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**Federal State Autonomous Educational Institution of Higher Education  
Peoples' Friendship University of Russia named after Patrice Lumumba  
RUDN University**

Faculty of Economics

educational division (faculty/institute/academy) as higher education programme developer

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## INTERNSHIP SYLLABUS

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***Pre-Diploma Internship***

(internship title)

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***Production Practice***

(internship type)

**Recommended by the Didactic Council for the Education Field of:**

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38.04.02 Managment

(field of studies / speciality code and title)

**The student's internship is implemented within the professional education programme of higher education:**

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International Marketing

higher education programme profile/specialisation title

## 1. INTERNSHIP GOAL(s)

"Pre-Degree Internship" is part of the 38.04.02 "Management" program, specifically the "International Marketing" track, and takes place in the 4th semester of the 2nd year. It is implemented by the Marketing Department.

The goal of the Pre-Degree Internship is to provide students with a key stage in their Master's studies. It forms an integral component of the main educational program in Management (International Marketing), directly targeting professional and practical training that complements undergraduates' academic learning.

## 2. REQUIREMENTS FOR LEARNING OUTCOMES

Conducting the "Research Work" is aimed at forming the following competencies (parts of competencies) among students:

*Table 2.1. List of competences that students acquire during the internship*

<b>Competence code</b>	<b>Competence descriptor</b>	<b>Competence formation indicators (within this course)</b>
GC-1	Able to search for and critically analyze problematic situations based on a systematic approach, and develop an action strategy.	GC-1.1 Analyzes the task, highlighting its basic components; GC-1.2 Defines and ranks the information required to solve the task.; GC-1.3 Searches for information to solve a given task using various types of queries.; GC-1.4 Suggests solutions to the problem, analyzes the possible consequences of their use; GC-1.5 Analyzes ways to solve problems of a philosophical, moral and personal nature based on the use of basic philosophical ideas and categories in their historical development and socio-cultural context.;
GC-2	Able to manage a project at all stages of its lifecycle	GC-2.1 Formulates a problem, the solution of which is directly related to the achievement of the project goal.; GC-2.2 Defines the links between the tasks set and the expected results of their solution; GC-2.3 Within the framework of the tasks set, determines the available resources and limitations, as well as the applicable legal norms.; GC-2.4 Analyzes the timetable for the implementation of the project as a whole and chooses the best way to solve the tasks, based on the applicable legal norms and available resources and limitations.; GC-2.5 Monitors the progress of the project, adjusts the schedule in accordance with the results of the control;
GC-3	Able to organize and manage the work of the team, developing a team strategy to achieve the set goal.	GC-3.1 Defines the role in the team based on the strategy of cooperation to achieve the set goal.; GC-3.2 Formulates and takes into account in its activities the behavioral characteristics of groups of people, identified depending on the set
<b>Competence code</b>	<b>Competence descriptor</b>	<b>Competence formation indicators (within this course)</b>

		<p>goal.;</p> <p>GC-3.3 Analyzes the possible consequences of personal actions and plans actions to achieve the desired result.;</p> <p>GC-3.4 Exchanges information, knowledge and experience with team members;</p> <p>GC-3.5 Argues his point of view about using the ideas of other team members to achieve his goal.;</p> <p>GC-3.6 Participates in teamwork to complete assignments;</p>
GC-4	Able to apply modern communication technologies in the official language of the Russian Federation and a foreign language(s) for academic and professional interaction	<p>GC-4.1 Chooses the style of business communication, depending on the language of communication, the purpose and conditions of the partnership;</p> <p>GC-4.2 Adapts speech, communication style and sign language to interaction situations;</p> <p>GC-4.3 Searches for the necessary information to solve standard communication tasks in Russian and a foreign language.;</p> <p>GC-4.4 Conducts business correspondence in Russian and a foreign language, taking into account the stylistics of official and unofficial letters and socio-cultural differences in the format of correspondence.;</p> <p>GC-4.5 Uses dialogue for cooperation in academic communication, taking into account the personality of the interlocutors, their communication and speech strategies and tactics, and the degree of formality of the situation.;</p> <p>GC-4.6 Forms and argues his own assessment of the main ideas of the participants in the dialogue (discussion) in accordance with the needs of joint activities;</p>
GC-5	Able to analyze and take into account the diversity of cultures in the process of intercultural interaction.	<p>GC-5.1 Interprets the history of Russia in the context of world historical development;</p> <p>GC-5.2 Finds and uses information about cultural peculiarities and traditions of various social groups in social and professional communication;</p> <p>GC-5.3 Takes into account the historical heritage and socio-cultural traditions of various social groups, ethnic groups and faiths, including world religions, philosophical and ethical teachings, in social and professional communication on a given topic.;</p> <p>GC-5.4 Collects information on a given topic, taking into account the ethnic groups and faiths that are most widely represented at the research sites;</p> <p>GC-5.5 Substantiates the specifics of project and team activities with representatives of other ethnic groups and (or) faiths.;</p> <p>GC-5.6 Adheres to the principles of non-discriminatory interaction in personal and mass communication in order to fulfill professional tasks and enhance social integration.;</p>
<b>Competence code</b>	<b>Competence descriptor</b>	<b>Competence formation indicators</b> (within this course)

