

Experience of Independent Assessment of the Ukrainian Association of Marketing



**Workshop on Independent Assessment and Accreditation of
Qualification Centers
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- **UAM NGO brings together:**
- Research companies following the Quality Standards in Marketing Research by UAM 91.12.0-21708654-001-2002, ESOMAR Regulations and Directives.
- Individual members – experts who work in the area of marketing, advertising, PR, and leading lecturers in marketing from Ukraine
- 20 regional organizations, including also 2 legal entities in status



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► Project kick-off

2000 – a standing **Club of Marketing Teachers** operating at the UAM. The first methodological workshop “Portfolio for methodological support of marketing teacher” was held on October, 25, 2002, jointly with the Section for Marketing of the Scientific and Methodological Commission on Economic Education at the Ministry of Education and Science of Ukraine.

2002 – meeting with the management of UMA NGO and the **European Marketing Confederation (EMC, Brussels)**

2004 – cooperation with **HIMA (Netherland Institute of Marketing, Association of Marketing of the Netherlands)**

2005 – international conference “**Marketing of Education. Developing Principles of Interaction Between Education and Labour Markets with Account for Regional Peculiarities**” jointly with the Department of Marketing, at National Mining University (Dnipropetrovsk), supported by IRF (East – East program).

2005 – conference “**Vocational Education on Marketing. Qualification Requirements**” (supported by Public Affairs Section of US Embassy to Ukraine).

2005 UMA becomes EMC member.

2005 – establishment a **Qualification Committee of UAM**; with the key task to develop qualification requirements to marketing experts and to examination.

2008 – first meeting of the Qualification Committee. Objective – **to establish working groups to identify qualification requirements for marketing experts**. The Qualification committee included CEOs of the largest companies, representatives of partner professional associations and leading lecturers of Ukraine.

2008 – it was approved the **first qualification requirements to “manager in marketing research”** at the conference “**Marketing in Ukraine.**”

2008 – students of Odesa State Economic University were the **first to undergo certification for conformity with the qualification requirements.**

Today, Independent Certification Centers of UAM have been established in Kyiv and Odesa. Over 500 experts have been certified there.

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- The profession of a marketologist is not regulated.
- There are many specializations.
- Training the occupation is administered in higher educational establishments. The degree of “Bachelor in Marketing”, “Master in Marketing.”

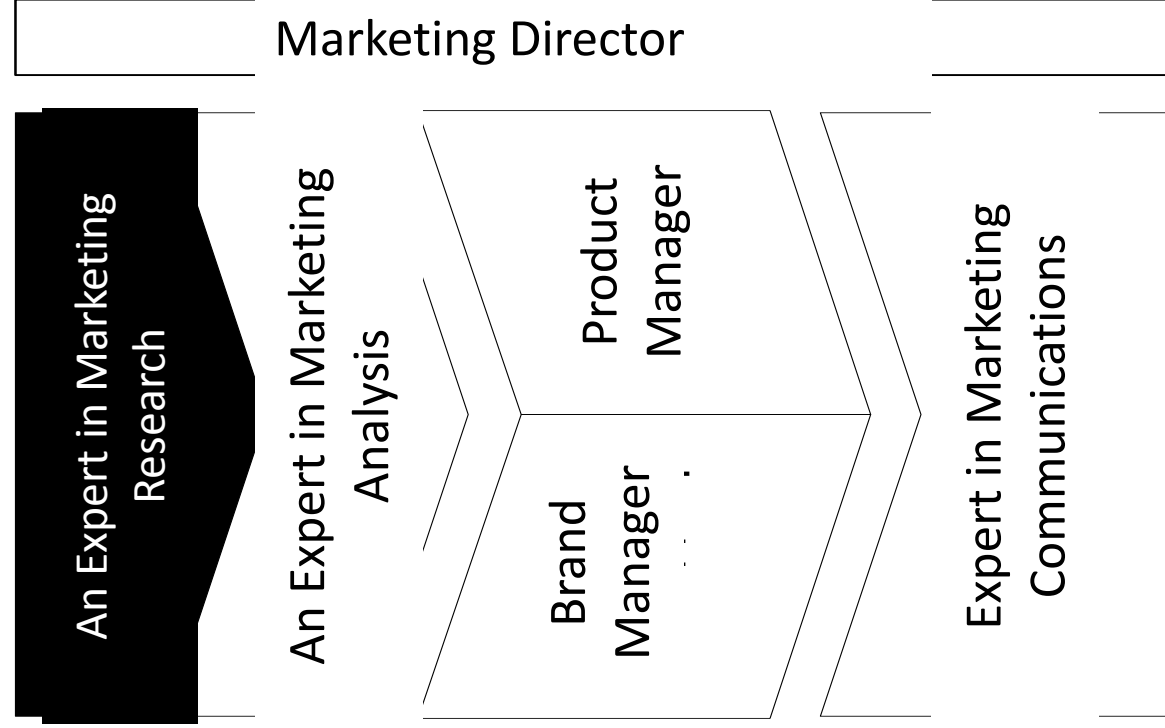
Key issue:

