

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

**Faculty of Economics**

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

**THE PRACTICE PROGRAM**

**Master's research work**

(name of the practice)

**educational**

(type of practice: educational, industrial)

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

**38.04.02 «Management»**

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(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**

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

## 1. THE PURPOSE OF THE PRACTICE

The purpose of the "Master's research work" is to expand and consolidate the theoretical knowledge gained by students of the International Marketing program in the process of mastering theoretical disciplines and independent scientific research, the formation of general professional and professional competencies in accordance with the OS RUDN, the acquisition of practical skills in research activities, as well as the collection of factual material for preparation of a master's thesis.

Conducting research is provided in the 1,2 and 3 semesters of training under this program.

## 2. REQUIREMENTS FOR THE RESULTS OF TRAINING BASED ON THE RESULTS OF THE INTERNSHIP

The practice "Master's research work" is aimed at the formation of the following competencies (part of the competencies) among students:

Table 2.1. List of competencies formed by students during the internship (results of training based on the results of practice)

Code	Competence	Indicators of competence achievement (within the framework of this discipline)
YK-6	Is able to identify and implement the priorities of his own activities and ways to improve it based on self-assessment	CC-6.1. Controls the amount of time spent on specific activities
		CC-6.2. Develops tools and methods of time management when performing specific tasks, projects, goals of the
		CC-6.3. Analyzes its resources and their limits (personal, situational, temporary, etc.), for the successful completion of the task of the CC-6.4. Distributes tasks for long-, medium- and short-term with justification of relevance and analysis for resources to perform them
YK-7	Capable of using digital technologies and methods of searching, processing, analyzing, storing and presenting information (in the professional field) in the digital economy and modern corporate information	CC-7.1. Searches for the necessary sources of information and data, perceives, analyzes, remembers and transmits information using digital means, as well as using algorithms when working with data obtained from various sources in order to effectively use the information received to solve the tasks
		of CC-7.2. Evaluates information, its reliability, builds logical conclusions based on incoming information and data
PKO-1	Capable of conducting marketing research taking into account the influence of the international marketing environment using the tools of a modified	PKO-1.1 Knows the goals, stages and procedures of marketing research
		PKO-1.2. Is able to work with digital data, evaluate their sources and relevance
		PKO-1.3. Is able to evaluate the economic and social effectiveness of marketing research

Code	Competence	Indicators of competence achievement (within the framework of this discipline)
	marketing package corresponding to the latest global trends	PKO-1.4. Knows the principles of interpretation of the results of scientific research in professional activity
IIKO-2	Capable of developing and implementing innovative goods and intangible assets and managing them in the company's international markets	PKO-2.1. Knows how to choose innovations in the field of professional activity (commercial, or marketing, or advertising, or logistics, or commodity science)
		PKO-2.2. Is able to work with digital data, evaluate their sources and relevance
		PKO-2.3. Is able to analyze and evaluate their economic efficiency of innovative products
		PKO-2.4. Has the methods of developing and evaluating the effectiveness of innovative trade and technological, or marketing, or logistics, or advertising technologies

### 3. THE PLACE OF PRACTICE IN THE STRUCTURE OII BO

The master's research work belongs to the mandatory part of the variable component of the program in the direction 38.04.02 "Management", specialization "International Marketing".

Within the framework of the educational program, students also master disciplines and/or other practices that contribute to achieving the planned learning outcomes based on the results of the master's Research work.

Table 3.1. The list of components of the educational support that contribute to the achievement of the planned learning outcomes based on the results of the internship

Code	Competence name	Previous courses	Next courses
YK-6	Is able to identify and implement the priorities of his own activities and ways to improve it based on self-assessment	Methodology of management problems research Marketing metrics (effectiveness of marketing projects); Digital marketing; Innovative entrepreneurship	Registration, preparation for the protection procedure and protection of the final qualifying work

