

**BORYS GRINCHENKO KYIV UNIVERSITY**

"APPROVED"

the decision of the Academic Council of  
Borys Grinchenko Kyiv University  
May 25, 2017, Minutes No. 5

Chairman of the Academic Council, Rector  
V. Ogneviuk

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**ACADEMIC PROFESSIONAL PROGRAM**

061.00.02 Advertising and Public Relations  
the second (master's) degree of higher education

**Branch of knowledge:** 06 Journalism  
**Specialty:** 061 Journalism  
**Specialization:** Master of Journalism

Launched on 01.09.2017  
(order from 26.05.2017 №348)

Kyiv – 2017

## INTRODUCTION

The Academic Professional Program was developed on the basis of the Law of Ukraine "On Higher Education" according to the Standard Project of the specialty 061 Journalism for the second (Master's) degree of higher education by the work group of:

***Horbenko Halyna Vasylivna**, Candidate of Pedagogical Sciences, Associate Professor, Associate Professor of the Department of Advertising and Public Relations, Borys Grinchenko Kyiv University \_\_\_\_\_*

***Novokhatko Leonid Mykhailovych**, Doctor Historical Sciences, Professor, Head of the Department of Advertising and Public Relations, Borys Grinchenko Kyiv University \_\_\_\_\_*

***Netreba Marharyta Mykholaivna**, Candidate of Sciences in Social Communications, Associate Professor of the Department of Advertising and Public Relations, Borys Grinchenko Kyiv University \_\_\_\_\_*

### **Independent Experts:**

***Oltarzhevskiy Dmytro Olegovych**, Doctor of Sciences in Social Communications, Associate Professor of the Department of Advertising and Public Relations, Institute of Journalism, Taras Shevchenko National Kyiv University.*

***Kuznetsova Iryna Viktorivna**, Head of Creative Marketing Agency "DIALLA Communications"*

The Academic Professional Program 061 Journalism has been introduced since September 01, 2017.

The Program is reviewed once in two years.

### **Updated:**

|                            |  |  |  |  |
|----------------------------|--|--|--|--|
| Revision Date / amendments |  |  |  |  |
| Signature                  |  |  |  |  |
| guarantor name             |  |  |  |  |

# 1. Profile of the Program

## 061 Journalism

| <b>1 – General Information</b>   |   |
|--|---|
| <b>Full name of the higher educational instruction and the structural unit</b>   | Borys Grinchenko Kyiv University<br>Institute of Journalism   |
| <b>Level of the higher education and the qualification (in original language)</b>  | Master of Advertising and Public Relations  |
| <b>Official title of Educational Program</b>   | Advertising and Public Relations  |
| <b>Type of diploma and volume of Educational Program</b>   | Master's degree, unitary, 90 ECTS credits<br>term of study 1 year and 4 months  |
| <b>Availability of Accreditation</b>   | Implementation in 2017  |
| <b>Cycle / Level</b>   | National Qualifications Framework of Ukraine - 8th level (Master's degree)  |
| <b>Prerequisites</b>   | Availability of a Bachelor's degree   |
| <b>Language (s) of Teaching</b>  | Ukrainian   |
| <b>Validity of Educational programs</b>  | 2022  |
| <b>Internet address of the Educational program</b>   | <a href="http://kubg.edu.ua/">http://kubg.edu.ua/</a>   |
| <b>2 - The Program Objectives</b>  |   |
| In-depth training of specialists in the field of advertising and public relations, readiness to solve complex problems, problems in professional activity with the help of innovative forms and means of managing communication processes. |   |
| <b>3 - Characteristics of the Program</b>  |   |
| <b>Subject area</b>  | <ul style="list-style-type: none"> <li>- <i>Objects of study and / or activity:</i> social communications (journalism, information management, corporate communication, advertising and PR management, Psychology of Advertising and PR, digital-communication) - 60%; minor (intercultural communication, intellectual property management) - 9%; electives - 25%; foreign language - 6%</li> <li>- <i>Objectives of training:</i> to form complex knowledge, skills and abilities of students for applying in professional activity in the field of advertising and public relations.</li> <li>- <i>Theoretical content of the subject area:</i> the formation of a professional in public relations and advertising for the communication sphere of activity.</li> <li>- <i>Methods, methodology and technologies:</i> students of higher educational institutions should master methods of information, software and communication technologies; design, organizational and administrative skills.</li> <li>- <i>Tools and equipment:</i> computer and network programming devices.</li> <li>- <i>The ratio of compulsory and elective parts:</i> 3: 1</li> <li><i>Proportion of internship and practices:</i> 18 ECTS credits (20%)</li> </ul> |

