

Документ подписан
Информация о владельце:
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Должность: Ректор
Дата подписания: 28.06.2024 10:49:26
Уникальный программный ключ:
ca953a0120d891083f939673078ef1a989dae18a

Federal State Autonomous Educational Institution of Higher Education
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA NAMED AFTER PATRICE
LUMUMBA
RUDN University

Academy of Engineering

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

COURSE SYLLABUS

Marketing of Innovative Products

course title

Recommended by the Didactic Council for the Education Field of:

27.04.05 Innovatics

field of studies / specialty code and title

The course instruction is implemented within the professional education programme of higher education:

Digital Transformation in Production Management

higher education programme profile/specialization title

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 mandatory part of the OP VO.

Within the higher education programme students also master other disciplines and internships that contribute to the achievement of the expected learning outcomes as results of the subject mastery.

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

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
Contact work	36	36
Including:		
Lecture	18	18
Seminar classes	18	18
Independent work of the student	72	72
The total complexity of the discipline	Academic hours 108	108

	Credit Units	3	3
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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
Section 1 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
Section 2 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, 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 / 2-е изд. М.: Издательство Юрайт. 2021. 474 с. <https://urait.ru/bcode/468986>
- 2) Карпова С.В. Рекламное дело: Учебник и практикум для прикладного бакалавриата / Финуниверситет. М.: Юрайт. 2014. 431 с. <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.

Additional literature:

- 1) Галицкий Е.Б., Галицкая Е.Г. Маркетинговые исследования. Теория и практика: учебник для вузов / 2-е изд. М.: Издательство Юрайт. 2017. 570 с. <https://www.biblio-online.ru>
- 2) 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. <https://www.biblio-online.ru>
- 3) Спиридонова Е.А. Управление инновациями: учебник и практикум для вузов / М.: Издательство Юрайт. 2021. 298 с. <https://urait.ru/bcode/474270>
- 4) 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>
- 5) Жильцова О.Н. и др. Маркетинг инновационных продуктовые коммуникации: учебник и практикум для академического бакалавриата / М.: Издательство Юрайт. 2017. 458 с.

<https://www.biblio-online.ru>

6) 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

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

8) Зубец А.Н. Потребительское поведение на финансовых рынках России / М.: Экономика. 2007. 271 с.

The electronic library system (ELS) of RUDN University and third-party EBS, to which university students have access on the basis of concluded contracts:

- ELS RUDN <http://lib.rudn.ru/MegaPro/Web>
- ELS «University Library Online» <http://www.biblioclub.ru>
- ELS Юрайт <http://www.biblio-online.ru>
- ELS «Student Advisor» www.studentlibrary.ru
- ELS «Троицкий мост»

Databases and browsers:

- Electronic fund of legal and normative-technical documentation <http://docs.cntd.ru/>
- Yandex search <https://www.yandex.ru/>
- Google search <https://www.google.ru/>
- Abstract database SCOPUS <http://www.elsevierscience.ru/products/scopus/>

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.

DEVELOPERS:

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