<b>Code</b>	<b>Competence name</b>	<b>Previous courses</b>	<b>Next courses</b>
УК-7	Capable of using digital technologies and methods of searching, processing, analyzing, storing and presenting information (in the professional field) in the digital economy and modern corporate information	Methodology of management problems research Marketing metrics (effectiveness of marketing projects); Innovative entrepreneurship; Negotiation techniques	Registration, preparation for the protection procedure and protection of the final qualifying work
ПКО-1	Capable of conducting marketing research taking into account the influence of the international marketing environment using the tools of a modified marketing package corresponding to the latest global trends	Modern strategic analysis; Finances of organizations; Marketing metrics (effectiveness of marketing projects); Marketing forecasting methods	Pre-graduate practice;
ПКО-2	Capable of developing and implementing innovative goods and intangible assets and managing them in the company's international markets	Managerial economics; Digital marketing; International marketing strategies; Analysis of financial statements; Economy of energy and raw materials industries of Russia; Innovative entrepreneurship	Pre-graduate practice;

\* - заполняется в соответствии с матрицей компетенций и СУП ОП ВО

#### **4. SCOPE OF PRACTICE**

The total labor intensity of the practice of "Magistra research work" is 27 credits 972 ac.h.

#### **5. THE CONTENT OF THE PRACTICE**

*Таблица 5.1. Содержание практики\**

Name of the practice section	Content of the section (topics, types of practical activities)	Labor intensity, ac.hour.
Section 1. Participation in educational, scientific, socio-political and cultural events	1.1.1.1. Participation in scientific and practical conferences and seminars	84
	1.2.1.2. Participation in master classes	84
	1.3.1.3. Participation and preparation of trainings and round tables	84
Section 2. Participation in scientific research / faculty	2.1. Conducting marketing research within the framework of research of the department and faculty	150
	2.2. Collection of information and preparation of scientific articles on the subject of research	150
	2.3. Participation in the preparation of reports and presentations on the subject of research	96
Section 3. Preparation and writing of the Master's final qualifying work (Master's thesis)	3.1. Definition of the subject of master's works. Conducting exploratory research	102
	3.2. Conducting marketing research. Content analysis and questionnaires.	102
	3.3 Development of the project part of the dissertation. Determining the budget of marketing activities and evaluating the effectiveness of projects.	102
Making a practice report		9
Preparation for the defense and protection of the practice report		9
<b>BCEFO:</b>		<b>972</b>

\* - the content of the practice by sections and types of practical training is FULLY reflected in the student's report on the practice.

## 6. MATERIAL AND TECHNICAL SUPPORT OF THE PRACTICE

Classroom fund, computer equipment and multimedia facilities of the Faculty of Economics of the RUDN, computer-equipped workplaces and electronic databases of the Scientific Library of the RUDN.

Room	Name	name
17	Classroom	Multimedia projector - 2 pcs., sound stand - 1 pc., screen - 2 pcs.
19	Computer class	Computers Pentium 4-1700/256MB/cd/audio - 21 pcs., multimedia projector Panasonic PT-LC 75 - 1 pc. , screen - 1 pc.
21	Computer class	Celeron 2600/512MB/cd/audio computers - 21 pcs, Panasonic PT-LC 75 multimedia projector - 1 pc , screen -1 pc.
23	Computer class	Celeron 2600/512MB/cd/audio computers - 21 pcs., Panasonic PT-LC 75 multimedia projector - 1 pc., screen - 1 pc.
25	Computer class	Celeron 766/256MB/audio computers - 21 pcs., Panasonic PT-LC 75 multimedia projector - 1 pc., screen - 1 pc.

27	Classroom	Multimedia projector - 1 pc., screen - 1 pc.
29	Classroom	Multimedia projector - 1 pc., screen - 1 pc.
101	Classroom	Multimedia projector - 2 pcs., sound stand - 1 pc., screen - 2 pcs.
103	Classroom	Multimedia projector - 1 pc., screen - 1 pc.
105	Classroom	Multimedia projector - 1 pc., screen - 1 pc.
107	Classroom	Multimedia projector - 1 pc., screen - 1 pc.
109	Classroom	Multimedia projector - 1 pc., conference equipment, DVD recorder, sound equipment, screen - 1 pc.