GC-6	Able to identify and implement the priorities of his own activities and ways to improve them based on self-assessment	GC-6.1 Controls the amount of time spent on specific activities; GC-6.2 Develops time management tools and methods for specific tasks, projects, and goals.; GC-6.3 Analyzes your resources and their limits (personal, situational, temporary, etc.) to successfully complete the task.; GC-6.4 Assigns tasks to long-, medium-, and short-term ones based on the relevance and analysis of resources for their implementation.;
GC-7	Capable of using digital technologies and methods of searching, processing, analyzing, storing and presenting information (in a professional field) in the digital economy and modern corporate information culture.	GC-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 problems.; GC-7.2 Evaluates information, its reliability, and draws logical conclusions based on incoming information and data.;
GPC-1	Able to solve professional problems based on knowledge (at an advanced level) of economic, organizational and managerial theory, innovative approaches, generalization and critical analysis of management practices.	GPC-1 .1 Has fundamental knowledge in the field of management; GPC-1 .2 Able to use the fundamental knowledge of economic, organizational and managerial theory for the successful performance of professional activities.; GPC-1 .3 Applies innovative approaches to solving managerial tasks, taking into account the generalization and critical analysis of best management practices; GPC-1 .4 Has the skills to make an informed choice of methods for solving practical and research problems;
GPC-2	Able to apply modern techniques and methods of data collection, advanced methods of their processing and analysis, including the use of intelligent information and analytical systems, in solving managerial and research tasks.	GPC-2 .1 Proficient in modern techniques and methods of data collection, methods of searching, processing, analyzing and evaluating information for solving managerial tasks; GPC-2 .2 Conducts analysis and modeling of management processes in order to optimize the organization's activities; GPC-2 .3 Uses modern digital systems and methods in solving management and research tasks;
GPC-3	Able to independently make informed organizational and managerial decisions, assess their operational and organizational effectiveness and social significance, and ensure their implementation in a complex (including cross-cultural) and dynamic environment.	GPC-3 .1 Knows the methods of making optimal management decisions in a dynamic business environment; GPC-3 .2 Makes informed organizational and managerial decisions; GPC-3 .3 Evaluates the operational and organizational effectiveness and the social significance of organizational and managerial decisions; GPC-3 .4 Ensures the implementation of organizational and managerial decisions in a complex (including cross-cultural) and dynamic
<b>Competence code</b>	<b>Competence descriptor</b>	<b>Competence formation indicators</b> (within this course)

		environment;
GPC-4	Able to lead project and process activities in an organization using modern management practices, leadership and communication skills, identify and evaluate new market opportunities, develop strategies for creating and developing innovative areas of activity and their corresponding business models of organizations.	GPC-4 .1 Uses modern methods, technologies and tools for managing project and process activities in the company; GPC-4 .2 Applies modern management practices, leadership and communication skills in process and project activities.; GPC-4 .3 Identifies and evaluates new market opportunities for the development of innovative activities of the company; GPC-4 .4 Develops company development strategies and corresponding business models based on the use of modern business positioning methods.;
GPC-5	Able to summarize and critically evaluate scientific research in management and related fields, to carry out research projects.	GPC-5 .1 Able to develop a plan for scientific research in the field of management based on the assessment and generalization of the results of scientific works of domestic and foreign scientists.; GPC-5 .2 Uses modern methods, technologies and tools for collecting information, processing it and critically evaluating the results of scientific research in management; GPC-5 .3 Has the skills to generalize and formulate conclusions, develop recommendations based on the results of scientific research in the field of management; GPC-5 .4 Participates in the implementation of research projects in the field of management and related industries;
GPC-6	Able to critically evaluate the possibilities of digital technologies for solving professional tasks, work with digital data, evaluate their sources and relevance.	GPC-6.1 Proficient in digital technologies for the successful solution of professional tasks; GPC-6.2 Able to work with digital data, evaluate its sources and relevance; GPC-6.3 Knows how to use general or specialized application software packages designed to perform professional tasks.;
PC--1	Capable of conducting marketing research, taking into account the influence of the international digital environment and artificial intelligence tools	PC--1.1 Knows the goals, stages and procedures of marketing research; PC--1.2 Able to work with digital data, evaluate its sources and relevance; PC--1.3 Knows how to evaluate the economic and social effectiveness of marketing research; PC--1.4 Knows the principles of interpretation of scientific research results in professional activity;
PC--2	Capable of developing, implementing and managing innovative goods and intangible assets in the company's international markets	PC--2.1 Knows how to choose innovations in the field of professional activity (commercial, or marketing, or advertising, or logistics, or commodity science); PC--2.2 Able to work with digital data, evaluate its sources and relevance; PC--2.3 Able to analyze and evaluate their economic effectiveness of innovative products; PC--2.4 Knows the methods of developing and evaluating the effectiveness of innovative trade and technology, or marketing, or logistics, or advertising
<b>Competence code</b>	<b>Competence descriptor</b>	<b>Competence formation indicators</b> (within this course)

