

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
NATIONAL TRANSPORT UNIVERSITY**

Approved by the Rector

of National Transport University

_____ M. F. Dmytrychenko

« _____ » _____ 2019

EDUCATIONAL AND PROFESSIONAL PROGRAM

«MARKETING SERVICES»

the first (Bachelor's) degree of higher education

educational degree: Bachelor

specialty: 075 «Marketing»

branch of knowledge: 07 «Management and Administration»

diploma qualification: Bachelor of Marketing Services

professional qualification: Marketing Manager

Kyiv 2019

PREFACE

Educational and professional program «Marketing services» is a normative document, which regulates normative, competences, qualification, organizational, educational and methodical requirements in preparation of Bachelors in branch of knowledge 07 «Management and administration» of specialty 075 «Marketing».

The educational and professional program is based on the competent approach of the Bachelor's preparation in branch 07 «Management and administration» of specialty 075 «Marketing».

Educational and professional program developed by the working group of the Department of Management of NTU consisting of:

1. Lozhachevska O. M. – Doctor of Economic Sciences, Full Professor;
2. Bakalinskii O. V. – Doctor of Economic Sciences, Full Professor;
3. Bakulich O. O. – Candidate of Sciences in Technics, Full Professor;
4. Ilchenko V. Yu. – Candidate of Sciences in Economics, Associate Professor;
5. Zheleznyak K. L. – Candidate of Sciences in Economics, Associate Professor;
6. Mitchenko G. V. – Candidate of Sciences in Economics, Associate Professor;

RECOMMENDED

Scientific and Methodological University
Board

Protocol No. ____

by «____» _____ 2019

Head of SMB of the University

AGREED

Pro-rector for academic studies of
National Transport University

_____ O. K. Gryshchuk

«____» _____ 2019

1 profile educational and professional program «Marketing services» specialty 075 «Marketing»

1. General information	
Full name of the higher education institution and the faculty	National University of Transport
Academic degree and qualification (in original language)	First (Bachelor's) Bachelor in Marketing Services
Official title of the Educational Programme	Marketing services
Diploma type and volume of the Educational Programme	Type of diploma – Unitary, the volume of the Educational program - 240 ECTS credits, term of study – 3 years 10 months.
Accreditation	–
Cycle / Level	NQF of Ukraine – Level 6, FQ-EHEA – the first degree, EQF-LLL – Level 6.
Prerequisites	
Teaching Language (s)	Ukrainian
Expiry date of the Educational Programme	
The educational programme in Internet access	www.ntu.edu.ua

2. The purpose of the educational program	
<p>To provide education in the field of «Management and Administration» specialty 075 «Marketing» with wide access to job opportunities.</p> <p>To provide theoretical and practical preparation of highly-qualified personnel who would acquire basic knowledge for professional purposes and applied duties in the field of « Marketing Services», an ability to practical and scientific activity.</p>	
3. Characteristics of the educational program	
Subject area (field of knowledge, specialty, specialization) (if available))	<p>Field of knowledge – 07 Management and Administration</p> <p>Specialty 075 «Marketing»</p> <p>Specialization EP «Marketing Services»</p>
Orientation of the educational program	<p>Bachelor educational program.</p> <p>The main orientation of the program is practical professional activity;</p> <p>Program focus – academic, applied, practical.</p>
The main focus of the educational program and specialization	<p>General education in Marketing</p>
Peculiarities of the program	<p>The program is based on ensuring effective ground marketing of commercial and non-profit organizations, state and local governments, civil society institutions, associations, research and educational institutions.</p>
4. Eligibility of graduates for employment and further training	
Eligibility for employment	<p>Graduates who receive a Bachelor's Degree in the specialty 075 «Marketing» under EPP «Marketing Services» are able to work at commercial and non-profit organizations, public authorities and local self-government bodies, civil society institutions, public</p>

