BORYS GRINCHENKO KYIV UNIVERSITY

«APPROVED»
the decision of the Academic Council of
Borys Grinchenko Kyiv University
March 23, 2017, Minutes No. 3

Chairman of the Academic Council, Rector
V. Ogneviuk
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ACADEMIC PROFESSIONAL PROGRAM

061.00.02 Advertising and Public Relations
the first (bachelor's) degree of higher education

Branch of knowledge: 06 Journalism

Specialty: 061 Journalism

Specialization: Bachelor of Journalism

Launched on 01.09.2017
(order from 26.05.2017 № 348)

Kyiv – 2017

INTRODUCTION

The Program was developed on the basis of the Law of Ukraine "On Higher Education" according to the Standard Project of the specialty 061Journalism for the first (bachelor) degree of higher education.

Developed by a working group including:

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Independent Experts:

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1. Profile of the Program «061 Journalism»

(Educational program 061.00.02 Advertising and Public Relations)

1 – General Information	
Full name of the higher educational instruction and the structural unit	Borys Grinchenko Kyiv University Institute of Journalism
Level of the higher education and the qualification (in original language)	Bachelor, Bachelor of Journalism
Official title of Educational Program	061.00.02 Advertising and Public Relations
Type of diploma and volume of Educational Program	Bachelor's degree, unitary, 240 ECTS credits term of study 3 years 10 months
Availability of Accreditation	Accreditation Commission of Ukraine Certificate of Accreditation НД № 1187363
Cycle / Level	National Qualifications Framework of Ukraine - 7th level (Bachelor's degree)
Prerequisites	Complete secondary education
Language (s) of Teaching	Ukrainian (primary), English (by the choice of the student)
Validity of Educational programs	2022
Internet address of the Educational program	http://kubg.edu.ua/
2 – The Educational Program Objectives	
To provide students profound education in journalism with wide access to employment; to prepare students for activities in the field of advertising and public relations able to fulfill administrative organizational, projecting, communicative, advertising-informative, market researching and forecasting-analytical functions; to form the appropriate competencies for further education and development.	

3 – Characteristics of the Educational Program	
Subject area	*Objects of study and / or activity:* - advertising and public relations in various fields of application (public administration, humanitarian sphere of the society, business, political sphere). - organization and providing special events (*additional for specialization "Modern event practice");* - IT and visual technologies *(additional for specialization "Digital production").* *Purposes of training:* the application of knowledge, skills, qualifications and communication in professional activities, production of creative ideas and their introduction through innovative projects in the communicative space of modern society. *Theoretical content of subject area:* the basis of journalism and media planning; psychology and sociology of communications; the theory of advertising and PR; technology of production and placement of advertising product; advertising and public relations in modern society. *Methods, techniques and technologies:* - methods of creative and critical thinking; methods of collecting, analyzing, systematizing, interpreting and disseminating information; - method of interdisciplinary approach to problem solving; - methods of problem rising, problem-searching, dialogical, interactive learning; information, software and communication technologies. *Instruments and equipment*: computer and network programmable devices; equipment for video, photography, sound recording. *The ratio of volumes of general and professional components and sample parts:* - general and special (professional) competencies in the specialty – 180 ECTS credits (75%); - specialization – 60 ECTS credits (25%), among them: discipline of free choice from the catalog – 20 ECTS credits. *Share of training and production practices:* 35 ECTS credits (15%).
Orientation of the Educational Program	The Program content: 1. General subjects – 9.6% 2. Professional subjects (including practice) – 90.4%: ✓ Organizational-administrative – 15% ✓ Project – 25,6% ✓ Communication – 25,1% ✓ Advertising and information – 24,7%
The main focus of the Educational Program and Specialization	Special education in the field of advertising and public relations.
Features of the Program	Separate professional disciplines of the Educational Program are conducted in English. The creative, communicative and administrative organizational parts of the Educational Program are reinforced. Specializations "Modern event practice" and "Digital production" are proposed.

