

**Federal State Autonomous Educational Institution
of Higher Education "Peoples' Friendship University of Russia"**

Faculty of Economics

(name of the main educational unit (OUP)-developer of the EP HE)

THE PROGRAM OF THE STATE FINAL CERTIFICATION

Recommended by the MSS for the direction of training/specialty:

38.04.02 «Management»

(code and name of the training area/specialty)

The development of the discipline is carried out within the framework of the implementation of the main professional educational program of higher education (EP HE):

International marketing management

(name (profile/specialization) of the EP HE)

1. THE PURPOSE AND OBJECTIVES OF THE STATE FINAL CERTIFICATION (GIA)

The purpose of the GIA in the framework of the implementation of the OP HE "International Marketing" is to determine whether the results of the development of the students of the OP HE meet the requirements of the Federal State Educational Standard or OS in the RUDN.

The objectives of the state final certification are:

- checking the quality of teaching a person basic humanitarian knowledge, natural science laws and phenomena necessary in professional activity;
- determination of the level of theoretical and practical readiness of the graduate to perform professional tasks in accordance with the received qualification;
- establishment of the degree of the individual's desire for self-development, improvement of their qualifications and skills;
- checking the formation of a graduate's stable motivation for professional activity in accordance with the types of tasks of professional activity provided for by the OS in the RUDN/FGOS in the types of tasks of professional activity;
- assessment of the level of graduates' ability to find organizational and managerial solutions in non-standard situations and willingness to take responsibility for them;
- ensuring the integration of education and scientific and technical activities, improving the efficiency of the use of scientific and technical achievements, reforming the scientific sphere and stimulating innovation;
- ensuring the quality of training of specialists in accordance with the requirements of the OS in the RUDN/FGOS IN.

2. REQUIREMENTS FOR THE RESULTS OF MASTERING THE OP IN

A student who has no academic debt and has fully completed the curriculum or individual curriculum of the educational institution is allowed to the GIA.

Upon completion of the development of the OP IN, the graduate must have the following universal competencies (CC):

Code and name YK	Indicators
UK-1 is able to manage the project at all stages of its life cycle	CC-1.1. Analyzes the task, highlighting its basic component
	CC-1.2. Determines and ranks the information required to solve the task
	CC-1.3. Searches for information to solve the task according to various types of queries
	CC-1.4. Offers solutions to the problem, analyzes the possible consequences of their use
	CC-1.5. Analyzes the ways of solving problems of ideological, moral and

Code and name YK	Indicators
	personal character based on the use of basic philosophical ideas and categories in their historical development and socio-cultural context

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- **professional competencies (PKO):**

Code and name PK	Indicators
PKO-7 is capable of planning and controlling the marketing activities of an international company	PKO-7.1. Knows the stages of international strategic planning
	PKO-7.2. Knows the criteria for determining the key indicators used in planning the marketing activities of the enterprise at the international level
	PKO-7.3. Knows how to form marketing plans
	PKO-7.4. Is able to develop the main business processes of the enterprise related to marketing activities
	PKO-7.5 Knows the methods of development and implementation of marketing programs
	PKO-7.6. Knows the methods of making tactical and operational decisions in the management of marketing activities of the enterprise

3. THE COMPOSITION OF THE GIA

The GIA can be conducted both in full-time format (students and the state examination commission are at the RUDN during the GIA), and with the use of distance educational technologies (DOT) available in the Electronic Information and Educational Environment of the RUDN (EIOS).

The procedure for conducting GIA in full-time format or using (DOT) is regulated by the relevant local regulatory act of the RUDN.

The GIA on the OP IN "International Marketing" includes:

- - state exam (USE);
- protection of the final qualifying work (WRC).

4. GE PROGRAM

The state exam is conducted in one or more disciplines and (modules) of the higher educational institution, the results of mastering which are of decisive importance for the professional activities of graduates.

The volume of the GE for the OP in is 3 credits.

The state exam is conducted in two stages:

The first stage is the assessment of the level of theoretical training of the graduate in the form of computer testing using the means available in the Electronic Information and Educational environment of the RUDN (EIOS);

The second stage is an assessment of the practical preparation of the graduate for future professional activity in the form of solving production situational tasks (cases).

In order to prepare students for the SE, the head of the OP HE (no later than one calendar month before the start of the GIA) is obliged to familiarize students of the final course with this GIA program, an exhaustive list of theoretical issues included in the GE, examples of production situational tasks (cases) that will need to be solved during the certification test, as well as with the procedure for conducting each of the stages of the GE and the methodology for evaluating its results (with evaluation materials).

Before the GOE, mandatory counseling of students on issues and tasks included in the GOE program (pre-examination consultation) is carried out.

The procedure for conducting computer testing within the framework of the GIA is as follows:

- 1). Registration of exam participants based on the result of admission to the exam submitted by the Dean's office;
- 2). Performing the test part of the exam, which provides for 50 questions randomly generated from the database of exam questions on the TUIS platform. The execution time is 50 minutes.
- 3). The result of computer testing is formed automatically by the secretary of the examination commission and is entered in the evaluation sheet.

The order of the second stage of the SE is as follows:

- 1). The solution of situational tasks (cases) generated randomly from the database of exam questions on the TUIS platform. The execution time is 40 minutes.
- 2). The response is generated in an arbitrary way either directly on the TUIS platform, or in the form of a file executed in the Word editor with subsequent placement in the TUIS.
- 3). The members of the GIA check the submitted answers, enter them into an individual evaluation sheet and then, through discussion, set a score, which the secretary of the commission enters on the evaluation sheet.

The evaluation of the results of the GE is carried out in accordance with the methodology set out in the evaluation materials presented in the Annex to this GIA program.

5. REQUIREMENTS FOR THE WRC AND THE PROCEDURE FOR ITS PROTECTION

The WRC is a work performed by a student (several students together), demonstrating the level of readiness of the graduate for independent professional activity.