WHY WOULD MARKETOLOGISTS UNDERGO CERTIFICATION?

- One must verify special competences: partial qualification
- One must verify competences to assume certain positions (training + verified work experience)
- Reputation of the Qualification Center: independence of assessment by labour market representatives

Education system (diplomas) and the system of qualification certificates		
Scholarly degrees verified by diplomas (certificates)	WORK EXPERIENCES and Qualifications Framework	Qualification certificates of marketologists
Doctor of sciences (PhD in Philosophy (relative comparison)) Candidate of Sciences (PhD + area of specialization or PhD researcher)		
Master of Science (MSc), sciences and managerial subjects	Work experience is a mandatory requirement 7 (European)	Vice president in marketing Marketing director Marketing Department Head
Master of Humanities and Mathematics (MA (Master of Arts, depends on specialization and status of university))		
Bachelor of Arts in Humanities or Mathematics (BA Bachelor of Arts)	Work experience is not mandatory 6 (European)	Expert in the Marketing Department Marketing manager Manager in organizing marketing research
Bachelor of engineering Specialities, Chemistry, Psychology (applied) (BSc Bachelor of science)		
BL Bachelor of Law		

What do we verify?
www.uam.in.ua



- **What needs to be considered in the Assessment Standard:**
- Creating a mechanism of awarding professional qualifications is stipulated in the Ukrainian law (Article 34 of the Law of Ukraine “On Education”) and mostly focused on assessment and recognition of learning outcomes of an individual attained both through formal, and also nonformal and informal education.
 - Suggestion
- Creating a mechanism for awarding professional qualifications is stipulated in the Ukrainian law (Article 34 of the Law of Ukraine “On Education”) and mostly focused on assessment and recognition of outcomes of acquired experience and learning outcomes of an individual attained.

Certification philosophy: verification of knowledge, skills, competences acquired over a certain period of time

- **What needs to be taken into account in the Assessment Standard:**
- **Assessment Standard shall be based on two key criteria:**
 - In the basis of assessment, recognition, and certification of competences (learning outcomes) of individuals (including also those attained through nonformal/informal education) there are requirements to professional standards for competences of employees;
 - **Suggestion**
 - In the basis of assessment, recognition, and certification of competences (verified experience and learning outcomes) of individuals (including also those attained through nonformal/informal education) there are requirements to professional standards for competences of employees;

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► What needs to be taken into account in the Assessment Standard:

Requirements to assessors (examiners) or the principle of appointing commission members

- representatives of labour market and of academia.
- the commission shall not include persons who administered the training

► What is achieved:

- independence, impartiality and neutrality of the candidate's assessment
- Assessment of the curriculum for conformity with qualification requirements (professional standards)



► Conclusions:

- The process of expert certification shall not duplicate the award of diplomas from HEEs
- Labour market shall be engaged in developing the content of exam, identifying the examination method, and the exam administration
- Labour market shall trust the certificate that is made possible through presenting it in the Qualification committees, development of occupational standards and assessment standards

Thank you!



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