|  |  |
|--|--|
| <b>Orientation of the Program</b>  | Professional-practical   |
| <b>The main focus of the Program and Specialization</b>                  | Educational-professional program with applied orientation on advertising and public relations  |
| <b>Features of the Program</b>   | <p>Emphasis on independent work of graduate students, in particular, their research activity.</p> <p>The curriculum contains a number of unique subjects, which are recognized by the World Advertising and PR organizations as a trend in the training of specialists in this profile. Individual teaching of subjects are taught in a foreign language.</p> <p>A powerful base of practice has been formed for master students: press services of state authorities, advertising and PR-agencies, consulting firms, as well as PR departments of leading Ukrainian companies.</p> <p>Master students can participate in international and all-Ukrainian conferences, forums, projects of the department, as well as submit their projects to professional competitions on PR and advertising.</p> <p>Master students have the access to EBSCO and other information resources for learning, as well as to their own library of the University.</p> <p>The master's project can be of a technological or creative nature to solve the applied problems in the professional field. The results of the project can be used for further theoretical and applied researches, and for direct application in various spheres of activity.</p> |
| <b>4 – Eligibility of graduates for employment and further education</b> |  |
| <b>Employment Eligibility</b>  | <p>The index of professional titles of graduates work by codes of professions that can perform the master's degree in the educational program "Advertising and Public Relations":</p> <p><b>2419.2</b> Advertiser</p> <p><b>2419.2</b> Public Relations and Press Officer</p> <p><b>2149.2</b> Analyst of Communications</p> <p><b>1229.3</b> Head of the press service (local government)</p> <p>Jobs in advertising and PR-agencies; press-services of enterprises and authorities of various levels; printed and electronic mass media; election campaign headquarters.</p>   |
| <b>Further education</b>   | Ability to study according to the program of the third cycle for obtaining a scientific degree of the doctor of philosophy.  |
| <b>5 - Teaching methods and evaluation</b>                               |  |
| <b>Teaching and education</b>  | Combination of classroom studies with independent and research work. Student-centered education, which provides for democratic principles of teaching, in particular personally oriented, creative approaches. Contextual learning, problem technology teaching, interactive teaching methods (business and role games, situational techniques, etc.). In-depth theoretical competence is supported by the formation of applied professional skills during the production practice.  |