The list of topics of final qualifying works offered to students for implementation is approved by the order of the head of the OUP implementing the OP HE, and is brought to the attention of the program manager of the final course students no later than 6 months before the start date of the GIA.

It is allowed to prepare and defend the WRC on the topic proposed by the student(s), in accordance with the established procedure.

A student who has passed the GE is allowed to defend the WRC.

Only a fully completed WRC, signed by a graduate (graduates), who completed it, a supervisor, a consultant (if available), the head of the issuing BUP and OUP, who has passed the external review procedure (for master's degree and specialty required) and checked for the amount of borrowing (in the "Anti-Plagiarism" system), is allowed to defend. The review of the supervisor on the graduate's work during the preparation of the WRC is necessarily attached to the WRC admitted to the defense.

In order to identify and timely eliminate deficiencies in the structure, content and design of the WRC, no later than 14 days before the date of its defense, a rehearsal of the students' defense of their work (pre-defense) is conducted in the presence of the head of the WRC and other teachers of the graduating BUP.

The defense of the WRC is conducted at an open meeting of the State Examination Commission (GEC).

The certification test is conducted in the form of an oral report of students with a mandatory multimedia (graphic) presentation reflecting the main content of the WRC.

At the end of the report, the defenders give oral answers to questions raised by the members of the GEC on the subject, structure, content or design of the WRC and the profile of the OP IN. The report and/or answers to the questions of the members of the GEC may be in a foreign language.

The stages of the implementation of the WRC, the requirements for the structure, volume, content and design, as well as the list of mandatory and recommended documents submitted for protection are indicated in the relevant guidelines.

The evaluation of the results of the protection of the WRC is carried out in accordance with the methodology set out in the evaluation materials presented in the Annex to this GIA program.

6. MATERIAL AND TECHNICAL SUPPORT OF THE GIA

Audience type	Equipping the audience	Specialized educational/laboratory equipment, software and materials for the development of the discipline
Lecture hall	An auditorium for conducting lecture-type classes, equipped with a set of specialized furniture; a board (screen) and technical means of multimedia presentations. Audience 340, 324, 321.	Casio XJ-F100W Multimedia projector Digis Dsem-1105 wall-mounted screen Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio monoblock, monitor 21"

7. EDUCATIONAL, METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE GIA

Basic literature for preparing for the Unified State Exam and/or performing and defending the WRC:

1. Brayley R., Myers S. Principles of corporate finance. 2nd ed. – M: Dialectics-Williams, 2019. - 1008 s
2. Drechinsky, V. A. Methodology of scientific research: textbook for universities / V. A. Drechinsky. — 2nd ed., reprint. and add. — Moscow : Yurayt Publishing House, 2021. — 274 p. — ISBN 978-5-534-07187-0. —URL: <https://www.urait.ru/bcode/472413>.
3. Zub, A. T. Strategic management : textbook and workshop for academic undergraduate / A. T. Zub. — 4th ed., trans. and add. - M. : Yurayt Publishing House, 2018. — 375 p. — (Series : Bachelor. Academic course). — ISBN 978-5-534-03013-6. <https://biblio-online.ru/viewer/38AFD36C-9EEC-4AE6-8860-77B43DFEAF8A/strategicheskiy-menedzhment#page/1>
4. Ibragimov, R. G. Corporate finance. Financial solutions and the value of the firm : a textbook for universities / R. G. Ibragimov. — Moscow : Yurayt Publishing House, 2021. — 184 p. —ISBN 978-5-534-02638-2. — URL: <https://urait.ru/bcode/470537> . 184 p.
5. Ignatskaya, M.A., Lylova, E.V. Fundamentals of the theory of management organization. – M.: ed. RUDN, 2020 – p. 128.
6. Kazakova, N. A. Modern strategic analysis: textbook and workshop for universities / N. A. Kazakova. — 3rd ed., reprint. and add. — Moscow : Yurayt Publishing House, 2021. — 469 p. — ISBN 978-5-534-11138-5. —URL: <https://urait.ru/bcode/469179>
7. Kolganova Elena Viktorovna. International commercial transactions in the digital economy : a textbook / E.V. Kolganova. - Electronic text data. - Moscow : RUDN, 2021. - 114 p. : ill.
8. Koryagina, I. A. Modern problems of management theory: a textbook for universities / I. A. Koryagina, M. V. Khachaturian. — Moscow : Yurayt Publishing House, 2021. — 188 p. — ISBN 978-5-534-06934-1. —URL: <https://urait.ru/bcode/474411>
9. Kotler Philip. Marketing management. Express course : translated from English / F. Kotler, K. Keller. - 6th ed. . - St. Petersburg : Peter, 2019. - 448 p. : ill. - (Classical foreign textbook).
10. Lalu, Frederick Discovering organizations of the future / Frederick Lalu ; translated from the English by V. Kulyabina; [scientific ed. by E. Golub]. — M. : Mann, Ivanov and Ferber, 2019 – p. 610
11. Latfullin G.R., Gromova O.N. Theory of organization 2nd ed. Textbook and workshop for undergraduate and graduate studies – Moscow: YURAYT, 2019.
12. Leontiev V.E., Bocharov V.V., Radkovskaya N.P. Corporate Finance. – Moscow: Yurayt, 2020, 354 p.
13. Limitovsky, M. A. Corporate financial management : an educational and practical guide / M. A. Limitovsky, V. P. Palamarchuk, E. N. Lobanova ; executive editor E. N. Lobanova. — Moscow : Yurayt Publishing House, 2021. — 990 p. —ISBN 978-5-9916-3693-3. —URL: <https://urait.ru/bcode/488229> .
14. Litvak, B. G. Strategic management: a textbook for bachelors / B. G. Litvak. — M. : Yurayt Publishing House, 2019. — 507 p. — (Series : Bachelor. Academic course). — ISBN 978-5-9916-2929-4. <https://biblio-online.ru/viewer/3CBF883D-D9BD-4D58-991A-86EAC72D21B8/strategicheskiy-menedzhment#page/1>
15. Lukyanova E. A. Statistical methods of analysis: textbook / E.A. Lukyanova, E.M. Shimkevich. - Electronic text data. - Moscow: RUDN, 2020. - 117 p.: ill.