	associations, international non-governmental organizations, scientific and educational institutions
Further training	<p>Graduates of the first (bachelor's) level of higher education may continue their studies in the specialties, the characteristics of which are laid down in the curricula of Bachelor programs, beginning with the second or third courses of study, at the second (master's) level of higher education in educational institutions that have appropriate accreditation.</p> <p>Opportunity to study by programs: NQF – Level 7, EQ-EHEA – the second degree, EQF LLL – Level 7.</p>
5. Teaching and assessment	
Teaching and studying	Lectures, practical classes, doing course work, research laboratory work, individual work on the basis of textbooks, tutorials and lecture notes, consultations with teachers, training at specialized enterprises and in research institutions, preparation of qualification work.
Assessment	<p>Assessment methods (exams, tests, practice, module tests, course papers and thesis, essays, presentations, etc.)</p> <p>Formative (input testing and current control): knowledge or skills testing; oral presentations; reports on laboratory work; analysis of texts or data; practice reports; written essays or reports (may be a part of the thesis: literature review; critical analysis of publications, etc.). Summative (final control): exam (written, followed by oral examination); credit (based on the results of formative control); protection of qualification work.</p>

6. Program Competencies	
Integral competence	The ability to solve complex tasks and practical problems in the legal field of marketing activity or in the studying process that involves relevant theories and methods and is characterized by the complexity and uncertainty of the conditions.
General competencies (GC)	<p>GC 1. Ability to realize their rights and responsibilities as a member of society, to realize the values of civil (free democratic) society and the need for its sustainable development, the rule of law, the rights and freedoms of man and citizen in Ukraine.</p> <p>GC 2. Ability to preserve and enhance moral, cultural, scientific values and achievements of the society on the basis of understanding of 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, technics and technology, to use different types and forms of motor activity for active rest and healthy living.</p> <p>GC 3. Ability to think abstractly, analyze and synthesize.</p> <p>GC 4. Ability to learn and master modern knowledge.</p> <p>GC 5. Determination and perseverance about the tasks and responsibilities.</p> <p>GC 6. Knowledge and understanding of the subject area and understanding of professional activity.</p> <p>GC 7. Ability to apply knowledge in practical situations.</p> <p>GC 8. Ability to conduct research at the appropriate level.</p> <p>GC 9. Use of information and communication technologies.</p> <p>GC 10. Ability to communicate in a foreign language.</p>

	<p>CL 11. Ability to work as a team.</p> <p>GC 12. Ability to communicate with representatives of other professional groups of different levels (with experts in other fields of knowledge / types of economic activity).</p> <p>GC 13. Ability to work in an international context.</p> <p>GC14. Ability to act socially responsible and consciously.</p>
<p>Professional competencies of specialty (PC)</p>	<p>PC 1. Ability to logically and consistently reproduce acquired knowledge of the subject area of marketing.</p> <p>PC 2. Ability to critically analyze and summarize the subject area of modern marketing.</p> <p>PC 3. Ability to use theoretical marketing concepts to interpret and predict phenomena and processes in a marketing environment.</p> <p>PC 4. Ability to conduct marketing activities based on an understanding of the essence and content of marketing theory and the functional relationships between its components.</p> <p>PC 5. Ability to apply marketing methods correctly, techniques and tools.</p> <p>PC 6. Ability to conduct marketing research in various areas of marketing activities.</p> <p>PC 7. Ability to determine the impact of functional areas of marketing on the performance of market entities.</p> <p>PC 8. Ability to develop marketing support for business development under uncertainty.</p> <p>PC 9. Ability to use marketing tools in innovation.</p> <p>PC 10. Ability to use marketing information systems to make marketing decisions and develop recommendations for improving their effectiveness.</p> <p>PC 11. Ability to analyze the behavior of market actors</p>