## 7. METHODS OF PRACTICE

The practice of "Master's research work" can be carried out both in the structural divisions of the RUDN or in organizations in Moscow (stationary), and at bases located outside Moscow (mobile).

The practice on the basis of an external organization (outside of the RUDN) is carried out on the basis of a corresponding contract, which specifies the terms, place and conditions of the practice in the base organization.

The terms of the internship correspond to the period specified in the calendar training schedule of the OP HE. The terms of the internship can be adjusted in coordination with the Department of Educational Policy and the Department of Organization of Practices and Employment of Students at the RUDN.

## 8. EDUCATIONAL, METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE PRACTICE

- 1) a) basic literature:
- 2) 1) Methodological recommendations on writing and design of the final work of baka-lavra for the direction 38.03.02 "Management" profile "Marketing" and the master's degree 38.04.02 "Management" profile "International marketing" [Text/electronic resource]: Educational and methodological manual / A.M. Zobov [et al.]. - Electronic text data. - Moscow: RUDN Publishing House, 2019. - 54 p. : ill. - ISBN 978-5-209-09163-9 : 52.39.
- 3) 2) Priority areas of cooperation between Russia and BRICS partner countries [Text] : Collection of scientific papers / edited by Yu.N. Moseikin, E.A. Degtyareva, A.M. Chernysheva. - M. : Publishing House of RUDN, 2018. - 416 p. - ISBN 978-5-209-08570-6 : 531.16.
- 4) 3) 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).
- 5) 4) Marr Bernard. Key performance indicators. 75 indicators that every manager should know / Key performace indicators. The 75 measures every manager needs to know / B. Marr; Translated from the English by A.V. Shavrin. - 4th ed.; Electronic text data. - M. : Laboratory of Knowledge, 2019. - 340 p. : ill. - ISBN 978-5-00101-102-6 : 495.00.

- 6) 5) Zavgorodnaya A.V. Yampolskaya D.O. Marketing planning: a textbook for university students. 2nd ed., reprint. and additional - M.: Yurayt Publishing House, 2020. — 292 p. — (Series: Bachelor and Master. Academic course)
- 7) 6) Gavlovskaya G.V. Socio-economic forecasting [Electronic resource]: Educational and methodological manual / G.V. Gavlovskaya. - Electronic text data. - Moscow: RUDN Publishing House, 2018. - 79 p.: ill. - ISBN 978-5-209-08793-9.
- 8)
- 9) b) additional literature
- 10) 1) Marketing management [Text] : Textbook and workshop for bachelor's and Master's degree tours / 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.
- 11) 2) Chernysheva A.M. Industrial (B2B) marketing [Text] : Textbook and workshop for undergraduate and graduate studies / A.M. Chernysheva, T.N. Yakubova. - M. : Yurayt, 2018. - 433 p. - (Bachelor and Master. Academic course). - ISBN 978-5-534-00628-5 : 1009.00.
- 12) 3) Chernysheva A.M. Benchmarking: Educational and methodical manual / A.M. Chernysheva. - Electronic text data. - Moscow: RUDN Publishing House, 2019. - 52 p.: ill. - ISBN 978-5-209-09164-6: 50.67.
- 13) 4) Afonin P. N. Statistical analysis using modern software tools [Text]: Textbook / P.N. Afonin, D.N. Afonin. - St. Petersburg: IC "Intermedia", 2015. - 98 p. - ISBN 978-4383-0080-9: 913.00.
- 14) 5) Long-term forecasting of the development of relations between local civilizations in Eurasia: Monograph / A.I. Podberezkin [et al.]. - Moscow: International Relations, 2017. - 357 p. - ISBN 978-5-906367-53-2: 500.00.
- 15) 6) Statistics [Text]: Textbook for academic baccalaureate / I.I. Eliseeva [et al.]; Edited by I.I.Eliseeva. - 5th ed., reprint. and additional - M.: Yurayt, 2019. - 572 p. - (Bakalavr. Academic course). - ISBN 978-5-534-10130-0: 1299.00.