16. Marketing management [Text] : Textbook and workshop for undergraduate and graduate studies / I.V. Lipsits [et al.]; Edited by I.V. Lipsits, O.K. Oiner. - M. : Yurayt, 2018. - 379 p. - (Bachelor and Master. Academic course). - ISBN 978-5-534-01165-4 : 889.00.

17. Marr Bernard. Key performance indicators. 75 indicators that every manager should know [Text/electronic resource] = Key performance indicators. The 75 measures every manager needs to know / B. Marr; Translated from the English by A.V. Shavrin. - 4th ed. ; Electronic text data. - Moscow: Laboratory of Knowledge, 2019. - 340 p. : ill. - ISBN 978-5-00101-102-6 : 495.00.

18. Moki, V. S. Methodology of scientific research. Transdisciplinary approaches and methods : a textbook for universities / V. S. Moki, T. A. Lukyanova. — 2nd ed., reprint. and add. — Moscow : Yurayt Publishing House, 2021. — 229 p. — ISBN 978-5-534-13916-7. — URL: <https://urait.ru/bcode/467229>

19. Musician Valery Leonidovich. Fundamentals of integrated communications. Theory and Modern Practices = Principles of Integrated Communications Theory and Modern Practice : textbook and workshop for academic undergraduate. Part 2 : SMM, M&A market / V.L. Musician. - M. : Yurayt, 2019. - 384 p. : ill. - (Academic course).

20. Otvarukhina, N. S. Modern strategic analysis: textbook and workshop for universities / N. S. Otvarukhina, V. R. Vesnin. — Moscow : Yurayt Publishing House, 2021. — 463 p. — ISBN 978-5-534-14975-3. — URL: <https://urait.ru/bcode/486227>

21. Popov, S. A. Actual strategic management. Vision — goals — changes : an educational and practical guide / S. A. Popov. — Moscow : Yurayt Publishing House, 2021. — 447 p. — ISBN 978-5-534-01109-8. —URL: <https://urait.ru/bcode/468352>

22. Project management methodologies: Agile and Scrum [Text/ electronic resource] : Textbook / Yu.D. Ageev [et al.]. - Electronic text data. - M. : Aspect Press, 2018.

23. Revinova S.Yu. Business on the Internet : educational and methodical manual: in 2 h. h. 1 / S.Y. Revinova. - Electronic text data. - M. : RUDN, 2018. - 62 p.

24. Roy, O. M. Methodology of scientific research in economics and management: a textbook for universities / O. M. Roy. — 2nd ed., reprint. and add. — Moscow : Yurayt Publishing House, 2021. — 209 p. — ISBN 978-5-534-14167-2. — URL: <https://urait.ru/bcode/467963> (accessed: 06/14/2021).

25. Romat E. V. Marketing communications : textbook for universities. The third generation standard / E.V. Romat, D.V. Senderov. - St. Petersburg : St. Petersburg, 2018, 2020. - 496 p. - (Textbook for higher education institutions).

26. Tretyakova E.A. Managerial economics. Textbook and workshop for undergraduate and graduate studies – Moscow: YURAYT, 2020.

27. Trompenaars, Fons 100 key models and management concepts / Fons Trompenaars, Piet Hein Kuberg; translated from English by [Yulia Konstantinova and Taira Mammadova]. — M.: Mann, Ivanov and Ferber, 2019. — 636 p

28. Managerial economics: textbook and workshop for Master's degree/ under the general editorship of E.V. Ponomarenko, V.A. Isaeva. – 2nd edition. /M.: Publishing House "Yurayt", 2019.

29. Managerial Economics: Study guide. Magistracy. //G.V.Golikova, D.S.Petrov, I.V.Trushina et al. - M.: SIC INFRA-M, 2018.

30. Textbook and workshop for bachelor's and Master's degrees / Under the general editorship of E.V.Ponomarenko, V.A.Isaev. - Electronic text data. - URL:http://lib.rudn.ru/MegaPro/UserEntry?Action=Rudn_FindDoc&id=446527&idb=0

31. Frolov, Yu. V. Theory of organization and organizational behavior. Methodology of the organization: a textbook for universities / Yu. V. Frolov. — 2nd ed., ispr. and add. — Moscow : Yurayt Publishing House, 2021. — 116 p. — ISBN 978-5-534-09522-7. — URL: <https://www.urait.ru/bcode/471816>

32. Chernysheva A.M. Industrial (B2B) marketing [Text] : Textbook and workshop for undergraduate and graduate studies / A.M. Chernysheva, T.N. Yakubova. - M. : Yurayt, 2020. - 433 p. - (Bachelor and Master. Academic course). - ISBN 978-5-534-00628-5 : 1009.00.
33. Shimko P.D. International Financial Management – Moscow: Yurayt, 2020, 493 p.
34. Economics for managers: textbook. In 2 books. /edited by A.A. Porokhovskiy, I.M. Tenyakov/ - M: Book-Memoir, 2020.
35. Yampolskaya, D. O. Pilipenko A.I. Marketing analysis: technology and methods of conducting: textbook and workshop for undergraduate and graduate studies / 2nd ed., reprint. and additional - M.: Yurayt Publishing House, 2020. — 342 p. — (Series: Bachelor and Master. Academic course).

