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

**Engineering Academy**

(Name of the main educational unit (OYII) – developer OP VO)

**WORKING PROGRAM OF THE DISCIPLINE**

**Marketing of innovative products**

(Name of the discipline)

According to the direction of preparation

**27.04.05 Innovation**

(code and name of the direction of training)

The development of the discipline is carried out within the framework of the implementation of the main professional educational program of higher education (OP VO)

**Innovation management**

(name (orientation/profile) OP VO)

Form of education: **Full-time**

## 1. THE PURPOSE OF MASTERING THE DISCIPLINE

The purpose of mastering the discipline is to gain knowledge, skills and experience in the field of marketing of innovative products that characterize the stages of the formation of competencies and ensure the achievement of the planned results of mastering the educational program.

## 2. REQUIREMENTS FOR THE RESULTS OF MASTERING THE DISCIPLINE

Mastering the discipline is aimed at developing the following competencies (parts of competencies) among students:

*Table 2.1. The list of competencies formed by students in the course of mastering the discipline (the results of mastering the discipline)*

Competency code	Name of competence	Competence achievement indicators (within this discipline)
GPC -2	Able to formulate control problems in technical systems and justify methods for their solution	GPC-2.1. Chooses the best methods for solving management problems in technical systems is able to manage the project at all stages of its life cycle GPC-2.2. Competently formulates control tasks in technical systems
PC-2	Able to find (choose) the best solutions when creating new science-intensive products, taking into account the requirements of quality, cost, deadlines, competitiveness and environmental safety	PC-2.1. Demonstrates knowledge of assessing the quality, cost and competitiveness of an innovative product or service

## 3. THE PLACE OF DISCIPLINE IN THE STRUCTURE OF OP VO

The discipline refers to the variable component of the mandatory part of block 1 of the OP VO.

As part of the OP VO, students also master other disciplines that contribute to the achievement of the planned results of mastering the discipline.

*Table 3.1. The list of components of the EP HE that contribute to the achievement of the planned results of the development of the discipline*

Competency code	Name of competence	Previous disciplines/practices*	Subsequent disciplines/practices*
GPC -2	Able to formulate control problems in technical systems and justify methods for their solution	Supply chain management in an innovative enterprise Operational controlling at an innovative enterprise Organizational and managerial practice	Preparation for passing and passing the state exam Implementation, preparation for the defense procedure and defense of the final qualification work
PC-2	Able to find (choose) the best solutions when creating new science-intensive products, taking into account the requirements of quality, cost, deadlines, competitiveness and environmental safety	Operational management of science-intensive industries Strategic controlling in an innovative enterprise Economics of high-tech industries Supply chain management in an innovative enterprise Assessment of the effectiveness of innovation and investment projects / International scientific and technical cooperation; Introductory practice Organizational and managerial practice (U)	Organizational and managerial practice (P) Undergraduate practice Preparation for passing and passing the state exam Implementation, preparation for the defense procedure and defense of the final qualification work

\* - in accordance with the matrix of competencies and SUP OP VO

#### 4. VOLUME OF DISCIPLINE AND TYPES OF EDUCATIONAL WORK

The total complexity of the discipline is 3 credit units.

Table 4.1. Types of educational work by periods of mastering the OP VO

Type of study work	Total, Academic hour	Semester
		3
<i>Contact work, academic hour</i>	36	36
Including:		
Lecture (Lec)	18	18
Laboratory works (LW)		
Practical / Seminar classes (SC)	18	18
<i>Independent work of a student (SR), acc.</i>	72	72
<b>The total complexity of the discipline</b>	Academic hours	108
	Credit Units	3
		108
		3

#### 5. CONTENT OF THE DISCIPLINE

Table 5.1. The content of the discipline by type of educational work

Name of the discipline section	Contents of the section (topic)	Types of educational work
<b>Section 1</b> Theory of innovative marketing	Topic 1.1. Innovative marketing as a direction for the development of modern marketing Topic 1.2. Marketing and innovation in the marketplace Topic 1.3. Development of innovations in the market	LEC, SM, IW
<b>Section 2</b> Practice of development of innovations in innovative marketing	Topic 2.1. Marketing promotion of innovations Topic 2.2. Internet marketing as an innovative type of marketing Topic 2.3. Innovative social media marketing technologies Topic 2.4. Methods for generating ideas in an organization	LEC, SM, IW

\* - Lec - lecture, LW - laboratory work, SR - seminars; IW - independent work

#### 6. LOGISTICS AND TECHNICAL SUPPORT OF THE DISCIPLINE

Table 6.1. Logistics of discipline

Types of Auditorium	Audience equipment	Specialized educational / laboratory equipment, software and materials for mastering the discipline (if necessary)
Lecture	An auditorium for lecture-type classes, equipped with a set of specialized furniture; board (screen) and technical means of multimedia presentations	-
Seminar	An auditorium for conducting seminar-type classes, group and individual consultations, current control and intermediate certification, equipped with a set of specialized furniture and technical means for multimedia presentations	-
For independent work of students	An auditorium for independent work of students (can be used for seminars and consultations), equipped with a set of specialized furniture and computers with access to EIOS	-

#### 7. EDUCATIONAL-METHODOLOGICAL AND INFORMATION SUPPORT OF THE DISCIPLINE

*Main literature:*

1) Карпова С.В. и др. Инновационный маркетинг: Учебник для вузов / под общей редакцией Карповой С.В. 2-е изд. М.: Издательство Юрайт. 2021. 474 с. Электронный ресурс. <https://urait.ru/bcode/468986>

2) Карпова С.В. Рекламное дело: Учебник и практикум для прикладного бакалавриата / Финуниверситет. М.: Юрайт. 2014. 431 с. Электронный ресурс. <https://www.biblio-online.ru>

3) Короткова Т.Л. Маркетинг инноваций: Учебник и практикум для академического бакалавриата / 2-е изд. М.: Юрайт, 2021. 272 с.