*Resources of the Internet information and telecommunication network:*

1. RUDN Library website – Access mode: <http://lib.rudn.ru/> / - from RUDN stationary computers
2. University Library ONLINE – Access mode: <http://www.biblioclub.ru/>
3. LexisNexis. – Access mode: <http://www.lexisnexis.com/hottopics/lnacademic/>?
4. Book collections of SPRINGER publishing house. – Access mode: [www.springerlink.com](http://www.springerlink.com)
5. Bulletin of the RUDN – Access mode: <http://www.elibrary.ru/defaultx.asp>
6. Columbia International Affairs Online (CIAO) – Access mode: <http://www.ciaonet.org/>
7. Universal databases of East View. – Access mode: <http://online.ebiblioteka.ru/>
8. Full-text collection of Russian scientific journals. eLibrary.ru – Access mode: <http://elibrary.ru/defaultx.asp> ?
9. Electronic library of the Publishing House "Grebennikov". Grebennikon. – Access mode: <http://grebennikon.ru/>

10. *International portal of electronic newspapers of socio-political topics. Library PressDisplay* – Access mode: <http://library.pressdisplay.com>

11. *Reference books - industry and country-specific databases. Polpred.com* . – Access mode: <http://www.polpred.com/>

12. *On-line access to magazines. Information database on all branches of science and electronic delivery of documents. SwetsWise.* – Access mode: <https://www.swetswise.com>

13. *Books published by Alpina Publishers. Current business literature.* – Access mode: [http://www.alpinabook.ru/books/online\\_biblioteka.php](http://www.alpinabook.ru/books/online_biblioteka.php)

14. *BIBLIOPHIKA Electronic Library of Literature on the History of Russia* – Access mode: <http://www.bibliophika.ru/>

15. *Electronic library of RSL dissertations* – Access mode: <http://diss.rsl.ru/>

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

*Educational and methodological materials for practical training, filling out a diary and making a report on practice \*:*

1. *Safety regulations during the internship Master's research work" (primary instruction).*

2. *The general structure and principle of operation of technological production equipment used by students during practical training; technical maps and regulations, etc. (if necessary).*

3. *Methodological guidelines for students to fill out a diary and formalize a practice report.*

4. *Materials for the preparation of the report and the writing of scientific publications are distributed on the TOMS platform. Access mode: <https://esystem.rudn.ru/course/view.php?id=11095>*

*\* - all teaching materials for practical training are placed in accordance with the current procedure on the practice page in the TUIS!*

## **8. EVALUATION MATERIALS AND A POINT-RATING SYSTEM FOR ASSESSING THE LEVEL OF COMPETENCE FORMATION BASED ON THE RESULTS OF THE INTERNSHIP**

Evaluation materials and a point-rating system\* for assessing the level of competence formation (part of competencies) based on the results of the internship "Master's research work" are presented in the Appendix to this Internship Program (module).

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



**РАЗРАБОТЧИКИ:**

**Доцент каф. Маркетинга,**

**к.э.н.**

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Должность, БУП



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Подпись

**Ямпольская Д.О.**

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Фамилия И.О.

**РУКОВОДИТЕЛЬ БУП:**

**Декан Экономического фа-  
культета**

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Наименование БУП

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Подпись

**Мосейкин Ю.Н.**

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Фамилия И.О.

**РУКОВОДИТЕЛЬ ОП ВО:**

**Зав. Кафедрой маркетинга**

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Должность, БУП

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Подпись

**Зобов А.М.**

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Фамилия И.О.

Appendix to the Work program of the discipline  
"Content-marketing"

APPROVED

At the meeting of the Department of Marketing

"\_\_\_\_\_" "\_\_\_\_\_" 2022, Protocol no. \_\_\_\_

Head of the Marketing Department

\_\_\_\_\_ Zobov A.M.