Additional literature for preparing for the GE and/or performing and defending the WRC:

1. Vasilyeva L. S. Business analysis and evaluation [Text/electronic resource]: An educational and methodological guide for students studying in the direction of 38.04.01 "Economics", specialization "Accounting, internal control and audit" / L.S. Vasilyeva, M.V. Petrovskaya. - Electronic text data. - Moscow : RUDN Publishing House, 2017. - 67 p. - ISBN 978-5-209-08040-4 : 57.17.
2. Voroshilov V. V. Theory and practice of mass information [Text/electronic resource] : Textbook / V.V. Voroshilov. - 2nd ed., reprint. and additional ; Electronic text data. - M. : KNORUS, 2017. - 464 p. - (Bachelor's degree). - ISBN 978-5-406-05842-8 : 908.49.
3. Diesperova N. A. Marketing : textbook / N.A. Diesperova. - Electronic text data. - Moscow : RUDN, 2019. - 315 p. : ill.
4. Dyuzheva N. V. (author of RUDN). Foreign economic relations of the Russian Federation on the international market of goods and services for space purposes : monograph / N.V. Dyuzheva, M.V. Shevtsova. - Electronic text data. - Moscow : RUDN, 2021. - 236 p. : ill.
5. Eliferov Vitaly Gennadievich. Business processes: regulation and management: textbook / V.G. Eliferov, V.V. Repin. - Moscow : INFRA-M, 2020. - 319 p.: ill.
6. Zavgorodnaya A.V. Marketing planning [Text] : Textbook for undergraduate and graduate studies / A.V. Zavgorodnaya, D.O. Yampolskaya. - 2nd ed., reprint. and additional - M. : Yurayt, 2018. - 340 p. - (Bachelor and Master. Academic course). - ISBN 978-5-534-06590-9 : 809.00.
7. Kokuitseva T. V. Innovation Management : textbook / T.V. Kokuitseva. - Electronic text data. - Moscow : RUDN, 2021. - 87 p. : ill.
8. Kotler Philip. Marketing management. Express course : translated from English / F. Kotler, K. Keller. - 6th ed. . - St. Petersburg : St. Petersburg, 2019. - 448 p. : ill. - (Classical foreign textbook).
9. Marketing management [Text] : Textbook and workshop for undergraduate and graduate studies / I.V. Lipsits [et al.]; Edited by I.V. Lipsits, O.K. Oiner. - M. : Yurayt, 2018. - 379 p. - (Bachelor and Master. Academic course). - ISBN 978-5-534-01165-4 : 889.00.
1. 10. Marketing management [Text] : Textbook and workshop for undergraduate and graduate studies / I.V. Lipsits [et al.]; Edited by I.V. Lipsits, O.K. Oiner. - M. : Yurayt, 2018. - 379 p. - (Bachelor and Master. Academic course). - ISBN 978-5-534-01165-4 : 889.00..

Resources of the Internet information and telecommunication network:

UNIBC (Scientific Library) provides access to the following EBS:

- EBS RUDN Access mode: <http://lib.rudn.ru/> - from RUDN stationary computers
- University Library ONLINE – Access mode: <http://www.biblioclub.ru/>
- Book collections of SPRINGER publishing house. – Access mode: www.springerlink.com
- Universal databases of East View. – Access mode: <http://online.ebiblioteka.ru/>

- EBC publishing house "Yurayt" Access mode: <http://www.biblio-online.ru>
- EBS Publishing House "Lan", collections
- Electronic library system "Znanium.com " - access to the main collection is granted

Electronic resources for educational activities:

- Bulletin of the RUDN, all series / Access mode: <http://journals.rudn.ru/>
- eLibrary.ru / Access mode <http://www.elibrary.ru/defaultx.asp> from any computer on the territory of the RUDN
- RSL dissertations Access mode: <https://dvs.rsl.ru/?>
- BIBLIOPHIKA / Access mode: <http://www.bibliophika.ru/>
- Columbia International Affairs Online (CIAO) Access Mode: <http://www.ciaonet.org/>
- East View. Collection "Statistical publications of Russia and CIS countries"
- Grebennikon Access mode: <http://grebennikon.ru/>
- LexisNexis Access Mode: <http://academic.lexisnexis.eu>

Electronic publications:

1. The Libertarian Library ("Moscow Libertarian Library (Russian)") – <http://libertarium.ru/library>
2. Library of the Academy of Sciences – www.csa.ru/ban
3. MSU Library – www.lib.msu.ru
4. Library of Economic and Business literature – <http://www.ek-lit.agava.ru>
5. Kommersant newspaper – www.kommersant.ru
6. The newspaper "Economy and Life" – www.akdi.ru
7. The journal "Questions of Economics" – <http://infomag.mipt.rssi.ru/data/j112r.html>
8. Money Magazine – <http://www.kommersant.ru/money.aspx>
9. Journal "Problems of theory and practice of management" – <http://www.ptpu.ru>
10. Expert Magazine – www.expert.ru
11. Institute "Economic School". Gallery of Economists – <http://www.ise.spb.ru/gallery/main.html>
12. Institute of Transition Economics – www.iet.ru
13. Institute of Economics of the Russian Academy of Sciences – www.inst-econ.org.ru
14. Interfax News Agency – www.interfax.ru
15. Official Russia – www.gov.ru
16. Working Center for Economic Reforms under the Government of the Russian Federation – <http://wcer.park.ru>
17. Regional Fund for Scientific and Technical Development – www.rfntr.neva.ru
18. RosBusinessConsulting – <http://www.rbc.ru>
19. Russian State Library – www.rsl.ru
20. Rosstat – <https://rosstat.gov.ru>

Search engines: Yandex (yandex.ru), Google (google.ru).

