be included in the qualification work. The procedure for checking the qualification work was approved by the decision of the Academic Council of V. N. Karazin Kharkiv National University "Procedure for checking scientific papers, educational publications and diploma works (projects) of employees and applicants for higher education for borrowings from other documents" of 24.02.2020, protocol No. 5, put into effect by the order of the rector No. 0204-1/088 of 27.02.2020.

The certification is carried out openly and publicly.

Table 1

Matrix of compliance of the competencies defined by the Standard with the descriptors of the NQF (for the 7th level, master's degree)

Classification of competencies according to the NRC	<b>Knowledge.</b> <b>GC1.</b> Specialized conceptual knowledge acquired in the course of study and/or professional activity at the level of the latest achievements, which are the basis for original thinking and innovative activities, in particular in the context of research <b>GC2.</b> Critical reflection on problems in education and/or professional activity and on the boundaries of subject areas of knowledge	<b>Skills.</b> <b>UM1.</b> Solving complex problems and tasks that require updating and integrating knowledge, often in the face of incomplete/insufficient information and conflicting requirements <b>OBJECTIVE 2.</b> Conducting research and/or innovation activities	<b>Communication</b> <b>K1</b> Communicate conclusions, knowledge, and explanations to specialists and non-specialists, including students, in a clear and unambiguous manner <b>K2</b> Use of foreign languages in professional activities	<b>Autonomy and responsibility AB1</b> Manage complex activities or projects, take responsibility for decision-making in unpredictable conditions <b>AB2</b> Responsibility for the professional development of individuals and/or groups <b>AB3</b> Ability to continue learning with a high level of autonomy and independence
<b>General competencies - 8</b>				
<b>ZK1</b>		UM1	K1	AB1
<b>ZK2</b>	ZN2	UM2		AB1
<b>ZK3</b>	ZN1	UM1	K1	AB1
<b>ZK4</b>	ZN2	UM1		AB1
<b>ZK5</b>		UM1	K1	AB2
<b>ZK6</b>	ZN2	UM2	K1	AB1
<b>ZK7</b>	ZN1	UM1	K1	AB3
<b>ZK8</b>	ZN1	UM2		AB3
<b>ZK9</b>	ZN2	UM2	K2	AB3
<b>ZK10</b>		UM1	K1	AB1, AB2
<b>Special (professional) competencies - 9</b>				
<b>SK1</b>	ZN1	UM1		AB3
<b>SK2</b>	ZN2			AB3
<b>SK3</b>	ZN1	UM2	K1	AB1
<b>SK4</b>	ZN2	UM1	K1	AB3
<b>SC5</b>	ZN1	UM2		AB1
<b>SK6</b>	ZN2	UM1	K1	AB1
<b>SK7</b>	ZN2	UM1	K1	AB2
<b>SK8</b>	ZN2	UM1	K1	AB2
<b>SK9</b>	ZN2	UM2	K2	AB3
<b>SK10</b>	ZN1	UM2	K1	AB1
<b>SK11</b>	ZN2	UM2		AB3
<b>SK12</b>	ZN1	UM1	K1	
<b>SK13</b>	ZN2	UM1	K1	AB2

Table 2

Matrix of compliance with the learning outcomes and competencies defined by the Standard

Program results	Competencies																							
	Integral competence	General competencies										Special (professional) competencies												
		ZK1	ZK2	ZK3	ZK4	ZK5	ZK6	ZK7	ZK8	ZK9	ZK10	SK1	SK2	SK3	SK4	SC5	SK6	SK7	SK8	SK9	SK10	SK11	SK12	SK13
PRN1	+						+				+	+							+					
PRN2	+	+	+								+	+							+	+			+	
PRN3	+	+				+		+					+		+						+			
PRN4	+	+	+		+					+						+	+	+				+		
PRN5	+					+		+	+			+	+											
PRN6	+	+						+			+	+				+		+						
PRN7	+		+	+										+	+	+		+						
PRN8	+		+		+				+					+										
PRN9	+	+									+			+		+		+						
PRN10	+	+	+						+							+	+	+		+		+		
PRN11	+					+									+	+	+	+				+		
PRN12	+	+						+							+	+	+	+			+			
PRN13	+	+		+											+	+	+	+						
PRN14	+				+	+				+						+		+						
PRN15	+					+	+					+	+		+		+				+			
PRN16	+					+				+										+		+		
PRN17	+		+															+			+			
PRN18	+				+															+			+	
PRN19	+						+	+												+		+	+	
PRN20	+						+	+		+				+			+							
PRN21	+			+					+			+			+			+		+		+		



Table 3

Matrix of correspondence of program competencies to the components of the educational program Marketing

	OK 1	OK 2	OK 3	OK 4	OK 5	OK 6	OK 7	OK 8	OK 9	OK 10	OK 11	OK 12	OK 13	OK 14
<b>ZK1</b>	+	+						+		+				
<b>ZK2</b>				+	+				+			+		
<b>ZK3</b>					+	+						+		
<b>ZK4</b>	+		+								+			
<b>ZK5</b>			+							+				
<b>ZK6</b>	+	+		+			+							
<b>ZK7</b>							+			+			+	
<b>ZK8</b>								+	+	+	+			
<b>ZK9</b>					+			+		+				
<b>ZK10</b>	+		+						+					
<b>SK1</b>					+	+		+				+		+
<b>SK2</b>		+	+					+						
<b>SK3</b>		+					+						+	
<b>SK4</b>					+				+				+	
<b>SC5</b>				+			+	+		+				
<b>SK6</b>					+	+		+						
<b>SK7</b>								+	+	+				
<b>SK8</b>				+	+		+							
<b>SK9</b>		+	+											+
<b>SK10</b>	+							+			+			
<b>SK11</b>				+	+		+		+					
<b>SK12</b>	+		+								+			+
<b>SK13</b>		+								+	+			

Table 4

Matrix of correspondence of program learning outcomes (PLOs) to the relevant components of the educational program  
Marketing

	OK 1	OK 2	OK 3	OK 4	OK 5	OK 6	OK 7	OK 8	OK 9	OK 10	OK 11	OK 12	OK 13	OK 14
PRN1		+						+						
PRN2		+		+				+	+					
PRN3		+						+		+				
PRN4	+		+				+	+		+	+			
PRN5										+		+		
PRN6					+	+					+			
PRN7				+	+	+			+					
PRN8			+									+		
PRN9					+			+	+	+				
PRN10								+		+				
PRN11		+					+			+				
PRN12							+				+		+	
PRN13					+	+						+		
PRN14	+		+	+						+				
PRN15		+					+					+		
PRN16	+		+								+			
PRN17				+					+					
PRN18	+		+							+	+			+
PRN19			+								+		+	+
PRN20	+		+		+				+					+
PRN21		+			+	+		+						+