**EVALUATION TASK FUND  
FOR THE COURSE**

**Content-marketing**

(COURSE NAME)

**38.04.02 «Management»**

(code and name of the training area)

**International Marketing**

(name of the training profile)

**Master**

Qualification (degree) of the graduate

## List of competencies, indicating the stages of their formation

List of competencies	Practice sections (stages)
ПКО-1, ПКО-2, УК-7	Section 1. Participation in educational, scientific, socio-political and cultural events
ПКО-1, ПКО-2, УК-7	Section 2. Participation in scientific research / faculty
УК-6, УК-7, ПКО-1, ПКО-2	Section 3. Preparation and writing of the Master's final qualifying work (Master's thesis)

### Description of the point-rating system

Conditions and criteria for grading. Students are required to independently collect information on the subject of dissertation research, publish scientific articles, participate in various scientific events - conferences, seminars, round tables, etc.

When conducting research, the ability to conduct a discussion, a creative approach to the analysis of materials, the ability to clearly and succinctly formulate their thoughts), as well as the quality of preparation of presentations and reports are particularly appreciated. Grades are given based on the results of the study demonstrated by students throughout the entire period of internship.

The final grade is determined by the sum of points received by students for various types of work during the entire period of study provided by the study program. All types of work are carried out exactly within the time limits stipulated by the training program. If a student has not completed any of the training tasks without valid reasons, then points are not credited to him for this type of academic work, and the work prepared later than the due date is not evaluated.

For various types of work during a certain period of R&D, a student can receive a maximum amount of 100 points.

### Rating system for assessing students' knowledge

Количество кредитов	Оценка	Неудовлетворит.		Удовлетворительно		Хорошо	Отлично	
	Оценка ECTS	F(2)	FX (2+)	E(3)	D(3+)	C (4)	B (5)	A (5+)
	Максимальная сумма баллов							
27	100	менее 30	31-50	51-60	61-68	69-85	86-94	95-100

Criteria for assessing knowledge, skills, and declared competencies about the passage of NIRM:

"Excellent" - answers all questions, as well as additional questions from the supervisor and the teaching staff of the department; is well-versed in the basic methods of research work; actively worked throughout the practice; provided original schemes, methods; demonstrates the ability to think logically and creatively solve problems; understands in modern research problems on the profile of training, has a supervisor's response to the report with an excellent rating;

"Good" - answers all questions, as well as some additional questions of the supervisor and the teaching staff of the department; freely navigates the basic methods of research work; actively worked throughout the practice; provided improved schemes, methods; is well versed in modern research issues on according to the training profile, has a review of the supervisor on the report with a rating of "good";

"Satisfactory" - answers questions with varying degrees of completeness, and also tries to give correct answers to some additional questions of the supervisor and the teaching staff of the department; has an idea of the basics of research work; has an idea of modern research problems in the profile of training; has a positive feedback the manager;

"Unsatisfactory" - cannot answer questions, including additional ones; does not know the basic terms, did not work during the semester; has a negative feedback from the supervisor on the report.

Positive grades, upon receipt of which the course is credited to the student as completed, are grades A, B, C, D and E. A student who has received an FX assessment on research and development is obliged, after consulting with the relevant teacher, to successfully complete the required minimum amount of educational work provided for in the training program within the time limits set by the academic part, and submit the results of these works to this teacher. If the quality of the work is found satisfactory, then the final FX score is raised to E and the trainee is allowed to continue training. If the quality of the study work remains unsatisfactory, the final grade is reduced to F and the student is submitted for expulsion. In case of receiving an F or FX grade, the student is submitted for expulsion regardless of whether he has any other debts in other disciplines.

## Department of Marketing

### Forms of reports on Sections (stages) of practice

The final certification of NIRM is carried out in the form of a differentiated credit. Differentiated credit (credit with an assessment) is issued subject to the provision of reports at the end of a certain stage of passing the NIRM. For a certain type of work, the student receives points

#### Report form for 1 semester

##### I. Performance of mandatory research work

№	Evaluation criteria	Accomplishment	Балл	Signature of scientific hands.
1	Choosing a supervisor	Specify the uch.art., the position of the full name of the supervisor		
	Definition of the topic of the master's thesis, justification of the relevance of the research topic	Specify the topic of the master's thesis		
2	Writing a Master's thesis plan	"The plan is attached to the report" or		
3	Identification of key works (monographs and scientific articles) by Russian and foreign authors written on the topic of the dissertation (at least 10 works). Preparation of annotations of these works.	"The plan is not written"		

##### II. Research work of the student's choice

###### 1. Participation in master classes \_\_\_\_\_ points

№	Тема мастер-класса, лектор	Дата, время проведения	Место проведения
1			
...			