Information portals:

1. www.advertology.ru
2. www.marketing.spb.ru
3. www.p-marketing.ru

4. www.4p.ru
5. www.advi.ru
6. www.cfin.ru
7. www.expert.ru
8. www.rbc.ru

Educational and methodological materials for independent work of students in preparation for the exam and / or the implementation of the WRC and preparation of work for the defense *:

1. Zobov A.M. et al. Methodological guidelines for the implementation and design of the WRC, RUDN, 2019 – 52 p.
2. The procedure for checking the WRC for the amount of borrowing in the "Anti-Plagiarism" system.
3. The procedure for conducting the GIA on the OP in "International Marketing" using DOT, including the procedure for identifying the graduate's identity.
The materials are posted on the TUSS portal, access mode:
<https://esystem.rudn.ru/course/view.php?id=136>

* - all educational and methodological materials for independent work of students are placed in accordance with the current procedure on the GIA page in TUIS!

8. EVALUATION MATERIALS AND A POINT-RATING SYSTEM FOR ASSESSING THE LEVEL OF COMPETENCE FORMATION AMONG GRADUATES

Evaluation materials and a point-rating system* for assessing the level of competence formation based on the results of mastering the discipline of the OP IN "International Marketing" are presented in the Appendix to this GIA program.

* - OM and BRS are formed on the basis of the requirements of the relevant local regulatory act of the RUDN (regulations/order).

РУКОВОДИТЕЛЬ ВЫПУСКАЮЩЕГО БУП:

Декан Экономического факультета <hr style="border: 0.5px solid black;"/> Наименование БУП	<hr style="border: 0.5px solid black;"/> Подпись	Мосейкин Ю.Н. <hr style="border: 0.5px solid black;"/> Фамилия И.О.
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РУКОВОДИТЕЛЬ ОП ВО: Зав. каф. Маркетинга

<hr style="border: 0.5px solid black;"/> Должность, БУП	<hr style="border: 0.5px solid black;"/> Подпись	Зобов А.М. <hr style="border: 0.5px solid black;"/> Фамилия И.О.
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1. EVALUATION TOOLS

Evaluation tools designed to establish, during certification tests, compliance / non-compliance with the level of training of graduates who have completed the development of OP HE in the field of training / specialty, with the requirements of the corresponding OS in the RUDN.

Table 1. Evaluation form of GIA

Final State exam

(Ф.И.О. члена ГЭК)

Таблица 1. Оценочная форма ГИА

№ п/п	Name	Test part max 50	Cases max 50	Total grade max 100

The total labor intensity of the state exam – corresponds to 3 credits – 100 points. 50 points can be earned on the test part of the state exam and on the answers to production situational tasks (cases).

1). The answer to the theoretical part of the state exam:

Оценка	Мин.	Макс.
A (5)	48	50
B(5)	43	47
C (4)	35	42

Оценка	Мин.	Макс.
D (3)	31	34
E (3)	25	30
F(2)	0	24

2). The answer to the practical part of the state exam:

Оценка	Мин.	Макс.
A (5)	48	50
B(5)	43	47
C (4)	35	42

Оценка	Мин.	Макс.
D (3)	31	34
E (3)	25	30
F(2)	0	24

3) The final score is formed as the sum of all points:

Оценка	Мин.	Макс.
A (5)	95	100
B(5)	86	94
C (4)	69	85

Оценка	Мин.	Макс.
D (3)	61	68
E (3)	51	60
F(2)	0	50

Criteria for evaluating practical situations (cases)

Оценка	Указания к оцениванию
Excellent 43-50	<p>Excellent command of terminology. Excellent understanding of the task. Excellent analysis of each of the alternative points of view. Excellent understanding of nuances, cause-and-effect relationships. The answers to the questions of the assignment were received, well-reasoned. A high degree of independence, originality in the presentation of the material: the manner of presentation, vocabulary, metaphor. The answer is clearly structured and built in a given logic. The parts of the answer are logically interconnected.</p>
Good 35-42	<p>Good command of terminology. Good understanding of the task. Attempts to analyze alternative options, but with some errors and omissions. Good understanding of nuances, cause-and-effect relationships. The answers to the questions posed by the task have been received, but they are not sufficiently reasoned. A sufficient degree of independence and originality in the presentation of the material is demonstrated. The answer is sufficiently structured and built in a given logic without violating the general meaning. The parts of the answer are logically interconnected.</p>
Satisfactory 25-35	<p>Limited knowledge of terminology. Insufficient understanding of the task. Weak attempts have been made to analyze alternative options. Poor understanding of nuances, cause-and-effect relationships. The answers to the questions of the task have been received, the arguments are not clear, there is no own point of view, or it is poorly reasoned. The answer is about half of the common words. The answer is poorly structured, the set logic is broken.</p>
Unsatisfactory 0-24	<p>Poor command of terminology. Poor understanding of the task at all is a complete misunderstanding. The understanding of nuances, cause-and-effect relationships is very weak or complete misunderstanding. Complete lack of analysis of alternative ways to solve the problem. The answers to the questions have not been received, there is no argumentation of the stated point of view, there is no own position. The response is not structured, the specified logic is violated.</p>

Assessment scale for the interdisciplinary state exam:

Levels of competence	Meaningful	The main signs of the allocation of	% of demonstration of
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formation	description of the level	the level (criteria for assessing the formation)	competence formation
Elevated	Creative activity	Includes a lower level. The ability to independently make a decision, solve a problem / problem of a theoretical or applied nature based on the studied methods, techniques, technologies.	86-100
Basic	The application of knowledge and skills in broader contexts of educational and professional activities, rather than by model, with a greater degree of independence and initiative	Includes a lower level. The ability to collect, systematize, analyze and competently use information from independently found theoretical sources and illustrate theoretical positions with them or justify the practice of application.	69-85,9
Satisfactory (sufficient)	Reproductive activity	Presentation of theoretically and practically controlled material within the course objectives	51-68,9
Insufficient	No signs of a satisfactory level		Менее 51

TYPICAL PRACTICAL TASKS (CASES)

1). A Russian ice cream company wants to bring a new brand to the Chinese market. It is known that China has a positive attitude towards Russian chocolate and sweets. The manufacturer assumes that this will help him in entering the market.