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|--|---|---|
| <b>Assessment</b>                      | Cumulative modular rating system, that includes assessment of students for all types of classroom and non-classroom educational activity (current, module, finals); modular tests, individual work, testing, credits, practice reports, examinations, certification.<br>The final stage is the defense of master's project. |   |
| <b>6 – Program competencies</b>        |   |   |
| <b>Integrated competency</b>           | Ability to solve complex and practical problems in professional activity or in the process of study, which involves conducting research and / or innovations and characterized by complexity and / or uncertainty of the conditions.  |   |
| <b>General Competences (GC)</b>        | <b>GC 1</b>   | The ability to solve the problem in a comprehensive manner  |
|  | <b>GC 2</b>   | Critical thinking   |
|  | <b>GC 3</b>   | Creativity  |
|  | <b>GC 4</b>   | Managing people   |
|  | <b>GC 5</b>   | Coordination with others  |
|  | <b>GC 6</b>   | Communication   |
|  | <b>GC 7</b>   | Emotional intelligence  |
|  | <b>GC 8</b>   | Cognitive Flexibility   |
|  | <b>GC 9</b>   | Targeting high score  |
|  | <b>GC 10</b>  | Formulation of judgments and decision making  |
|  | <b>GC 11</b>  | Information and ICT literacy  |
| <b>Professional competencies (PC)</b>  | <b>PC 1</b>   | Ability to collect, process and analyze information; creating media cards and maintaining databases   |
|  | <b>PC 2</b>   | Ability to assess the effectiveness of management solutions for advertising and PR projects, to prepare reports based on the results of information and analytical activities; an estimate                    |
|  | <b>PC 3</b>   | Managing communication services in advertising and public relations firm and organization, planning and organization of advertising and PR campaigns  |
|  | <b>PC 4</b>   | Improving the image of the organization, control, evaluate the effectiveness and adjust strategies, plans, campaigns and specific activities in the field of advertising and public relations                 |
|  | <b>PC 5</b>   | Deep understanding of current communication theory in order to reasonably select technology and strategies for creating and promoting promotional products.   |
|  | <b>PC 6</b>   | Applying methods and techniques of psychology, sociology, management and marketing, for the implementation of sound selection of technologies and strategies for creating and promoting promotional products. |
|  | <b>PC 7</b>   | Ability to develop strategic concepts of advertising and PR projects, project management  |
|  | <b>PC 8</b>   | Providing the results of quality assessment and project effectiveness with effective presentation.  |
| <b>7 – Program Educational Results</b> |   |   |

|  |                 |  |
|--|-----------------|--|
| <b>Knowledge and understanding</b>           | <b>PER-k- 1</b> | Reflecting conceptual knowledge to gain the learning process at the level of the latest achievements for solving problems and in the field of advertising and PR.  |
|  | <b>PER-k- 2</b> | Applying knowledge of a foreign language in professional activity, professional communication and interpersonal communication.   |
|  | <b>PER-k- 3</b> | Ability to navigate in the current trends and needs of society in order to use them in the fields of advertising and PR  |
|  | <b>PER-k- 4</b> | Organizing the process of collection, processing, preservation, production, transfer of professionally important information, taking into account cultural, political, economic and socio-cultural contexts.                       |
|  | <b>PER-k- 5</b> | Ability to correctly analyze the state and trends of public opinion development, develop an ideology of public opinion research, apply the knowledge gained in the practical management of social processes                        |
|  | <b>PER-k- 6</b> | Applying knowledge on the psychology of advertising in the interests of rational impact on consumer behavior   |
|  | <b>PER-k- 7</b> | Conducting knowledge about the organization of the editorial process, technologies for editing texts for print media, theaters, websites; content management of social networks, re-rating of information and analytical materials |
|  | <b>PER-k- 8</b> | Ability to work with the latest information-communication platforms (social networks, blogosphere)   |
|  | <b>PER-k- 9</b> | Ability to develop the idea and technology of creating an advertising product on the basis of modern information technology  |
| <b>Application of knowledge and insights</b> | <b>PER-a-1</b>  | Demonstrating skills to solve complex problems and solve practical problems in the field of advertising and advertising and PR   |
|  | <b>PER-a-2</b>  | Designing and providing presentations of advertising and PR-projects, products and companies in English; as well as to effectively conducting events for foreign guests  |
|  | <b>PER -a-3</b> | Deep understanding of current trends and needs of the society and use in advertising and PR  |
|  | <b>PER -a-4</b> | Ability to organize the process of collecting, processing, storing, producing and transmitting professionally important information  |
|  | <b>PER -a-5</b> | Correct analysis the state and trends of public opinion development, develop an ideology of public opinion research, apply the acquired knowledge in practice  |
|  | <b>PER -a-6</b> | Ability to model advertising and PR-techniques based on psychological knowledge  |
|  | <b>PER -a-7</b> | Demonstration of the ability to create integrated communication tools and campaigns  |
|  | <b>PER -a-8</b> | Evaluating the potential of the Internet as a new communicative environment, use and optimize Internet resources for analysis and development of effective advertising and PR-strategies of the product, project, enterprise       |
|  | <b>PER -a-9</b> | Ability to use modern system software and technologies for designing Internet resources in order to enhance their communicative efficiency   |