4 – Eligibility of graduates for employment and further education		
Employment Eligibility	Graduates of the specialty 061 Journalism can be employed in: - press services, public relations departments of state authorities and local self-government, political parties, public movements and organizations; - advertising agencies, advertising and information centers, consulting agencies, communication agencies, marketing services, digital agencies; event agencies; - mass media; - departments of advertising, marketing and public relations in business structures, institutions of social-cultural and leisure spheres.	
Further education	Ability to gain second (master's) level of education.	
5 – Teaching and Evaluation		
Teaching and education	Based on the principles of student-centered and individual-personality approach; realized through studies based on research, strengthening of practical and creative orientations in the form of a combination of lectures, seminars and practical classes, independent study and research work using elements of distance learning, solution of applied tasks, implementation of projects, training and production practices.	
Assessment	The rating system, which provides assessment of students for all types of classroom and extra curricula educational activities (current, final); modular control works, testing, credits, practice reports, written examinations.	
6 – Program competencies		
Integrated competencies	Ability to perform complex specialized tasks in the field of journalism, which involves the application of the provisions and methods of social-communication and other sciences and is characterized by uncertainty of conditions for ensuring the effectiveness of communication activities.	
General Competences (GC) (	**GC 1**	***Reflective.*** Value-orientation position. Cultural erudition, wide range of interests. Understanding the significance of the historical experience of humanity for self-development. Understanding the essence and social significance of the future profession. Preservation of national spiritual traditions. Understanding the benefits of a healthy lifestyle and accepting them as own values.

	GC 2	***Critical thinking.*** The ability to evaluate critically the information received, use logic and rational considerations, the completeness of the argument to assess the situation and choosing the right path of the problem solution, taking into account the context.
	GC 3	***Civil.*** Ability to realize the rights and obligations of a citizen of Ukraine. Ability to understand values of life and encourage their preservation. Ability to make conscious social choice and apply democratic decision-making technologies. Respect for the Motherland, people, state, its symbols, traditions, language. Ability to act with social responsibility and public consciousness.
	GC 4	***Scientific research.*** Ability to perform educational and research tasks on the basis of analytical and synthetic thinking activity. Possession of scientific research methods in accordance with the professional direction. Intellectual honesty. Ability to non-standard solutions of typical tasks and solving non-standard tasks.
	GC 5	***Self-education.*** Ability to develop and maintain professional activity on a qualitative level. Ability to self-cognitive activity, self-organization and self-development. Focus on the disclosure of personal potential and self-realization. The desire for personal and professional leadership and success.
	GC 6	***Emotional intelligence and emotional competence.*** Understanding his or her own emotional state, self-control and self regulation; self-esteem and confidence; ability to overcome difficulties, resistance to stress; general optimistic mood, initiative, willingness for a positive result.
	GC 7	***Interpersonal interaction.*** Readiness and ability to carry out projects in the group, assume responsibility for joint work.
Professional competencies (PC)	**PC 1**	***Cognitive-professional.*** Ability to apply knowledge in the field of social communications in their professional activities. Ability to evaluate the knowledge gained from the point of view of the possibility of their application in professional activities. The ability to multitasking, complex solution of complex multidimensional tasks.
	PC 2	***Informational.*** The ability to create an information product and promote it effectively. Ability to apply traditional and modern information technologies in professional activities. Knowledge of media creation specifics, functioning and ensuring effective interaction with them. Ability to select media resources effectively (television, radio, press, outdoor advertising, internet). Possibilities of compilation and structuring of the media plan. Ability to combine all types of media buying to achieve the optimal result of advertising and PR campaigns.

	PC 3	***Communicative.*** Ability to conduct communication in native language in speaking and writing forms; culture of speech. Readiness for professional communication in a foreign language. Ability to explain and persuade. The formation of own style of communication. Free use of non-verbal communication (sign systems, appearance, facial expressions, gestures, behavior, etc.). Culture of speech, sociability, tolerance, artistic performance. Ability to public activity. Ability to apply technology to form public opinion. Ability to recognize and prevent manipulative technologies.
	PC 4	***Administrative.*** Ability to organize and control team professional activities. Understanding the main algorithm of administrative activity (planning, organization, motivation, and control), possession of self-management technologies. Ability to plan, implement and support advertising and PR campaigns designed for government organizations, commercial structures, non-governmental (non-profit) associations. Possession of methods for assessing the effectiveness of advertising and PR-activities. Ability to apply methods of conducting effective negotiations in the field of advertising and PR. Knowledge of reputation management tools, both in normal mode and in crisis situations. Ability to assess the reputation of companies.
	PC 5	***Analytical and forecasting.*** Ability to conduct research for the effective promotion of the media product. Ability to perform analytical and forecast activity on the basis of research current market. Ability to conduct qualitative and quantitative research in the field of advertising and public relations. Ability to predict trends and prospects for the development of advertising and PR-business in the conditions of globalization and global transformation. Ability to predict reputational risks and develop anti-crisis measures plans.
	PC 6	***Project.*** Ability to organize and carry out professional activities in the field of social communications. Awareness of the peculiarities of the project activity, readiness for its realization. Knowledge of the essence of branding, naming, image technologies. Owning information about the concepts of creating a corporate style, the ability to develop a name. Ability to apply technology development strategies (mission, slogan, uniqueness, etc.) for commercial and non-profit organizations, assessment of its efficiency and potential. Ability to create effective newsbreaks. Ability to develop and write communication scenarios. Ability to support communication activities.