- 1). What international marketing strategies do you know
- 2). Suggest your strategy for bringing the product to the FMCG market. Give the rationale for your choice
- 3). What environmental conditions should a company study in order to conclude about the attractiveness of the Chinese market. Give some indicators.

2). You need to assess the situation of the passenger car market in Greece. For this:

- 1). Give a detailed definition of what market conditions are
- 2). What indicators will you include in the assessment of the car market in Greece?
- 3). What goals can a company that asks a consulting agency to evaluate the Greek market have?

3). The company conducted an advertising campaign. The results are presented below:

Period - 1 month (April 1 – April 30, 2019)

Channels – BTL (promo)

Budget: 470,000 rubles.

Sales – Jan. – March 2019 – 1,234,567 pieces.

Sales in May – 407,000 pieces.

Sales April – 437,000 pieces.

The selling price for 1 piece is 35 rubles.

The cost of 1 piece is 23 rubles.

- 1). What goals were pursued by the above-mentioned advertising company
- 2). Was this advertising company effective? Justify your answer.
- 3). Name three reasons why an advertising company may be unsuccessful

4). The company produces a brand D of a certain type of product. The marketer explores the popularity of the competitor brands of his company. Below are the results of the study.

Product brand A B C D E F G H I

Level of fame, % 56 67 40 56 38 70 61 12 40

Rank, score 1

1). What rank will mark D have?

2). Give the sequence of this study

3). Give an interpretation of the result of this study.

5). The company produces and sells the brand of vegetable milk "A". The product is new on the market, but meets the needs of buyers who lead a healthy lifestyle.

1) Specify the priority goals of advertising vegetable milk "A"

2) What are the types of briefings that may appear in the marketing department when developing an advertising campaign for this product (brief for what works)?

3) What are the reasons for the possible inefficiency of advertising this product.

6). The company has commissioned a consulting agency to develop its corporate strategy. Based on the methods of the Boston Matrix and the product-market matrix by I. Ansof, a business diversification strategy was recommended.

1) Specify the features of the application of the Boston matrix and the I. Ansof product-market matrix, the advantages and disadvantages of each of them.

2) What are the types, prerequisites and risks of a corporate diversification strategy (brief for which works)?

3) Which option (type) of diversification would be more appropriate in the current global economic depression due to the coronavirus pandemic.

7). The Board of Directors of Company N held a discussion of the company's marketing budget for the next year. It was decided to postpone the discussion and make calculations based on 3 main alternative methods of forming a marketing budget.

1) Specify the features of the 3 main methods of forming a marketing budget, the advantages and disadvantages of each of them

2) Justify the choice of a specific method out of 3, taking into account that the company belongs to the FMCG business and sales fell by 4% over the year?

3) Taking into account the drop in sales, which of the marketing directions - ATL or BTL, would it be advisable to use when implementing the marketing budget?

8). The company ordered the agency by conducting marketing research, the market overview, which seeks to quickly increase sales.

- 1) Specify the main types of marketing research, their main features
- 2) Justify the choice of specific types of marketing research when implementing an order, taking into account that the ice cream market has become the object of research?
- 3) When presenting the results of the study, comments were made that field research methods were used too little. Why is this a serious remark, and what types of field studies of the ice cream market could be carried out quickly enough.

9). Many experts assess the current situation in the global economy as turbulent and capable of causing drastic changes for many companies. What does it matter for the international marketing of Russian companies

- 1) Specify the main elements (subsystems) of the global marketing environment
- 2) Which of these elements (subsystems) change most rapidly and unpredictably and why?
- 3) For which industries and types of business in Russia do these changes in the practice of international marketing have the character of "potential development opportunities" and strengthening positions in world markets?

10). One of the important trends of the modern economy has become a great attention to environmental protection, the so-called "green marketing". What opportunities and risks does this create for Russian companies?

- 1) What are the main types of "green marketing"?
- 2) What adjustments in product strategy, promotion strategy and branding should Russian companies implement?
- 3) Your recommendations on rebranding a Russian company engaged in the production and sale of food products abroad, taking into account the requirements "green marketing"

REQUIREMENTS FOR THE FINAL QUALIFYING WORK

A student who has passed the state exam is allowed to defend the WRC. The defense of the WRC is conducted at an open meeting of the Examination commission (EC).

The state final certification is conducted in the form of an oral presentation of the WRC, followed by oral answers to questions from EC members in accordance with the University's Regulations on the WRC. The report and/or answers to the questions of EC members may be in a foreign language.

As part of the preparation for the procedure of protection and protection of the final qualifying work, the degree of mastering by graduates of the following competencies is checked:

- Able to identify and implement the priorities of its own activities and ways to improve it based on self-assessment (CC-6);
- Able to critically evaluate the capabilities of digital technologies for solving professional tasks, work with digital data, evaluate their sources and relevance (OPK-6);
- Capable of conducting marketing research taking into account the influence of the international marketing environment using the tools of the modified marketing package of the corresponding (PC-1);
- Capable of developing and implementing innovative goods and intangible assets and managing them in the company's international markets (PC-2);
- Capable of developing, implementing and improving the pricing strategy in international markets (PC-3);
- Capable of developing, implementing and improving the distribution system and sales policy in international markets (PC-4);
- Capable of developing, implementing and improving the marketing communications system of an international company (PC-5);
- Able to manage the marketing activities of an international company (PC-6);
- Capable of planning and controlling the marketing activities of an international company (PC-7).