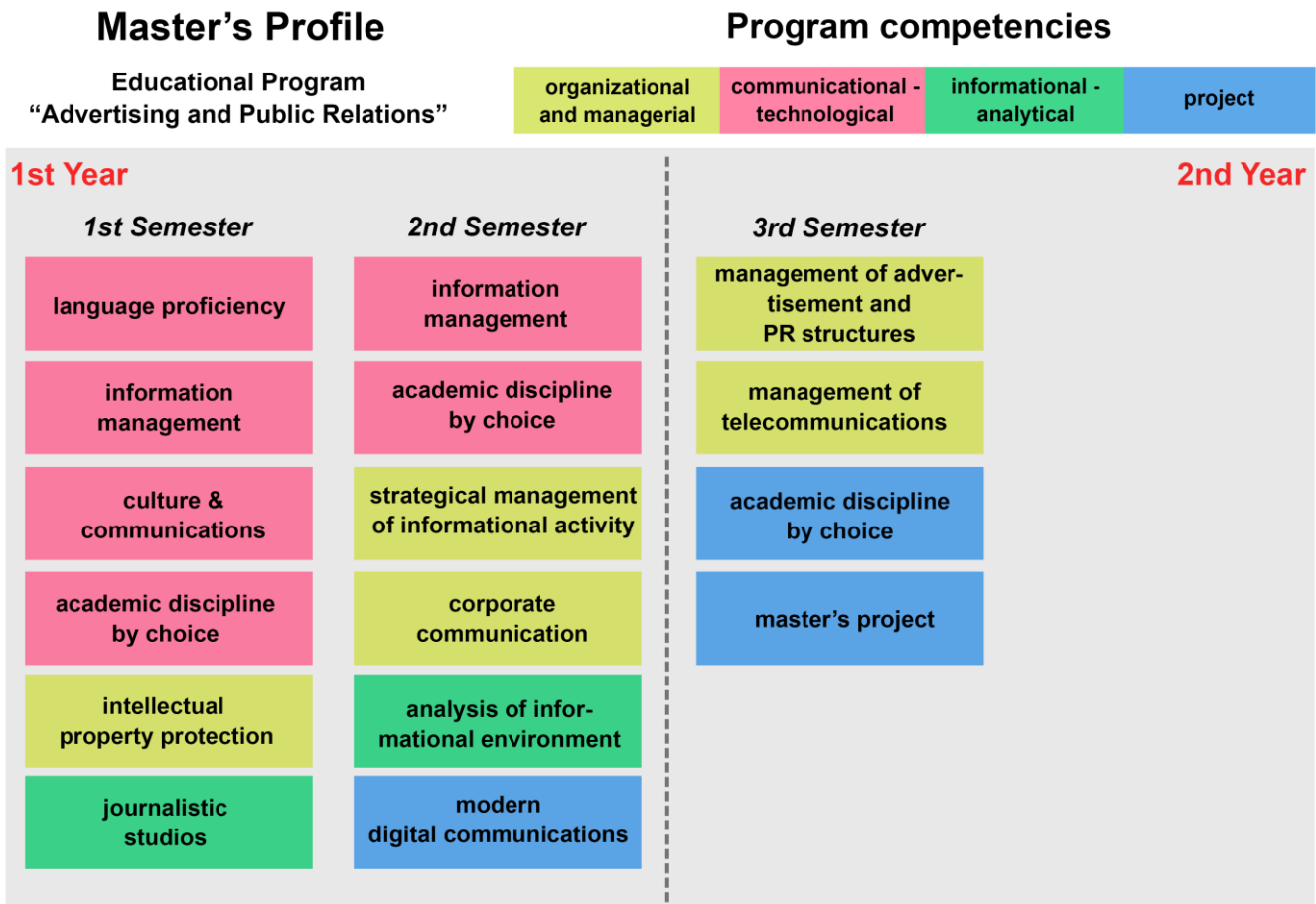
| <b>8 – Resource support for the Program Implementation</b> |   |
|--|---|
| <b>Staff support</b>                                       |   |
| <b>Resources and technical support</b>                     | Computer classes equipped with hardware and special software.   |
| <b>Information and educational support</b>                 | Library electronic resources, electronic scientific editions, e-learning courses with the possibility of distance learning and independent work, Microsoft Cloud Services |
| <b>9 – Academic mobility</b>                               |   |
| <b>National credit mobility</b>                            |   |
| <b>International credit mobility</b>                       | Student mobility agreements have been concluded with the University of Girona (Spain) and Jan Długosz Academy (Częstochowa, Poland).                                      |
| <b>Foreign students education</b>                          | According to the license, preparation of foreigners and stateless persons is envisaged.   |