	<p>and determine the peculiarities of the functioning of markets.</p> <p>PC 12. Ability to substantiate, present and implement research findings in marketing.</p> <p>PC 13. Ability to plan and conduct effective marketing activities of a market entity in a cross-functional context.</p> <p>PC 14. Ability to offer improvements in marketing activities.</p>
<p>Professional competencies of the specialty defined by HEIs</p>	<p>PCS 15. Ability to apply mathematical methods used in analytical marketing research and in finding optimal solutions</p> <p>PCS 16. Ability to conduct individual research and interpret their results in the subject area of marketing.</p> <p>PCS 17. Ability to diagnose various aspects of marketing activity of a market entity, perform marketing analysis and forecasting.</p> <p>PCS 18. Ability to identify a complex of effective tools for managing marketing activities.</p> <p>PCS 19. Ability to develop a marketing strategy of a market entity and ways of its implementation taking into account cross-functional relationships.</p> <p>PCS 20. Ability to manage marketing projects activities.</p>
<p>7. Program learning results</p>	
<p>Program learning results of specialty (PLR)</p>	<p>PLR 1. To demonstrate knowledge and understanding of the basics of enterprise planning and management.</p> <p>PLR 2. To demonstrate knowledge and understanding of the theoretical foundations and principles of marketing.</p> <p>PLR 3. To analyze and predict market phenomena and processes based on the application of fundamental</p>

principles, theoretical knowledge and applied skills in marketing.

PLR 4. To apply theoretical knowledge to solve practical problems in marketing.

PLR 5. To 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.

PLR 6. To identify and analyze key characteristics of marketing systems at different levels, as well as the behavior of their subjects.

PLR 7. To identify the functional areas of marketing activity of a market entity and their relationship in the management system, to calculate the relevant indicators that characterize the effectiveness of such activities.

PLR 8. To use digital information and communication technologies, as well as software products necessary for the proper conduct of marketing activities and the practical application of marketing tools.

PLR 9. To apply innovative approaches to marketing a market entity, adapt flexibly to changes in the marketing environment.

PLR 10. To assess the risks of marketing activities, establish the level of uncertainty of the marketing environment when making management decisions.

PLR 11. To explain information, ideas, problems and alternative management decisions to specialists and non-specialists in the field of marketing, representatives of various structural units of a market entity.

PLR 12. To demonstrate the ability to apply an

	<p>interdisciplinary approach and perform marketing functions of a market entity.</p> <p>PLR 13. To identify skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical.</p> <p>PLR 14. To be responsible for the results of their activities, identify the skills of entrepreneurial and management initiative.</p> <p>PLR 15. To perform functional responsibilities in the group, offer sound marketing decisions.</p> <p>PLR 16. To act socially responsible and socially consciously on the basis of ethical principles of marketing, respect for cultural diversity and values of civil society while respecting the rights and freedoms of the individual.</p> <p>PLR 17. To meet the requirements of modern marketers, to increase the level of personal training.</p> <p>PLR 18. To demonstrate the skills of written and oral professional communication in national and foreign languages, as well as the proper use of professional terminology.</p> <p>PLR 19. To demonstrate responsibility for the moral, cultural, scientific values and achievements of society in professional marketing.</p>
<p>Program learning results of specialty defined by HEIs.</p>	<p>PLR 19. To be able to use communication technologies to maintain harmonious business and personal contacts as a prerequisite for business success.</p> <p>PLR 20. To know and understand the patterns, methods and approaches of originaive and creative activity, systematic thinking in the professional field.</p>

8.Resource provision of the program implementation

Specific characteristics of staffing

Eleven departments of the university will carry out the preparation of bachelors of the specialty 075 «Marketing», EPP «Marketing Services». Implementation of the educational program will be provided by the scientific and pedagogical staff of NTU, as well as by the persons involved in the implementation of the EP under the terms of the employment contract. The share of scientific-pedagogical workers with scientific degrees and academic titles, which will provide teaching of lectures in the cycle of humanities and socio-economic disciplines of curriculum's preparation direction (% of the hours' number) is:

- total – 100%;
- including on a permanent basis – 100%;