The total complexity of registration, preparation for the protection procedure and protection of the final qualifying work of 6 ZE (credits)

№	Type of educational work	Total hours	Semesters			
			5	6	7	8
1.	Classroom classes (ak. hours)					
	Including:					
1.1.	Lectures					
1.2.	Other activities					
	Including:					
<i>1.2.1.</i>	Practical training (PZ)					
<i>1.2.2.</i>	Seminars (C)					
<i>1.2.3.</i>	Laboratory work (LR)					
2.	Independent work of students (ak	216				216
	Including:					
2.1.	Registration of the WRC	50				50
2.2.	Preparation for the delivery of the WRC	150				150
2.3.	preparation for the protection procedure and	16				16
3.	Protection of the final qualifying work	216				216

	<i>Total labor intensity (credits)</i>	6				6
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List of sample topics of master's theses:

1. Development of the international marketing program of the industrial holding.
2. Development of a marketing program for the development of the enterprise
3. Business restructuring based on the marketing concept.
4. Marketing management of an innovative company.
5. Marketing management of a trading company.
6. Organization of marketing of public organizations (NGOs).
7. Development of the company's customer service program.
8. Development of a program for the implementation of an electronic CRM system in the company
9. Restructuring of the customer service system based on the personalization of marketing solutions.
10. Improving the efficiency of marketing of industrial services.
11. Implementation of marketing policy in the service industry.
12. Formation of the insurance services marketing program.
13. Organization of marketing of investment goods.
14. Management of the bank's branch network based on marketing strategies
15. .Development of a small enterprise marketing package.
16. Creation of a marketing services company.
17. Organization and planning of marketing of information services.
18. Organization of direct marketing in the industrial market.
19. Organization of Internet marketing of an information product.
20. Development of a marketing justification for an e-commerce system.
21. Development of an online store marketing program.
22. Organization of cooperation during marketing campaigns.
23. Management of product promotion in foreign markets.
24. Development of a marketing strategy for entering foreign markets.
25. Organization of a marketing services company.
26. Formation of an intra-organizational marketing system.
27. Development of a product promotion campaign.
28. Organization of interaction with competitors in the development and sale of products.
29. Formation of strategy and tactics of competition.
30. Development of a system of methods and forms of non-price competition.
31. Development of methods and forms of price competition.
32. Investment planning based on marketing research.
33. Formation and maintenance of a bank of marketing information.
34. Development of the company's marketing information system.
35. Forecasting demand, structure and sales volume of products.
36. Organization of market monitoring.
37. Organization of marketing testing of new products.
38. Organization and conduct of panel market research.
39. Development of a program for conducting marketing experiments.
40. Organization of a research service in an advertising agency.
41. Management of the development of a new product and the strategy of its promotion on the market.
42. Product assortment management.
43. Formation of the brand policy of the company.

44. Organization of marketing expertise of consumer products.
45. Ensuring the competitiveness of the company's product offer.
46. Formation of the company's pricing policy.
47. Development of the pricing policy of the service sector enterprise.
48. Development of pricing policy for new industrial goods.
49. Development of a pricing system for new products.
50. Formation and development of a product sales network.
51. Planning of wholesale and retail turnover.
52. Optimization of commercial logistics systems.
53. Optimization of the organization and execution of the order for goods and services in the retail / wholesale trade network.
54. Development of a retail complex of a trading company.
55. Organization of vertical product sales networks.
56. Organization of logistics processes in the trade and procurement network.
57. Organization of logistics processes in the transport and procurement network of retail / wholesale trade.
58. Development of the company's marketing communications program
59. Development of a product promotion program.
60. Development of a comprehensive sales promotion system.
61. Organization and planning of an advertising campaign.
62. Creation of a system for monitoring and forecasting the effectiveness of advertising.
63. Development of an advertising plan to introduce a new product/brand to the market.
64. Development of an advertising program for a product / service.
65. Organization of promotion in social networks.
66. Development of the company's marketing public relations program.
67. Development of the company's exhibition program.
68. Formation of a corporate brand.
69. Development of a program of work with reference groups of the target market.
70. Formation of the information field of sales of a new product.
71. Direct mail organization for the promotion of industrial products.
72. Formation of a personal sales system.
73. Formation of a product sales promotion system.
74. Development of methods and organizational forms of marketing audit in the company.
75. Planning of the "event" marketing system
76. Development of promotion systems based on neuromarketing
77. The use of digital marketing methods in the promotion of the company in the market.

Examples of the names of the topics of final qualifying works

1. Analysis and improvement of the product promotion system in the automotive market of Russia on the example of brand products ...
2. Using Internet information resources to promote the brand....
3. Marketing analysis of the company's competitiveness ...
4. Features of the development and implementation of the strategy of interaction with the stake holders of an environmental organization (on the example of ...)
5. Features of the development of a strategy for bringing a Russian company to the Chinese market (on the example of ...)
6. Promotion of American football in the sports events market on the example of a team ...
7. Development and introduction of a new product to the market (on the example of the output of a new TV program by a TV company ...)
8. Development of an integrated brand of a construction company (for example ...)

9. Development of a marketing program for the expansion of Convins in the industrial market of compressor equipment (for example ...)
10. Development of programs for finding customers and their loyalty based on direct marketing on the example of a company ...
11. Development of a program for opening a shopping center in Ufa (on the example of the SEC "" of the company ...)
12. Development of a program for the promotion of restaurant services in the markets B2C and B2B on the example of a restaurant ...
13. Development of a program to counter private brands in the category of "ready-made animal feed" on the example of the company ...
14. Development of the brand development program of the Russian Classical University on the example of ...
15. Development of a rebranding program for a service company (for example ...)
16. Development of the program of participation in the exhibition as an effective communication channel in the industrial market (for example ...)
17. Formation of a comprehensive brand promotion program on the sporting goods market in Russia (using the example of the brand ...)
18. Formation of a program of promotions of confectionery products on the German market (for example ...)
19. Development of a digital marketing program to promote the company in the digital environment.

The tasks that the student must solve in the process of completing the final work are determined by the chosen topic of the master's thesis. In addition, completeness, elements of scientific novelty, compliance with the deadlines for providing materials to the scientific supervisor must be observed.