## II. The list of Program components and its logical sequence

### 2.1. List of components EP

| Code e/d                                   | Components of the Educational Program<br>(Subjects, course projects (papers), practice,<br>qualification work) | Amount<br>of credits | Form of final<br>control |
|--|--|----------------------|--------------------------|
| 1  | 2  | 3                    | 4                        |
| <i>general competencies</i>                |  |                      |                          |
| <b>I. Compulsory components</b>            |  |                      |                          |
| <b>1. Academic subjects</b>                |  |                      |                          |
| CSP.01                                     | Foreign language in professional communication   | 4                    | exam                     |
| CSP.02                                     | Journalist studios   | 4                    | credit                   |
| CSP.03                                     | Strategic management of information activities   | 4                    | credit                   |
| CSP.04                                     | Culture and communication  | 4                    | exam                     |
| CSP.05                                     | Protection of intellectual property  | 4                    | credit                   |
| CSP.06                                     | Information management   | 4                    | exam                     |
| CSP.07                                     | Management of advertising and PR-structures  | 4                    | exam                     |
| CSP.08                                     | Management of television and radio communication   | 4                    | credit                   |
| CSP.09                                     | Corporate communication  | 4                    | exam                     |
| CSP.10                                     | Analytical informational environment   | 4                    | credit                   |
| CSP.11                                     | Modern digital communication   | 4                    | exam                     |
| <b>Total theoretical education</b>         |  | <b>44</b>            | -                        |
| <b>2. Practice</b>                         |  |                      |                          |
| CP.1                                       | Academic   | 18                   | credit                   |
| <b>Practice in total</b>                   |  | <b>18</b>            | -                        |
| <b>3. Attestation</b>                      |  |                      |                          |
| CA.1                                       | Master project   |                      |                          |
|  | <i>1. Preparation of the master's project</i>  | 4                    |                          |
|  | <i>2. Defense of the master's project</i>  | 1                    |                          |
| <b>Attestation in total</b>                |  | <b>5</b>             | -                        |
| <b>Total amount of required components</b> |  | <b>67</b>            |                          |
| <b>II. Elective components</b>             |  |                      |                          |
| ES 1.01                                    | Choice from the catalog  | 23                   | credits                  |
| <b>Total amount of elective components</b> |  | <b>23</b>            |                          |
| <b>PROGRAM TOTAL</b>                       |  | <b>90</b>            |                          |

## 2.2. Structural-logical scheme



### 3. Certification of graduates

The certification of graduates of the educational program "Advertising and Public Relations" is carried out in the form of defense of the qualification master's thesis. The certification is open and public and leads to a standard document certifying the awarded master's degree with the qualification: an advertiser, a specialist in public relations.