	PC 7	***Technological.*** Ability to form information content. Mastering technology in the field of professional activities. Knowledge of SMM-management. Ability to use appropriate software in professional and private life. Possession of practical principles of copywriting. Ability to produce advertising and PR products (texts, visual images, public speeches). Ability to model advertising and PR-messages in accordance with the concepts of communication campaigns.
Additional professional competencies of the specialty (APC)	**APC 1**	***For specialization "Modern event practice".*** Knowledge of the basics of eventology. Possession of creative technologies in the organization and carrying out special events, scenic skills, directing the production of various forms of event-practice.
	APC 2	***For specialization "Digital production".*** Knowledge of the fundamentals of digital industry, the ability to formulate digital strategies and apply the appropriate tools in the production and promotion of content. Deep understanding of 3D technologies in advertising, WEB-design tools.

7 – Program Educational Results		
	PER-1	Ability to solve the problem in a comprehensive manner. Ability to recognise moral principles and dignity in professional activity. Ability to keep ethics and dignity, professional standards.
	PER-2	Ability to evaluate critically received information, applying logic laws, argue own position, produce non-standard ideas to the problem or task.
	PER-3	Ability to demonstrate social activism and view of life, take social responsibility at the personal and professional levels, recognise values of life.
	PER-4	Ability to analyze, systematize and use scientific and educational information. Ability to know the basic scientific methods, adhere to intellectual integrity.
	PER-5	Ability to demonstrate readiness for lifelong learning, self-education and self-development.
	PER-6	Ability to manage emotional intelligence, to know methods of self-control, to learn cultural scenarios of emotional behavior in accordance with the social role of the individual.
	PER-7	Ability to work effectively in a team. Coordinate the assignment with the tasks of colleagues.
	PER-8	Ability to demonstrate cognitive flexibility and adaptation when interacting with other people, ability to multitasking, complex solution of wide multi aspect problems.

	PER-9	Ability to apply modern information technologies in professional activities; to know the processes of development and functioning of Ukrainian and foreign media systems, the specifics of the creation and functioning of media ensuring effective interaction with them. Ability to choose media resources. Ability to combine all types of media buying.
	PER-10	Ability to use the official language in professional activities. Ability to use a foreign language in professional activities. Applying technologies of forming public opinion, recognize and prevent manipulative technologies, form own style of communication and public speeches. Ability to demonstrate the high level of speech culture, communication, tolerance. Applying technologies of conducting effective negotiations in the field of advertising and PR.
	PER - 11	Ability to use algorithm of administrative activity (planning, organization, motivation, coordination, control), self-management in the field of public relations and advertising. Planning, implementing and accompanying advertising and PR campaigns designed for government organizations, commercial entities, non-governmental (non-profit) associations, evaluating their effectiveness. Applying methods for assessment the reputation of companies, reputation management tools both in normal and crisis situations.
	PER-12	Ability to carry out analytical and forecasting activity. Ability to identify the trends of advertising and PR business, to predict the prospects for their further development. Ability to conduct applied research in the field of advertising and public relations. Ability to predict reputational risks and develop a plan for anti-crisis measures.
	PER-13	Ability to create promotional and PR projects based on creative techniques for developing new ideas. Deep understanding of branding and naming technologies. Applying image technologies in advertising and PR activities, carring out consulting on image making.
	PER-14	Ability to apply IT technologies and SMM-management in professional activities. Deep understanding of copywriting. Ability to produce advertising and PR products (texts, visual images, public presentations). Ability to model advertising and PR messages in accordance with the concepts of communication campaigns.
Additional Program Educational Results	**APER 1**	***For specialization "Modern event practice".*** In-depth knowledge of the basics of eventology. Deep understanding of creative technologies of organization and carrying out of special events, event practices. Develop scenarios of communication activities, organization of internal communication, formulate plans for events, develop algorithms for their implementation and matrix of responsibility for the realization of events.
	APER 2	***For specialization "Digital production".*** In-depth knowledge of the basics of digital industry, formulate Digital strategies and apply appropriate tools for producing and promoting content. Deep understanding of 3D technologies in advertising, WEB design tools. Create advertising and PR products (texts, visual images, public presentations) with elements of visualization.

