

Документ подписан простой электронной подписью  
Информация о владельце:  
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Должность: Ректор  
Дата подписания: 23.05.2024 16:34:56  
Уникальный программный ключ:  
ca953a0120d891083f939673078ef1a989dae18a

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

**Faculty of Economics**

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

**THE INTERNSHIP PROGRAM**

**Master's Pre-Diploma Internship**  
(name of the internship)

industrial  
(type of internship: industrial)

**Recommended by the MSS for the following 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 INTERNSHIP

The purpose of the "Master's Pre-Diploma Internship" is to expand and consolidate the theoretical knowledge gained by students of the International Marketing program through the process of mastering theoretical disciplines and independent scientific research. It also aims to form the universal and professional competencies in accordance with the RUDN education provisions, ensure the acquisition of practical research skills, as well as the collection of factual material for master's thesis preparation.

## 2. REQUIREMENTS FOR THE INTERNSHIP RESULTS

The internship "Master's Pre-Diploma Internship" 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 (Universal (UC) and Professional competences (PC))

Code	Competence	Indicators of competence achievement (within the framework of this discipline)
UC -1	Able to search, critically analyze problem situations on the basis of a systematic approach, develop a strategy of action	UC-1.1. Analyzes a task by identifying its basic components; UC -1.2. Identifies and ranks information required to solve a problem; UC -1.3. searches for information to solve a problem using various types of queries; UC -1.4. Proposes options for solving a problem and analyzes the possible consequences of using them; UC -1.5. Analyzes ways of solving problems of world outlook, moral and personal character on the basis of the use of basic philosophical ideas and categories in their historical development and socio-cultural context
<b>GPC-2;</b>	Able to apply modern techniques and methods of data collection, advanced methods of data processing and analysis, including the use of intelligent information and analytical systems, when solving managerial and research problems	GPC-2.1 Owns modern techniques and methods of data collection, methods of searching, processing, analyzing and evaluating information to solve management problems GPC-2.2 Analyzes and simulates management processes in order to optimize the organization's activities GPC-2.3 Uses modern digital systems and methods in solving management and research problems

Code	Competence	Indicators of competence achievement (within the framework of this discipline)
GPC-6;	Able to critically assess the capabilities of digital technologies to solve professional tasks, work with digital data, assess their sources and relevance	<p>GPC -6.1 Proficient in digital technologies for successful solution of professional tasks</p> <p>GPC -6.2 Can work with digital data, assess their sources and relevance</p> <p>GPC -6.3 Can apply general or specialized application software packages designed to perform professional tasks.</p>
UC-2;	Able to manage a project at all stages of its life cycle	<p>UC-2.1 Formulates a problem, the solution of which is directly related to the achievement of the project goal</p> <p>UC-2.2 Determines the links between the tasks and the expected results of their solution</p> <p>UC-2.3 Within the framework of the tasks set, it determines the available resources and restrictions, the current legal norms</p> <p>UC-2.4 Analyzes the schedule for the implementation of the project as a whole and chooses the best way to solve the tasks, based on the current legal regulations and available resources and restrictions</p> <p>UC-2.5 Monitors the progress of the project, adjusts the schedule in accordance with the results of control</p>
PC-4;	Capable of developing, implementing and improving the distribution system and sales policy in international markets	<p>PC-4.1 Knows the components of the system of commodity circulation in the market, their essence, conditions, features of organization, functioning and ways to minimize costs in international markets</p> <p>PC-4.2 Knows the main forms of the company's entry into the international market</p> <p>PC-4.3 Knows how to manage the processes of supply and distribution of goods in the industry markets of the international level</p> <p>PC-4.4 Possesses the skills of modeling and designing the activities of an enterprise in the international markets for goods and services</p> <p>PC-4.5 Knows the main channels of distribution and promotion of goods in international marketing</p>
PC-6	Able to manage the marketing activities of the International Company	<p>PC-6.1. knows the specifics of working with different instruments of international marketing</p> <p>PC-6.2. knows the basics of international sales and international marketing communication.</p> <p>PC-6.3. Knows how to apply methods of evaluating the effectiveness of decisions in the field of international marketing.</p> <p>PC-6.4. knows how to analyze the actions of international partner companies.</p> <p>PC-6.5. Possesses analytical, systemic and communication skills to conduct successful activities in the rapidly changing international marketing environment activities in the rapidly changing international</p>

Code	Competence	Indicators of competence achievement (within the framework of this discipline)
		marketing environment PC-6.6. possesses skills of creative approach to the problems of development and realization of international marketing strategies of the company. company strategies

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

The Master's Pre-Diploma Internship 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 internships that contribute to achieving the planned learning outcomes based on the results of the Master's Pre-Diploma Internship.