#### 4. Matrix of program competencies

|      | CSP.01 | CSP.02 | CSP.03 | CSP.04 | CSP.05 | CSP.06 | CSP.07 | CSP.08 | CSP.09 | CSP.10 | CSP.11 | CP.1 | CA.1 | ES 1.01 |
|------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|------|---------|
| GC1  | •      |        | •      |        | •      | •      |        |        | •      | •      |        |      |      |         |
| GC2  |        | •      | •      |        |        |        | •      |        |        | •      |        |      |      |         |
| GC3  |        | •      |        |        |        |        |        |        | •      |        | •      |      |      | •       |
| GC4  |        |        | •      | •      |        |        | •      | •      |        |        |        |      |      |         |
| GC5  |        | •      | •      | •      | •      | •      | •      | •      |        |        | •      |      |      |         |
| GC6  | •      | •      |        |        |        | •      | •      | •      | •      | •      |        |      |      | •       |
| GC7  |        |        |        | •      |        | •      |        |        | •      | •      | •      |      |      | •       |
| GC8  |        |        |        | •      |        |        |        |        |        |        |        |      |      | •       |
| GC9  |        |        |        |        |        | •      |        |        | •      |        |        |      |      |         |
| GC10 |        | •      |        |        | •      |        | •      |        | •      | •      |        |      |      |         |
| GC11 | •      | •      |        |        | •      | •      |        | •      |        |        | •      |      |      |         |
| PC1  |        | •      |        |        | •      | •      |        |        |        | •      |        |      |      |         |
| PC2  |        | •      |        |        | •      | •      |        |        |        | •      |        |      |      |         |
| PC3  |        |        | •      | •      |        | •      | •      | •      |        |        |        | •    |      | •       |
| PC4  |        |        | •      | •      |        | •      | •      | •      |        |        |        | •    |      | •       |
| PC5  | •      | •      |        | •      |        |        |        |        | •      | •      | •      |      |      | •       |
| PC6  | •      | •      |        | •      |        |        |        |        | •      | •      | •      |      |      | •       |
| PC7  |        | •      |        |        |        |        | •      | •      | •      |        | •      | •    | •    |         |
| PC8  |        | •      |        |        |        |        | •      | •      | •      |        | •      | •    | •    |         |

#### 5. Matrix of Program Educational Results (PER)

|          | CSP.01 | CSP.02 | CSP.03 | CSP.04 | CSP.05 | CSP.06 | CSP.07 | CSP.08 | CSP.09 | CSP.10 | CSP.11 | CP.1 | CA.1 | ES 1.01 |
|----------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|------|---------|
| PER-K--1 |        |        | •      |        |        | •      |        | •      |        |        |        |      |      | •       |
| PER-K--2 | •      |        |        | •      |        |        |        |        | •      |        |        |      |      |         |
| PER-K--3 |        |        | •      | •      |        |        | •      |        | •      |        |        |      |      |         |
| PER-K--4 | •      | •      |        |        | •      | •      |        |        |        | •      |        |      |      | •       |
| PER-K--5 |        | •      | •      |        |        | •      | •      | •      |        | •      |        |      |      |         |
| PER-K--6 |        |        |        | •      |        | •      |        |        |        |        |        |      |      |         |
| PER-     |        | •      |        | •      | •      |        |        | •      | •      |        | •      |      |      |         |

|          |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|----------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| K--7     |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| PER-K--8 | • | • |   | • | • |   |   |   | • | • | • |   |   | • |
| PER-K--9 | • |   | • |   |   |   | • |   | • |   | • | • | • |   |
| PER-A--1 |   |   | • |   | • | • |   | • |   | • |   |   |   |   |
| PER-A--2 | • |   |   | • |   |   |   |   | • |   |   |   |   |   |
| PER-A--3 |   |   | • |   |   | • | • | • |   | • |   | • | • |   |
| PER-A--4 |   | • |   |   |   |   |   |   | • | • |   |   |   | • |
| PER-A--5 |   |   |   | • |   |   | • |   |   |   |   |   |   |   |
| PER-A--6 |   |   |   | • |   |   |   |   | • |   | • |   |   | • |
| PER-A--7 |   | • |   |   |   | • | • |   |   |   | • |   |   | • |
| PER-A--8 | • |   |   |   | • | • |   | • | • |   | • |   |   |   |
| PER-A--9 |   |   | • |   | • | • |   | • |   |   | • | • | • |   |