4) Молчанов Н.Н. и др. Маркетинг инноваций: Учебник и практикум для академического бакалавриата. В 2-х частях/ под общ. ред. Молчанова Н.Н. М.: Юрайт, 2021. 257 с.

5) Синяева О.М., Романенкова О.Н. Маркетинг инноваций в практика: монография / М.: Маркетинг, 2021. 188 с.

*Дополнительная литература:*

1) Вертакова Ю.В., Согачева О.В. Исследование социально-экономических и политических процессов: уч. пособие для студентов вузов, обучающихся по направлению "Экономика" и экономических специалистов / М.: КноРус. 2009. 336 с. Электронный ресурс. <https://www.book.ru/>

2) Галицкий Е.Б., Галицкая Е.Г. Маркетинговые исследования. Теория и практика: учебник для вузов / 2-е изд. М.: Издательство Юрайт. 2017. 570 с. Электронный ресурс. <https://www.biblio-online.ru>

3) Синяева И.М. и др. Интегрированные продуктовые коммуникации: Учебник / М.: Юнити. 2012. 504 с. Электронный ресурс. <http://biblioclub.ru/>

4) Романенкова О.Н. и др. Интернет-Маркетинг инновационных продуктов: Учебник для академического бакалавриата по экономическим направлениям и специальностям / Финуниверситет. под общ. ред. Романенковой О.Н. М.: Юрайт. 2015. 288 с. Электронный ресурс. <https://www.biblio-online.ru>

5) Спиридонова Е.А. Управление инновациями: учебник и практикум для вузов / М.: Издательство Юрайт. 2021. 298 с. ISBN 978-5-534-06608-1. Электронный ресурс. URL: <https://urait.ru/bcode/474270>

6) Лавриненко В.Н., Путилова Л.М. Исследование социально-экономических и политических процессов: учебник для бакалавров / 3-е изд. М.: Издательство Юрайт. 2016. 251 с. Электронный ресурс. <https://www.biblio-online.ru>

7) Жильцова О.Н. и др. Маркетинг инновационных продуктовые коммуникации: учебник и практикум для академического бакалавриата / под общ. ред. Жильцовой О.Н. М.: Издательство Юрайт. 2017. 458 с. Электронный ресурс. <https://www.biblio-online.ru>

8) Бугакова Н.П. и др. Поведение потребителей: Учебник для студентов вузов по направлению "Менеджмент" / Финуниверситет. под ред. Романенковой О.Н. М.: Вузовский учебник. 2015. 320 с. ЭБС ZNANIUM

9) Тавокин Е.П. Исследование социально-экономических и политических процессов: учебное пособие / М.: ИНФРА-М. 2012. 216 с.

10) Зубец А.Н. Потребительское поведение на финансовых рынках России / под ред. Зубца А.Н. М.: Экономика. 2007. 271 с.

*Ресурсы информационно-телекоммуникационной сети «Интернет»:*

1) Электронно-библиотечная система (ЭБС) РУДН и сторонние ЭБС, к которым студенты университета имеют доступ на основании заключенных договоров:

– ЭБС РУДН <http://lib.rudn.ru/MegaPro/Web>

– ЭБС «Университетская библиотека онлайн» <http://www.biblioclub.ru>

– ЭБС «Юрайт» <http://www.biblio-online.ru>

– ЭБС «Консультант студента» [www.studentlibrary.ru](http://www.studentlibrary.ru)

– ЭБС «Лань» <http://e.lanbook.com/>

– ЭБС «Троицкий мост»

2) Базы данных и поисковые системы:

– электронный фонд правовой и нормативно-технической документации <http://docs.cntd.ru/>

– поисковая система Яндекс <https://www.yandex.ru/>

– поисковая система Google <https://www.google.ru/>

– реферативная база данных SCOPUS <http://www.elsevierscience.ru/products/scopus/>

3) Сайты профильных министерств и ведомств:

- <https://www.mos.ru/mka/>
- <http://www.minstroyrf.ru/>

*Educational and teaching materials for independent work of students in the course of mastering the discipline\*:*

1) A course of lectures on the discipline.

\* - all educational and teaching materials for independent work of students are placed in accordance with the current procedure on the discipline page in the telecommunication educational information system (TEIS) of RUDN

## **8. EVALUATION MATERIALS AND SCORE-RATING SYSTEM FOR ASSESSING THE LEVEL OF FORMATION OF COMPETENCES IN THE DISCIPLINE**

Evaluation materials and a point-rating system\* for assessing the level of formation of competencies (parts of competencies) based on the results of mastering the discipline are presented in the Appendix to this Work Program of the discipline.

\* - OM and BRS are formed on the basis of the requirements of the relevant local normative act of RUDN University

### **Educational designer:**

Associate Professor, Ph.D

E. A. Kovaleva

### **Director of innovation management in industries department**

O.E. Samusenko

### **Head of EP HE:**

Associate Professor, Ph.D

Yu. A. Nazarova