8 – Resource support for the Program Implementation	
Staff assistance	The teaching staff corresponds to licensing and accreditation requirements.
Resources and technical support	Centers for the development of competences specially equipped with hardware-software, visual and methodological materials: the center of multimedia technologies, the center of broadcast and digital broadcasting, educational and production workshop of TV journalism, educational and production workshop "Grinchenko-inform".
Information and educational support	Library and electronic resources, electronic scientific editions, electronic training courses with the possibility of distance learning and individual work, cloud service Microsoft.
9 – Academic mobility	
National credit mobility	
International credit mobility	University of Girona (Girona, Spain) Jan Długosz Academy (Częstochowa, Poland)
Foreign students education	

2. The list of educational program components and their logical sequence

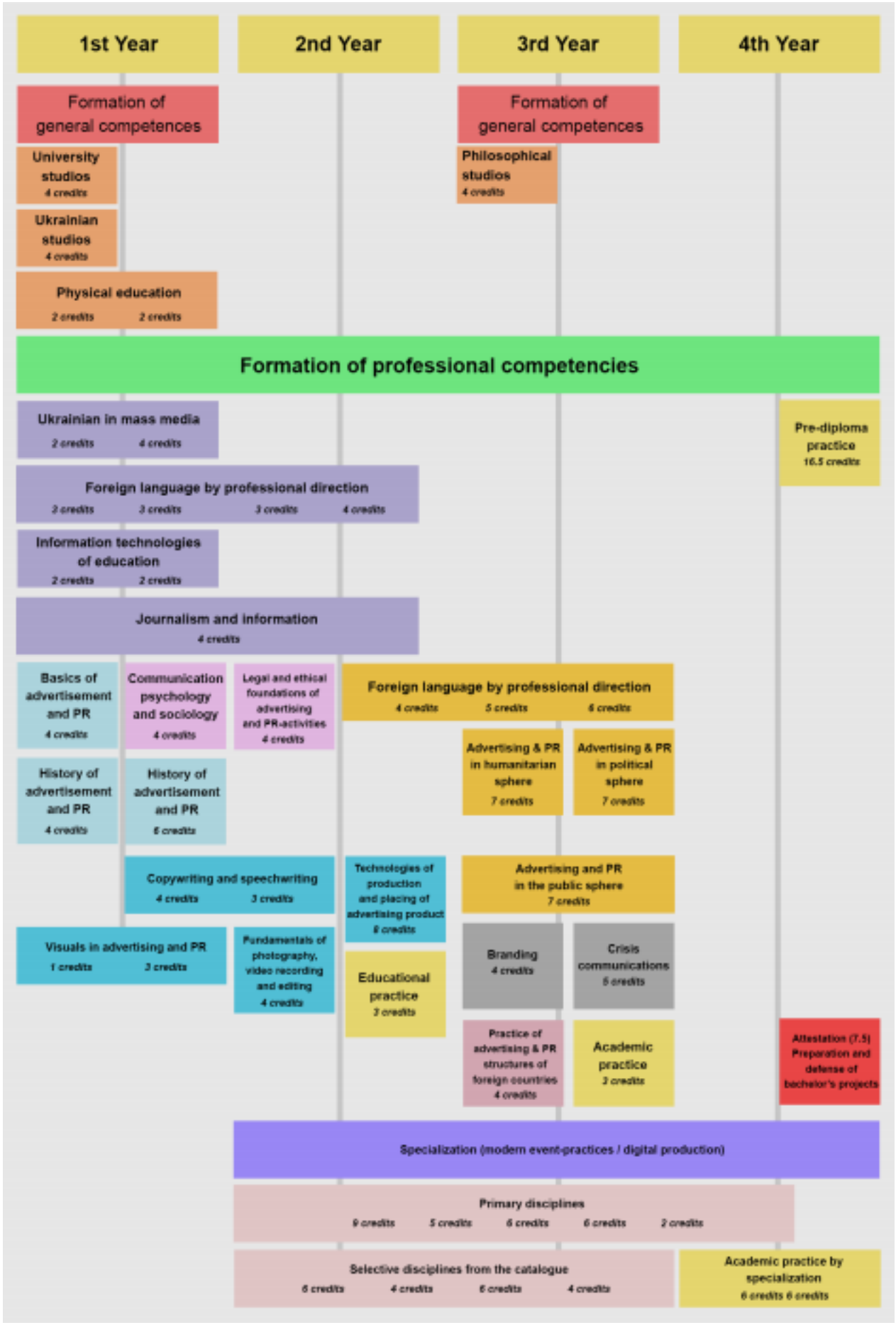
2.1. List of components of the program

Code e/d	Components of the Educational Program (subjects, course projects (papers), practice, qualification work)	Amount of credits	Form of final control
1	2	3	4
Compulsory components EP			
Formation of general competencies			
CSG.01	University Studies	4	credit
CSG.02	Ukrainian Studies	4	exam
CSG.03	Philosophical Studies	6	exam
CSG.04	Physical Education	4	credit, credit
Formation of professional competencies			

CSP.01	Ukrainian language in mass media	6	exam
CSP.02	Foreign language in professional direction	13	credit, exam, credit, exam
CSP.03	Information technology learning	4	credit
CSP.04	Journalism and information	9	credit
CSP.05	Psychology and sociology of communication	4	credit
CSP.06	Basics of advertising and PR	4	exam
CSP.07	History of advertising and PR	4	credit