		technologies;
PC--3	Capable of developing, implementing and improving pricing strategies in international markets	PC--3.1 Knows the main strategic and tactical aspects of setting prices in the commodity distribution channel on international markets; PC--3.2 Knows the specifics of pricing tangible and intangible goods on international markets; PC--3.3 Able to develop a pricing strategy taking into account market factors in international markets; PC--3.4 Proficient in tool usage for evaluating the value of a product offer (matching the price to market expectations);
PC--4	Capable of developing, implementing and improving the distribution system and sales policy in international markets	PC--4.1 Knows the components of the commodity distribution system in the market, their essence, conditions, features of organization, functioning and ways to minimize costs in international markets; PC--4.2 Knows the main forms of the company's entry into the international market; PC--4.3 Able to manage the processes of supply and distribution of goods in international industry markets; PC--4.4 Has the skills of modeling and designing the company's activities in the international markets of goods and services; PC--4.5 Knows the main channels of distribution and promotion of goods in international marketing;
PC--5	Capable of developing, implementing and improving the marketing communications system of an international company	PC--5.1 Knows the main formats of marketing communications in international markets; PC--5.2 Knows the specifics of working with different promotion tools at the international level; PC--5.3 Knows how to navigate modern methods of promotion in international markets; PC--5.4 Able to develop strategic marketing solutions in the field of advertising; PC--5.5 Knows how to make an advertising campaign plan; PC--5.6 Has the skills to evaluate the effectiveness of the promotion strategy in international markets;
PC--6	Capable of planning and controlling the marketing activities of an international company	PC--6.1 Knows the stages of international strategic planning; PC--6.2 Knows the criteria for determining the key indicators used in planning the company's marketing activities at the international level; PC--6.3 Knows how to form marketing plans; PC--6.4 Able to develop the basic business processes of an enterprise related to marketing activities; PC--6.5 Knows the methods of developing and implementing marketing programs; PC--6.6 Knows the methods of making tactical and operational decisions in the management of marketing activities of the company;
PC-7	Able to organize and carry out general, targeted, individual measures to counter the spread of the ideology	PC-7.1 Defines the content and forms of preventive work to counter the ideology of terrorism and neo-Nazism in accordance with current regulatory
<b>Competence code</b>	<b>Competence descriptor</b>	<b>Competence formation indicators</b> (within this course)

	of terrorism and the ideas of neo-Nazism.	legal acts.; PC-7.2 Organizes and conducts preventive measures in an educational or social environment in accordance with established requirements and regulatory documents;
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### 3. INTERNSHIP IN HIGHER EDUCATION PROGRAMME STRUCTURE

"Pre-Degree Internship" belongs to the mandatory part.

Within the HEOP, students also master disciplines and/or other practices that contribute to achieving the planned learning outcomes upon completion of the "Pre-Degree Internship".

*Table 3.1. The list of the higher education programme components that contribute to the achievement of the expected learning outcomes as the internship results.*