The stages of completion of the final qualifying work (WRC), the conditions for admission of the student to the defense procedure, the requirements for the structure, volume, content and design, as well as the list of mandatory and recommended documents submitted for defense, are specified in the guidelines approved in accordance with the established procedure:

– in the REGULATIONS on the final work of a graduate of the Peoples' Friendship University of Russia, Rector's Order No. 878 dated November 30, 2016;

– in the REGULATION on the procedure for automated computer verification of coursework, final qualifying papers, theses, master's theses and interpretation of the results to the percentage of the degree of originality in the "Anti-Plagiarism.RUDN", Appendix to the Rector's Order No. 243 dated April 14, 2014;

– in the Rector's Order No. 8 dated January 15, 2015 on improving the efficiency of work with the Anti-Plagiarism system.RUDN" and amendments to clause 3.1 of the Regulations on the procedure for automated computer verification of term papers, Final qualifying papers, theses, master's theses and interpretation of the results to the percentage of the degree of originality in the "Anti-Plagiarism.RUDN".

- in the "Procedure for the final state certification of students in higher education programs – bachelor's degree programs, specialty programs and master's degree programs at the Peoples' Friendship University of Russia (new edition)" (Rector's order of 13.10.2016, No. 790).

Evaluation tools of the WRC

The scale of the final assessment of the master's final work

The final score is the sum of the points received for the completion and defense of the bachelor's final work. The final score is set based on the following criteria (the maximum score is 100 points):

- Content and design of the work - max 45 points:
 - 1) Independence of the author when writing the WRC – max 10 points
 - 2) Validity and consistency of the structure of the work and conclusions - max 10 points
 - 3) Literacy of the presentation of the material - max 10 points
 - 4) Availability and quality of illustrative material - max 5 points
 - 5) Compliance of the WRC with the rules of registration of the WRC of a graduate of the RUDN (Rector's order No. 878 of 11/30/16) - max 10 points
- Protection language – max 10 points
- The content of the review of the supervisor / reviewer - max 15 points
- Student's report - max 15 points
- Student's answers to questions - max 15 points
- Final score - max 100 points.

<i>Оценка ECTS</i>	<i>Мин.</i>	<i>Макс.</i>	<i>Оценка РФ</i>	<i>Оценка ECTS</i>	<i>Мин.</i>	<i>Макс.</i>	<i>Оценка РФ</i>
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A (5)	95	100	5
B (5)	86	94	5
C (4)	69	85	4

D (3)	61	68	3
E (3)	51	60	3
F (2)	0	50	2

Description of indicators and criteria for assessing competencies, as well as assessment scales

The scale of assessment for an oral answer on an interdisciplinary exam:

Rating "5" (excellent) it is put if:

- the content of the examination ticket material is fully disclosed;
- the material is presented correctly, in a certain logical sequence;
- demonstrated systematic and in-depth knowledge of the program material;
- exactly the terminology used;
- the ability to illustrate theoretical positions with concrete examples, to apply them in a new situation is shown;
- demonstrated the assimilation of previously studied related issues, the formation and stability of competencies, skills and abilities;
- the answer sounded independently, without leading questions;
- demonstrated the ability to creatively apply knowledge of theory to solving professional problems;
- demonstrated knowledge of modern educational and scientific literature;
- one or two inaccuracies were made in the coverage of minor issues, which are corrected according to the remark.

The rating "4" (good) is given if:

- the questions of the examination material are presented in a systematic and consistent manner;
- demonstrated the ability to analyze the material, but not all conclusions are reasoned and evidence-based;
- the assimilation of the basic literature is demonstrated.
- the answer mainly meets the requirements for a rating of "5", but at the same time has one of the drawbacks:

there are small gaps in the presentation that did not distort the content of the answer;

one or two shortcomings were made when covering the main content of the answer, corrected according to the examiner's remark;

an error or more than two shortcomings were made when covering minor issues, which are easily corrected by the examiner's remark.

Rating "3" (satisfactory) it is put if:

- the content of the material is not fully or inconsistently disclosed, but a general understanding of the issue is shown and skills sufficient for further assimilation of the material are demonstrated;
- the main categories on the considered and additional issues have been mastered;
- there were difficulties or mistakes in the definition of concepts, the use of terminology, corrected after several leading questions;
- with incomplete knowledge of the theoretical material, insufficient formation of competencies, skills and abilities has been revealed, the student cannot apply the theory in a new situation;
- the assimilation of the basic literature is demonstrated.

Rating "2" (unsatisfactory) it is put if:

- the main content of the educational material is not disclosed;
- ignorance or misunderstanding of the most or most important part of the educational material is detected;
- mistakes were made in the definition of concepts, when using terminology, which were not corrected after several leading questions.
- competencies, skills and abilities are not formed.

РУКОВОДИТЕЛЬ ВЫПУСКАЮЩЕГО БУП:

**Декан Экономического
факультета**

Наименование БУП

Подпись

Мосейкин Ю.Н.

Фамилия И.О.

РУКОВОДИТЕЛЬ ОП ВО:

Зав. каф. Маркетинга

Должность, БУП

Подпись

Зобов А.М.

Фамилия И.О.

ASSESSMENT SHEET FOR THE PROTECTION OF THE FINAL QUALIFYING WORK

№ п/ п	Student name	Defence language (specify) (10 points)	Content and design of the work (45 points):					The content of the review of the supervisor / reviewer 15 points	Student's report 15 points	Student's answers to questions 15 points	Total 100 points	grade
			Independence of the author when writing the WRC 10 points	Validity and consistency of the structure of the work and conclusions 10 points	Literacy of the presentation of the material 10 points	Availability and quality of illustrative material 5 points	According to the WRC rules for the registration of the WRC of a graduate of the RUDN (Rector's Order No. 878 of 11/30/16) 10 баллоб					
1.												

Full name of the commission member: _____