CSP.08	Theoretical foundations of advertising and PR	6	exam
CSP.09	Copywriting and Speechwriting	7	exam
CSP.10	Legal and ethical foundations of advertising and PR activities	4	exam
CSP.11	Visuals in advertising and PR	4	credit
CSP.12	Fundamentals of photography, video recording and editing	4	credit
CSP.13	Technologies of production and placing of advertising product	8	exam
CSP.14	Advertising and PR in business	12	credit, credit, exam
CSP.15	Advertising and PR in the Humanities	7	exam
CSP.16	Advertising and PR in Politics	7	exam
CSP.17	Advertising and PR in the public sphere	4	exam
CSP.18	Branding	4	credit
CSP.19	Crisis communications	5	exam
CSP.20	Practice of advertising and PR structures of foreign countries	4	credit
Total theoretical education		***138***	-
Practice			
CP.1	Educational	3	credit
CP.2	Internship	15	credit

CP.3	Pre-diploma	16,5	credit
Practice in total		***34,5***	**-**
	Attestation		
CA.1	Preparation of the bachelor's project	6	
CA.2	Defense of the bachelor's project	1,5	
Attestation in total		***7,5***	
Total		**180**	
	Elective components EP		
	elective Block 1 (specialization "Modern event practices")		
ESS.1.01	Fundamentals of Eventology	8	exam
ESS.1.02	Basics of scriptwriting and directing	5	credit
ESS.1.03	Event Workshops	15	credit, exam
	Practice		
EP.1.01	Internship (according to the specialization)	12	credit, credit
ES.1	Choice from the subjects' catalogue	20	credits
Specialization in total		***60***	
	elective Block 2 (specialization "Digital production")		
ESS.2.01	Fundamentals of Digital Industry	8	exam
ESS.2.02	Graphical Technologies	5	credit
ESS.2.03	Advertising and PR Technologies in Digital Formats	15	credit, exam
	Practice		
EP.2.01	Internship (according to the specialization)	12	credit, credit
ES.2	Choice from the subjects' catalogue	20	credits
Specialization in total		***60****	
PROGRAM TOTAL		**240**	