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
PC -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	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
GPC-2;	Able to apply modern techniques and methods of data collection, advanced methods of data processing and analysis, including the use of intelligent information and analytical systems, when solving managerial and research problems	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

<b>Code</b>	<b>Competence name</b>	<b>Previous courses</b>	<b>Next courses</b>
<b>GPC-3;</b>	Able to independently make informed organizational and managerial decisions, assess their operational and organizational effectiveness and social significance, ensure their implementation in a complex (including cross-cultural) and dynamic environment	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>UC-2;</b>	Able to manage a project at all stages of its life cycle	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>PC-4;</b>	Capable of developing, implementing and improving the distribution system and sales policy in international markets	Modern strategic analysis; Finances of organizations; Marketing metrics (effectiveness of marketing projects); Marketing forecasting methods	Pre-graduate internship;
<b>UC-3;</b>	Able to organize and manage the work of a team, developing a team strategy to achieve a set goal	Managerial economics; Digital marketing; International marketing strategies; Analysis of financial statements; Economy of energy and raw materials industries of Russia; Innovative entrepreneurship	Pre-graduate internship;

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

#### 4. SCOPE OF INTERNSHIP

The total labor intensity of the internship of " Master's Pre-Diploma Internship" is 36 credits and 756 ac.h.

#### 5. THE CONTENT OF THE INTERNSHIP

*Table 5.1. Internship contents\**

Name of the internship 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 internship report		9
Preparation for the defense and protection of the internship report		9
<b>TOTAL:</b>		<b>972</b>

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

#### 6. MATERIAL AND TECHNICAL SUPPORT OF THE INTERNSHIP

Classrooms, 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	type	description
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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 INTERNSHIP

The internship of "Master's Pre-Diploma Internship" can be carried out both in the structural divisions of the RUDN or in organizations in Moscow (stationary), and at bases located outside Moscow (travel).

The internship 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 internship in the base organization.

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

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

a) basic literature:

- 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.

- 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.
- 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).
- 4) Marr Bernard. Key performance indicators. 75 indicators that every manager should know / 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. - M. : Laboratory of Knowledge, 2019. - 340 p. : ill. - ISBN 978-5-00101-102-6 : 495.00.
- 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)
- 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.

b) additional literature

- 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.
- 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.
- 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.
- 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.
- 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.
- 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. - (Baka-lavr. 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](http://yandex.ru)), Google ([google.ru](http://google.ru)).*

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

1. *Safety regulations during the internship Master's Pre-Diploma Internship" (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 internship 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 internship 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 Pre-Diploma Internship" 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).

### **Developers:**

**Associate professor, marketing  
dept, phd.**

**Chernikov S.U.**

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Job position and department

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Signature

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Full name

### **Department Head:**

**Economic Faculty, Dean**

**Andronova I.V.**

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Job position and department

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Signature

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Full name

**Sub department head :  
Marketing dept, head**

**Zobov A.M.**

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Job position and department

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Signature

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Full name

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**

**Master's Pre-Diploma Internship** (COURSE NAME)

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**38.04.02 «Management»**

(code and name of the training area)

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**International Marketing**

(name of the training profile)

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**Master**

Qualification (degree) of the graduate

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

List of competencies	Internship sections (stages)
UC-2; UC-3; GPC-2; GPC-3; PC-1; PC-4	Section 1. Participation in educational, scientific, socio-political and cultural events
UC-2; UC-3; GPC-2; GPC-3; PC-1; PC-4	Section 2. Participation in scientific research / faculty
UC-2; UC-3; GPC-2; GPC-3; PC-1; PC-4	Section 3. Preparation and writing of the Master's final qualifying work (Master's thesis)

## Description of the content of pre- graduate internship

№	Internship sections (stages)	Types of educational work in internship, including independent work of students	Labor intensity (in hour)	Forms of current control
1	Preparatory stage	Instruction on collecting, processing the necessary material, and compiling a report Safety instructions Familiarity with the place of internship in order to analyze the object of research	8  2 30	Individual task
2	The internship phase	Collection of factual material, Processing and systematization of factual material	484 200	Monitoring task completion
3	Final stage	Completing an individual task  Report presentation	30  2	Evaluating the quality of the collected material Evaluation
<b>Total</b>			<b>756</b>	

## 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

Credit amount	Grade	Fail		Pass		Good	Excellent	
	Grade ECTS	F(2)	FX (2+)	E(3)	D(3+)	C (4)	B (5)	A (5+)
	Max points							
27	100	less 30	31-50	51-60	61-68	69-85	86-94	95-100

#### Criteria for assessing knowledge, skills, and declared competencies:

"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 internship; 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 internship; 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 internship**

*Design of recommended themes  
(Round table, discussion, controversy, debate, debate)*

## *Department Of Marketing*

### **List of discussion topics for the round table (Discussion, controversy , debate) Pre-Graduate internship**

1. Organization of marketing activities and services at the enterprise practical training
2. Features of PR activity at the enterprise of practical training
3. Main problems of forming a marketing complex at the enterprise practical training
4. Organizational structure of the enterprise practical training and distribution of functional elements of marketing
5. Prospects for using elements of it automation in the marketing function at the enterprise of practical training.

#### **Evaluation criterion:**

**(in accordance with the existing regulatory framework)**

#### **Compiler:**

**Associate Professor -Methodist, Ph. D. in Economics**

**Sergey Chernikov**