The share of scientific-pedagogical workers with scientific degrees and academic titles, which will provide teaching of lectures in the cycle of fundamental and vocational-oriented disciplines of the curriculum's preparation direction of (% of the number of hours) is:

- total – 100 %;
- including on a permanent basis – 100 %;
- these are: Doctors of Sciences or Professors (up to 0.5 Candidates of Science, Associate Professors who have a continuous work experience in this educational institution of at least 10 years are considered when calculating the proportion of Doctors, Professors, , and are authors (co-authors) of textbooks or educational manuals with the stamp of the Ministry of Education and Science of Ukraine) – 10 %.

<p>Specific characteristics of material and technical support</p>	<p>The training will use modern computer tools and software.</p> <p>There are 16 multimedia computer classes at NTU, which allow the introduction of modern innovative learning technologies and provide informatization of the educational process; laboratories and classrooms equipped with state-of-the-art equipment, instruments, measuring and diagnostic equipment, personal computers to provide advanced training.</p>
<p>Specific characteristics of information and methodological support</p>	<p>The security of the students' educational process with educational and reference literature, instructional and methodological materials, as well as the normative documentation meets the current standards of providing a contingent of students in the specialization. The training will use both the NTU Library Fund and the electronic library database with WEB-access mode, as well as their own educational and methodological development of teachers of NTU departments.</p>
<p>9. Academic mobility</p>	
<p>National Credit Mobility</p>	<p>Based on bilateral agreements between National Transport University and technical universities of Ukraine.</p>
<p>International credit mobility</p>	<p>Agreements on international academic mobility (Erasmus + K1) concluded.</p> <p>Based on bilateral agreements between National Transport University and higher education institutions of foreign partner countries.</p>
<p>Training of foreign higher education</p>	<p>According to this educational and professional program, training of foreign higher education applicants is possible.</p>

applicants	
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2. COMPONENT LIST OF THE EDUCATIONAL AND PROFESSIONAL PROGRAM «SERVICES MARKETING» AND THEIR LOGICAL SEQUENCE

2.1 Component list of the educational program EPP «Marketing Services»

Code of academic discipline	Educational program components (academic disciplines, coursework, practices, qualifying paper)	Credit hours	Summative assessment form
1	2	3	4
Compulsory components of the educational program			
<i>I. CYCLE OF SOCIO-HUMANITARIAN TRAINING</i>			
SHT 1	History of Ukraine and Ukrainian Culture	5	Examination
SHT 2	Ukrainian Language (for professional purposes)	3	Examination
SHT 3	Foreign Language (for professional purposes)	12	Examination
SHT 4	Philosophy	4	Examination
SHT 5	Project Management	4	Credit
<i>Total volume of cycle I</i>		28	
<i>Extra-curricular disciplines</i>			
	Physical Education		Credit
<i>II. CYCLE OF FUNDAMENTAL NATURAL SCIENCE AND GENERAL ECONOMIC PREPARATION</i>			
PFNSGE 1	Higher and Applied Mathematics:		
PFNSGE 1.1	<i>Higher mathematics:</i>		
<i>PFNSGE 1.1.1</i>	<i>Higher mathematics</i>	4	Examination
<i>PFNSGE 1.1.2</i>	<i>Probability Theory and Mathematical Statistics</i>	4	Credit
PFNSGE 1.2	<i>Applied Mathematics:</i>		
<i>PFNSGE 1.2.1</i>	<i>Economic-mathematical methods and models</i>	4	Examination
PFNSGE 2	Economic theory:		
<i>PFNSGE 2.1</i>	<i>Foundations of economic theory</i>	3	Credit
<i>PFNSGE</i>	<i>Macroeconomics</i>	3	Credit