2. Structural-logical scheme of educational program


1st Year
2nd Year
3rd Year
4th Year
Formation of general competences
University studios 4 credits
Ukrainian studios 4 credits
Physical education 2 credits 2 credits
Formation of general competences
Philosophical studios 4 credits
Formation of professional competencies
Ukrainian in mass media 2 credits 4 credits
Foreign language by professional direction 2 credits 3 credits 3 credits 4 credits
Information technologies of education 2 credits 2 credits
Journalism and information 4 credits
Pre-diploma practice 16.5 credits
Basics of advertisement and PR 4 credits
Communication psychology and sociology 4 credits
Legal and ethical foundations of advertising and PR-activities 4 credits
History of advertisement and PR 4 credits
History of advertisement and PR 6 credits
Copywriting and speechwriting 4 credits 3 credits
Visuals in advertising and PR 1 credits 3 credits
Fundamentals of photography, video recording and editing 4 credits
Foreign language by professional direction 4 credits 5 credits 6 credits
Advertising & PR in humanitarian sphere 7 credits
Advertising & PR in political sphere 7 credits
Technologies of production and placing of advertising product 6 credits
Educational practice 3 credits
Advertising and PR in the public sphere 7 credits
Branding 4 credits
Crisis communications 6 credits
Practice of advertising & PR structures of foreign countries 4 credits
Academic practice 3 credits
Attestation (7.5) Preparation and defense of bachelor's projects
Specialization (modern event-practices / digital production)
Primary disciplines 9 credits 5 credits 6 credits 6 credits 3 credits
Selective disciplines from the catalogue 6 credits 4 credits 6 credits 4 credits
Academic practice by specialization 6 credits 6 credits

3. Graduates' Certification

Certification of graduates of the educational program of the specialty 061 "Journalism" is carried out in the form of the bachelor's project defense. Graduates receive standardized diploma with the qualification "an advertiser, a specialist in public relations and the press".

Attestation of graduates is open and public.

4. Matrix of correspondance of program competencies to components of the Educational Program

	CSG.01	CSG.02	CSG.03	CSG.04	CSP.01	CSP.02	CSP.03	CSP.04	CSP.05	CSP.06	CSP.07	CSP.08	CSP.09	CSP.10	CSP.11	CSP.12	CSP.13	CSP.14	CSP.15	CSP.16	CSP.17	CSP.18	CSP.19	CSP.20	CP.1	CP.2	CP.3	ES.1	EP.1.01	ES.2	EP.2.01
GC1	•	•	•	•						•																					
GC2	•		•		•		•	•	•		•	•					•														
GC3	•	•		•	•			•										•	•	•	•				•						
GC4		•	•				•		•		•	•																			
GC5	•	•	•	•		•	•	•					•	•		•								•	•						
GC6				•	•				•						•	•		•		•			•								
GC7	•			•		•			•				•	•		•		•	•	•	•	•	•		•						
PC1	•				•			•	•	•	•	•	•	•	•		•									•	•		•		•
PC2					•		•	•		•								•	•	•	•	•	•		•	•	•		•		•
PC3					•	•		•	•					•												•	•				
PC4																		•	•	•	•	•	•			•	•				
PC5											•						•	•	•	•	•	•	•	•		•	•				
PC6																		•	•	•	•	•		•		•	•		•		•
PC7							•						•		•	•	•					•	•			•	•		•		•
APC1																												•	•		
APC2																														•	•

5. Matrix of correspondance of Program Educational Results (PER) to components of the Educational Program

	CSG.01	CSG.02	CSG.03	CSG.04	CSP.01	CSP.02	CSP.03	CSP.04	CSP.05	CSP.06	CSP.07	CSP.08	CSP.09	CSP.10	CSP.11	CSP.12	CSP.13	CSP.14	CSP.15	CSP.16	CSP.17	CSP.18	CSP.19	CSP.20	CP.1	CP.2	CP.3	ES.1	EP.1.01	ES.2	EP.2.01
PER-1	•	•	•	•						•																					
PER-2	•		•		•		•	•	•		•	•					•														
PER-3	•	•		•	•			•										•	•	•	•				•						
PER-4		•	•				•		•		•	•																			
PER-5	•	•	•	•		•	•	•					•	•		•								•	•						
PER-6				•	•				•						•	•		•		•			•								
PER-7	•			•		•			•				•	•		•		•	•	•	•	•	•		•						
PER-8	•				•			•	•	•	•	•	•	•	•		•									•	•		•		•
PER-9					•		•	•		•								•	•	•	•	•	•		•	•	•		•		•
PER-10					•	•		•	•					•												•	•				
PER-11																		•	•	•	•	•	•			•	•				
PER-12											•						•	•	•	•	•	•	•	•		•	•				
PER-13																		•	•	•	•	•		•		•	•		•		•
PER-14							•						•		•	•	•					•	•			•	•		•		•
APER-1																												•	•		
APER-2																														•	•