<b>Competence code</b>	<b>Competence descriptor</b>	<b>Previous courses/modules, internships*</b>	<b>Subsequent courses/modules, internships*</b>
GPC-3	Able to independently make informed organizational and managerial decisions, assess their operational and organizational effectiveness and social significance, and ensure their implementation in a complex (including cross-cultural) and dynamic environment.	Corporate governance; International Marketing Strategies; Global Strategic Management;	
GPC-2	Able to apply modern techniques and methods of data collection, advanced methods of their processing and analysis, including the use of intelligent information and analytical systems, in solving managerial and research tasks.	Global Strategic Management; Consumer Behavior in International Markets; Research Work;	
GPC-1	Able to solve professional problems based on knowledge (at an advanced level) of economic, organizational and managerial theory, innovative approaches, generalization and critical analysis of management practices.	Corporate governance; Managerial Economics; Corporate Finance; Integrated Marketing communications in international companies; Research Work;	
GPC-4	Able to lead project and process activities in an organization using modern management practices,	Marketing management in international companies; Global Strategic Management; International Aspects of	
<b>Competence code</b>	<b>Competence descriptor</b>	<b>Previous courses/modules, internships*</b>	<b>Subsequent courses/modules, internships*</b>

	leadership and communication skills, identify and evaluate new market opportunities, develop strategies for creating and developing innovative areas of activity and their corresponding business models of organizations.	Product Development;	
GPC-5	Able to summarize and critically evaluate scientific research in management and related fields, to carry out research projects.	Management Research Methodology; Distribution Chain Management; Research Work;	
GPC-6	Able to critically evaluate the possibilities of digital technologies for solving professional tasks, work with digital data, evaluate their sources and relevance.	Artificial Intelligence in the Professional Activity of a Marketer in a Digital International Environment; Research Work;	
PC-7	Able to organize and carry out general, targeted, individual measures to counter the spread of the ideology of terrorism and the ideas of neo-Nazism.	Artificial Intelligence in the Professional Activity of a Marketer in a Digital International Environment; Regulation of Marketing Activities in International Markets**; Service Marketing**; Macromarketing**;	
GC-1	Able to search for and critically analyze problematic situations based on a systematic approach, and develop an action strategy.	Corporate governance; Managerial Economics; Management Research Methodology; Global Strategic Management; Regulation of Marketing Activities in International Markets**; Service Marketing**; Macromarketing**; Research Work;	
GC-2	Able to manage a project at all stages of its lifecycle	Corporate Finance; Marketing management in international companies; Distribution Chain Management; Brand Portfolio Management in International Markets**; Branding in International Companies**; Research Work;	
<b>Competence code</b>	<b>Competence descriptor</b>	<b>Previous courses/modules, internships*</b>	<b>Subsequent courses/modules, internships*</b>

GC-3	Able to organize and manage the work of the team, developing a team strategy to achieve the set goal.	Trade Marketing and Sales**; Industrial Marketing**;	
GC-4	Able to apply modern communication technologies in the official language of the Russian Federation and a foreign language(s) for academic and professional interaction	Professional Foreign Language**; Professionally Oriented Russian Language**; Professional Foreign Language (elective); Russian Language in Professional Activity (elective);	
GC-5	Able to analyze and take into account the diversity of cultures in the process of intercultural interaction.	Professional Foreign Language**; Integrated Marketing communications in international companies; Professional Foreign Language (elective); Russian Language in Professional Activity (elective); Consumer Behavior in International Markets;	
GC-6	Able to identify and implement the priorities of his own activities and ways to improve them based on self-assessment	International Marketing Strategies; Corporate Finance; Research Work;	
GC-7	Capable of using digital technologies and methods of searching, processing, analyzing, storing and presenting information (in a professional field) in the digital economy and modern corporate information culture.	International Aspects of Product Development; Situational Analysis and its International Application Practice**; Marketing Analytics**; Research Work;	
PC--1	Capable of conducting marketing research, taking into account the influence of the international digital environment and artificial intelligence tools	Consumer Behavior in International Markets; Artificial Intelligence in the Professional Activity of a Marketer in a Digital International Environment; Situational Analysis and its International Application Practice**; Marketing Analytics**; Research Work;	
PC--2	Capable of developing, implementing and	International Aspects of Product Development;	
<b>Competence code</b>	<b>Competence descriptor</b>	<b>Previous courses/modules, internships*</b>	<b>Subsequent courses/modules, internships*</b>

	managing innovative goods and intangible assets in the company's international markets	Trade Marketing and Sales**; Industrial Marketing**; Research Work;	
PC--3	Capable of developing, implementing and improving pricing strategies in international markets	International Marketing Strategies; Situational Analysis and its International Application Practice**; Marketing Analytics**; Research Work;	
PC--4	Capable of developing, implementing and improving the distribution system and sales policy in international markets	Distribution Chain Management; Trade Marketing and Sales**; Industrial Marketing**; Research Work;	
PC--5	Capable of developing, implementing and improving the marketing communications system of an international company	Integrated Marketing communications in international companies; Brand Portfolio Management in International Markets**; Branding in International Companies**;	
PC--6	Capable of planning and controlling the marketing activities of an international company	Marketing management in international companies; Brand Portfolio Management in International Markets**; Branding in International Companies**; Regulation of Marketing Activities in International Markets**; Service Marketing**; Macromarketing**;	

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

#### 4. INTERNSHIP WORKLOAD

The total workload of the "Pre-Degree Internship" is 21 credit units (756 academic hours).