2.2			
PFNSGE 2.3	Microeconomics	4	Credit
PFNSGE 3	Information Systems and Technologies in Marketing	4	Credit
PFNSGE 4	Interaction of Transport Modes	6	Credit
PFNSGE 5	Psychology of Consumption	4	Credit
Total volume of cycle II			36
III. THE CYCLE OF PROFESSIONAL AND PRACTICAL TRAINING			
<i>3.1 Professional training cycle in the specialty</i>			
PT 1.1	Business Economics	5	Examination
PT 1.2	Fundamentals of Management	4	Examination
PT 1.3	Logistics	4	Credit
PT 1.4	Fundamentals of Marketing	5	Examination
PT1.5	Consumer Behavior	3	Examination
PT 1.6	Marketing Logistics	4	Credit
PT 1.7	Accounting	4.5	Credit
PT 1.8	Marketing Finance	4	Examination
PT 1.9	Statistical Support of Marketing Research	4	Examination
PT 1.10	Marketing Communications in Service	4	Examination
PT 1.11	Service Personnel Management	3	Credit
PT 1.12	Marketing Services	6	Examination
PT 1.13	Industrial Marketing	4	Credit
PT 1.14	Service Pricing and Pricing Policy	4	Examination
PT 1.15	Service Brand Management	3	Credit
PT 1.16	Marketing Ethics	3	Credit
PT 1.17	Service Product and Service Policy	4	Examination
PT 1.18	E-marketing	4	Credit
PT 1.19	Marketing Researches	5	Examination
PT 1.20	Business Planning	5.5	Credit
PT 1.21	Sales Management Services	3	Credit
<i>Total volume of the cycle 3.1</i>		86	
<i>3.2. Professional training cycle in the specialization</i>			
PT 2.1	Business Law	4	Examination
PT 2.2	Services Market Infrastructure	3	Credit
PT 2.3	Fundamentals of Ecology and Human Safety	3	Examination

PT 2.4	Service Quality	4	Examination
<i>Total volume of the cycle 3.2</i>		14	
<i>3.3 A cycle of practical training</i>			
PT 3.1	Practical training «Introduction to the specialty»	1.5	Credit
PT 3.2	Internship:		
<i>PT 3.2.1</i>	Internship (economical)	3	Credit
<i>PT 3.2.2</i>	Internship (technical and economic)	4.5	Credit
PT 3.3	Pre-diploma practice	3	Credit
<i>Total volume of the cycle 3.4</i>		12	
Total volume of the cycle III		112	
IV. STATE ATTESTATION			
SA	Bachelor's qualifying paper. Attestation	7.5	Public defence
Total volume for the preparation of a Bachelor's degree (defined by HEIs)		183,5	
Selective components of the educational program			
<i>3.4 Professional training cycle in the specialty (Selective block (upon availability))</i>			
SB 1.1	History of world culture	4	Credit
SB 1.2	Systems Theory and Systems Analysis / Business Analytics	3	Credit
SB 1.3	Risk Management / Risk Management in Marketing	4	Credit
SB 1.4	Public speeches and presentations / Electronic presentations development	3	Credit
SB 1.5	FEA / International Economics Management	5.5	Examination
SB 1.6	Transport Marketing / Transport Services Marketing	5	Examination
SB 1.7	Service Technology and Innovation / Financial Services Marketing	4	Examination
SB 1.8	Development and Management of Service Processes / Technics and Technology Service	6	Examination
SB 1.9	Travel Marketing / Insurance Marketing	4	Credit
SB 1.10	Cross-cultural Behavior in Business / Cross-cultural Management	4	Credit
SB 1.11	Modern Marketing / Problems of Modern Marketing	4	Credit
SB 1.12	Marketing Metrics and Analytics / Marketing Metrics and Analytics	5	Examination
SB 1.13	Marketing Research on Transportation Service Market/ Marketing Research on Transport	5	Examination
Total volume of selective components 3.4 (Selective)		56.5	
Total volume for the preparation of a Bachelor's degree		56.5	

(defined by HEIs)	
TOTAL VOLUME OF THE EDUCATIONAL PROGRAM	240,0