1. Participation in scientific conferences, round tables, scientific circle meetings, scientific seminars, trainings, etc. \_\_\_\_\_ points

№	Вид научного мероприятия, тема	Дата, время проведения	Место проведения	Тема выступления студента (указать тему выступления или «нет», если студент не выступал с докладом)
1				
...				

2. Publications StudentA \_\_\_\_\_ Ballow

№	Наименование научного труда	Издательство, журнал (номер, год)	Кол-во страниц	Фамилии соавторов
1				
...				

3. Participation in educational, scientific, socio-political and cultural events of the faculty \_\_\_\_\_ points

№	Название	Дата, время проведения	Место проведения	Подпись ответственного лица
1				
...				

Дата \_\_\_\_\_  
Подпись \_\_\_\_\_

### Форма отчета за 2 семестр

#### I. Выполнение обязательной научно-исследовательской работы

№	Критерии оценки	Выполнение	Балл	Подпись научн. рук.
1	Подготовка первой главы магистерской диссертации	Сдается руководителю в электронном и виде и ставится отметка в отчете «Сдано»		

Публикации студента \_\_\_\_\_ баллов

№	Наименование научного труда	Издательство, журнал (номер, год)	Кол-во страниц	Фамилии соавторов
1				

#### II. Научно-исследовательская работа по выбору студента

1. Участие в работе мастер-классов \_\_\_\_\_ баллов

№	Тема мастер-класса, лектор	Дата, время проведения	Место проведения
1			
...			

2. Участие в работе научных конференций, круглых столов, заседаний научного кружка, научных семинаров, тренингов и т.п. \_\_\_\_\_ баллов

№	Вид научного мероприятия, тема	Дата, время проведения	Место проведения	Тема выступления студента (указать тему выступления или «нет», если студент не выступал с докладом)

1				
...				

3. Участие в учебно-научных, общественно-политических и культурных мероприятиях факультета \_\_\_\_\_ баллов

№	Название	Дата, время проведения	Место проведения	Подпись ответственного лица
1				
...				

Дата \_\_\_\_\_

Подпись \_\_\_\_\_

### Форма отчета за 3 семестр

#### I. Выполнение обязательной научно-исследовательской работы

№	Критерии оценки	Выполнение	Балл	Подпись научн. рук.
1	Подготовка второй главы магистерской диссертации	Сдается руководителю в электронном и виде и ставится отметка в отчете «Сдано»		

Публикации студента \_\_\_\_\_ баллов

№	Наименование научного труда	Издательство, журнал (номер, год)	Кол-во страниц	Фамилии соавторов
1				

#### II. Научно-исследовательская работа по выбору студента

1. Участие в работе мастер-классов \_\_\_\_\_ баллов

№	Тема мастер-класса, лектор	Дата, время проведения	Место проведения
1			
...			

2. Участие в работе научных конференций, круглых столов, заседаний научного кружка, научных семинаров, тренингов и т.п. \_\_\_\_\_ баллов

№	Вид научного мероприятия, тема	Дата, время проведения	Место проведения	Тема выступления студента (указать тему выступления или «нет», если студент не выступал с докладом)
1				

...				
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3. Участие в учебно-научных, общественно-политических и культурных мероприятиях факультета \_\_\_\_\_ баллов

№	Название	Дата, время проведения	Место проведения	Подпись ответственного лица
1				
...				

Дата \_\_\_\_\_

Подпись \_\_\_\_\_

- The following materials and documents are attached to the R&D report:
- Individual R&D plan;
- materials collected and analyzed during the internship (bibliographic list on the topic of the master's thesis, the results of the analysis of the object and subject of research, etc.);
- documents that contain information about the results of the student's work during the period of R&D (texts of articles or scientific reports prepared by the applicant based on materials collected in practice);
- the review of the supervisor about the student's work during the internship period with the recommended assessment.