#### 5. INTERNSHIP CONTENTS

Table 5.1. Internship contents \*

Modules	Contents (topics, types of practical activities)			Workload, academic hours
Module 1	Preparatory stage	1.1	Instruction on the collection, processing of the necessary material, and preparation of the report	8
		1.2	Safety briefing	2
		1.3	Getting to know the internship location in order to analyze the research object	14
Modules	Contents (topics, types of practical activities)			Workload, academic hours

Module 2	Scientific research stage	2.1	Collection, processing and systematization of factual material	500
		2.2	Completing an individual task	200
Module 3	The final stage	3.1	Preparation of the practice report	14
Writing an internship report				9
Preparing for defence and defending the internship report				9
<b>TOTAL:</b>				<b>756</b>

\* - содержание практики по разделам и видам практической подготовки ПОЛНОСТЬЮ отражается в отчете обучающегося по практике.

## 6. INTERNSHIP EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS

Hall 4. Libraries Lenovo AIO-510-22ISH Monoblock Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, monitor 21" Multimedia Projector Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC

## 7. INTERNSHIP LOCATION AND TIMELINE

The practice can be conducted either in structural units of RUDN or in Moscow organizations (stationary), or at bases located outside Moscow (field-based).

Conducting practice at an external organization (outside RUDN) is carried out based on the relevant agreement, which specifies the timing, location, and conditions of practice at the host organization.

The timing of the practice corresponds to the period specified in the academic calendar of the HEOP. The timing of the practice may be adjusted with the coordination of the Department of Educational Policy and the Department of Practice Organization and Graduate Employment Assistance at RUDN.

## 8. УЧЕБНО-МЕТОДИЧЕСКОЕ И ИНФОРМАЦИОННОЕ ОБЕСПЕЧЕНИЕ

### Main reading:

1. Hvorostyanaya, A. S. Strategic brand management : a textbook for universities / A. S. Hvorostyanaya. Moscow : Yurait Publishing House, 2026. 121 p. (Higher education). — ISBN 978-5-534-19360-2. — Text : electronic // Educational platform Yurayt [website]. — URL: <https://urait.ru/bcode/589770> (date of request: 03/17/2026).

### Additional reading:

1. Kozhevnikova, G. P. Information systems and technologies in marketing : a textbook for universities / G. P. Kozhevnikova, B. E. Odintsovo. Moscow : Yurait Publishing House, 2026. 444 p. (Higher education). — ISBN 978-5-534-07447-5. — Text : electronic // Yurayt educational platform [website]. — URL: <https://urait.ru/bcode/583434> (date of request: 03/17/2026).

### Internet sources:

1. Electronic libraries (EL) of RUDN University and other institutions, to which university students have access on the basis of concluded agreements:

- RUDN Electronic Library System (RUDN ELS) <http://lib.rudn.ru/MegaPro/Web>
- EL "University Library Online" <http://www.biblioclub.ru>
- EL "Yurayt" <http://www.biblio-online.ru>
- EL "Student Consultant" [www.studentlibrary.ru](http://www.studentlibrary.ru)
- EL "Lan" <http://e.lanbook.com/>
- EL "Trinity Bridge"

### 2. Databases and search engines:

- electronic foundation of legal and normative-technical documentation <http://docs.cntd.ru/>
- Yandex search engine <https://www.yandex.ru/>
- Google search engine <https://www.google.ru/>
- Scopus abstract database <http://www.elsevier.com/locate/scopus/>

The training toolkit and guidelines for a student to do an internship, keep an internship diary and write an internship report\*:

1. Safety regulations to do the internship (safety awareness briefing).
2. Machinery and principles of operation of technological production equipment used by students during their internship; process flow charts, regulations, etc. (if necessary).
3. Guidelines for keeping an internship diary and writing an internship report.

**DEVELOPERS:**

Associate Professor

Sergey Yuryevich Chernikov

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position, educational department

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signature

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name and surname.

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position, educational department

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signature

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name and surname

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position, educational department

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name and surname.

**HEAD OF EDUCATIONAL DEPARTMENT:**

Head of the Department

Anastasia Vladimirovna Lukina

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educational department

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**HEAD OF  
HIGHER EDUCATION PROGRAMME:**

Associate Professor

Sergey Yuryevich Chernikov

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