## The requirement and distribution of points for the completed research projects by students

### 1 semester

№	Types of research work	Макс. балл	Control form/ confirmation
I	Mandatory types of research work	60	
1.	1.1. Selection of a scientific supervisor	10	1. 1. Student's application addressed to the head of the department on the appointment of the head
2.	1.2. Definition of the topic of the Master's thesis	20	1. 2. The order of the vice-rector on the appointment of a scientific supervisor
3.	1.3. Justification of the relevance of the research topic	30	3. Written justification of the relevance of the research topic (attached to the report)
II.	2.1. Approval of the assignment and the schedule of the Master's thesis	40	1. The assignment and calendar plan of the master's thesis approved by the head of the department (attached to the report)
1	2.2. Formation of the Master's thesis plan	5 (за 1 ед.)	2. Dissertation structure (attached to the report)
2	Preparation of annotations on key works of foreign and Russian authors on the topic of dissertation research.	10 (за 1 ед.)	Written abstract of key works (attached to the report)
3	Types of research work of the student's choice	20 (за 1 ед.)	
4	(a student can choose any type of research work from the list, but can receive no more than 40 points)	30 (за 1 ед.)	1. Participation report (attached to the report)
5	Participation in master classes	10 (за 1 ед.)	1. Participation report (attached to the report)
	Participation in scientific conferences, round tables, scientific seminars, trainings, etc.	100	Participation report (attached to the report)

### 2 семестр

№	Types of research work	Макс.балл	Control form/ confirmation
I	Mandatory types of research work	60	
1.	Preparation of the first chapter of the master's thesis	30	It is given to the scientific supervisor in electronic form

2.	Writing and publishing scientific articles on the topic of the dissertation	30	1) 1) List of publications
<b>II</b>	Types of research work of the student's choice	40	2) A copy of the title page of the publication or a certificate of acceptance of the article for publication issued by the publication
1	(the student can choose any type of research work from the list, but not more than 40 points)	5 (за 1 ед.)	3) A copy of the table of contents of the publication where the publication is posted,
2	Participation in master classes	10 (за 1 ед.)	4) The text of the publication
3	Participation in scientific conferences, round tables, scientific seminars, trainings, etc.	20 (за 1 ед.)	
4	Presentation at the conference with a report	10 (за 1 ед.)	1) Participation report (attached to the report)
	Participation in educational, scientific, socio-political and cultural events of the faculty or university	100	Participation report (attached to the report)

### 3 семестр

№	Types of research work	Макс.балл	Control form/ confirmation
<b>I</b>	Mandatory types of research work	60	
1.	Preparation of the first chapter of the master's thesis	30	It is given to the scientific supervisor in electronic form
2.	Writing and publishing scientific articles on the topic of the dissertation	30	2) 1) List of publications
<b>II</b>	Types of research work of the student's choice	40	2) A copy of the title page of the publication or a certificate of acceptance of the article for publication issued by the publication
1	(the student can choose any type of research work from the list, but can receive no more than 40 points)	5 (за 1 ед.)	3) A copy of the table of contents of the publication where the publication is posted,
2	Participation in master classes	10 (за 1 ед.)	4) The text of the publication
3	Participation in scientific conferences, round tables, scientific seminars, trainings, etc.	20 (за 1 ед.)	

4	Presentation at the conference with a report	10 (за 1 ед.)	2) Participation report (attached to the report)
	Participation in educational, scientific, socio-political and cultural events of the faculty or university	100	Participation report (attached to the report)

## 1) Requirements for writing a scientific publication

The scientific publication is an independent scientific research in which aspects of the student's master's work are revealed. All studies are divided into two types – theoretical and empirical.

Theoretical research aims to collect scientific data (definitions, concepts, approaches, laws, methodology, etc.) to study the current state of scientific knowledge on the chosen topic. The research is carried out using methods of marketing synthesis and analysis, modeling and expert methods.

Empirical studies are the result of conducting their own research using marketing research methods. The purpose of these studies is to characterize the features of marketing processes and functions, according to the subject of the master's research.

The requirements for the content and design of a scientific publication depend on the type and form of a scientific publication (journal, collection of articles, monograph, textbook). Therefore, it is necessary to clarify the requirements presented on the publication's website before sending the article for publication. All scientific publications should be analytical (not descriptive) in nature, and the researcher should clearly understand that the publication is devoted to the study and solution of a certain problem of a market nature. All scientific publications have a common writing principle:

- problem statement and its relevance to the market (company, division, etc.), the choice of the object and subject of research;
- list and characteristics of research methods by which the researcher studied the object and subject of the study;
- review of the literature (expert opinions) on the problem under study;
- presentation of the procedure and results of the study;
- discussion aspects (if necessary);
- summary, conclusion, which briefly describes the main opinions and suggestions of the author;
- list of information sources (literature).

The structure of the scientific article consists of the following main parts:

- 1) The title of the article, an indication of the author(s), the name of the educational institution or scientific organization in which the work was performed, the position and scientific title of the author(s), e-mail address.
- 2) Abstract. Describes the goals and objectives of the research, as well as the possibilities of its practical application, which helps to quickly understand the essence of the problem (from 500 words), in Russian and English.
- 3) Keywords (3-5 words), in Russian and English.

- 4) Introductory part: literature review and novelty. The significance of the investigated scientific facts in theory and practice. What is the new solution to the scientific problem?
- 5) Data on the research methodology. Own scientific research, previous research (on the topic of the article), statistics, etc. – used by the author in this article. The presence of figures, formulas and tables is allowed only if it is impossible to describe the process in text form. If the article is of a theoretical nature, the main provisions and thoughts are given, which will be further analyzed.
- 6) Experimental part, analysis, generalization and explanation of own data or comparison of theories. In terms of volume, it occupies a central place in your article.
- 7) Conclusions and recommendations. The article must contain answers to the questions posed by the introductory part, and demonstrate specific conclusions.
- 8) Literature. The design of scientific work is presented in a single Interstate standard – GOST 7.1-2003. On the basis of this normative document, each list of references should be drawn up.

### **Examples of research topics within the framework of the implementation of NIRM**

1. 1. Analysis and improvement of the product promotion system in the automotive market of Russia on the example of brand products ...
2. 2. Using Internet information resources to promote the brand....
3. 3. Marketing analysis of the company's competitiveness ...
4. 4. Features of the development and implementation of the strategy of interaction with
5. the stake holders of an environmental organization (on the example of ...)
6. 5. Features of the development of a strategy for bringing a Russian company to the Chinese market (on the example of ...)
7. 6. Promotion of American football in the sports events market on the example of a team ...
8. 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 ...)
9. 8. Development of an integrated brand of a construction company (on the example of ...)
- 10.9. Development of a marketing program for the expansion of Convins in the industrial market of compressor equipment (on the example of ...)
- 11.10. Development of programs for finding customers and their loyalty based on direct marketing on the example of a company ...

- 12.11. Development of a program for opening a shopping center in Ufa (on the example of the SEC "" of the company ...
- 13.12. Development of a program for the promotion of restaurant services in the markets
- 14.B2C and B2B on the example of a restaurant ...
- 15.13. Development of a program to counter private brands in the category of "ready-made animal feed" on the example of the company ...
- 16.14. Development of the brand development program of the Russian Classical University on the example of ...
- 17.15. Development of a rebranding program for a service company
- 18.(for example ...)
- 19.16. Development of the program of participation in the exhibition as an effective communication channel in the industrial market (for example ...)
- 20.17. Formation of a comprehensive brand promotion program on the sporting goods market in Russia (using the example of the brand ...)
- 21.18. Formation of the program of promotions of confectionery products on the German market (for example ...)

**РАЗРАБОТЧИКИ:**

**Доцент каф. Маркетинга,**

**к.э.н.**

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Должность, БУП



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Подпись

**Ямпольская Д.О.**

\_\_\_\_\_  
Фамилия И.О.

**РУКОВОДИТЕЛЬ ОП ВО:**

**Зав. Кафедрой маркетинга**

\_\_\_\_\_  
Должность, БУП



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