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

Faculty of Economics

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

RESEARCH WORK PROGRAM

Master's degree Research Work

Recommended by the Didactic Council for the Education Field of:

38.04.02 «Management»

(code and name of the training area/specialty)

The final state examination is implemented within the professional education program of higher education:

International marketing management

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

2025

1. THE PURPOSE OF THE RESEARCH WORK

The purpose of the "Master's Research Work" is to expand and consolidate the theoretical knowledge gained by students of the International Marketing program, as well as the formation of universal and professional competencies in accordance with the RUDN education provisions, followed by the acquisition of research practical skills throughout the collection of factual material for preparation of a master's thesis.

Research and development is planned for the 1,2 and 3 semesters of study under this program.

2. REQUIREMENTS FOR THE RESEARCH WORK RESULTS

The "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 research work

Code	Competence	Indicators of competence achievement (within the framework of this discipline)
UC-5	Able to analyze and take into account the diversity of cultures in the process of intercultural interaction	UC-5.1 Interprets the history of Russia in the context of world historical development - UC-5.2 Finds and uses in social and professional communication information about cultural characteristics and traditions of various social groups - UC-5.3 Takes into account, in social and professional communication on a given topic, the historical heritage and socio-cultural traditions of various social groups, ethnic groups and confessions, including world religions, philosophical and ethical teachings - UC-5.4 Collects information on a given topic, taking into account ethnic groups and confessions most widely represented at the points of research - UC-5.5 Substantiates the specifics of project and team activities with representatives of other ethnic groups and (or) confessions - UC-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
UC-6	Is able to identify and implement the priorities of his own activities and ways to improve it based on self-assessment	GC-6.1. Controls the amount of time spent on specific activities
		GC-6.2. Develops tools and methods of time management when performing specific tasks, projects, goals of the
		GC-6.3. Analyzes its resources and their limits (personal, situational, temporary, etc.), for the successful completion of the task of the GC-6.4. Distributes tasks for long-, medium- and short-term with justification of relevance and analysis for resources to perform them
		GC-6.4. Allocates tasks for long-, medium- and short-term with justification of relevance and analysis of resources

Code	Competence	Indicators of competence achievement (within the framework of this discipline)
		for their implementation
UC-7	Able to use digital technologies and methods of searching, processing, analyzing, storing and presenting information (in the professional field) in the digital economy and modern corporate information culture.	UC-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 - UC-7.2 Assesses information, its reliability, builds logical conclusions based on incoming information and data
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-analytical systems, in solving managerial and research tasks	GPC-2.1 Possesses modern techniques and methods of data collection, methods of searching, processing, analyzing and evaluating information to solve managerial problems. GPC-2.2 Conducts analysis and modeling of management processes in order to optimize the organization's activity. GPC-2.3 Uses modern digital systems and methods in solving managerial and research tasks
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	PC -1.1 Knows the goals, stages and procedures of marketing research
		PC -1.2. Is able to work with digital data, evaluate their sources and relevance
		PC -1.3. Is able to evaluate the economic and social effectiveness of marketing research
		PC -1.4. Knows the principles of interpretation of the results of scientific research in professional activity
GPC-4	Able to manage project and process activities in an organization using modern management practices, leadership and communication skills, identify and assess new market opportunities, develop strategies for the creation and development of innovative areas of activity and the 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 areas of the company - GPC-4.4 Develops, based on the use of modern methods of business positioning, the development strategies of companies and the corresponding business models -

Code	Competence	Indicators of competence achievement (within the framework of this discipline)
PC-4	Capable of developing, implementing and improving distribution system and sales policy in international markets	PC-4.1 Knows the components of the goods movement system in the market, their essence, conditions, peculiarities of organization, functioning and ways to minimize costs in international markets. PC-4.2 Knows the main forms of entering the international market. PC-4.3 Skills to manage the processes of delivery and commodity circulation at the international industry markets. PC-4.4 Possesses skills of modeling and designing of enterprise activity on international markets of goods and services PC-4.5 Knows the main channels of distribution and promotion of goods in international marketing

3. THE PLACE OF RESEARCH WORK IN THE PROGRAM SYLLABUS

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 in English".

Within the framework of the educational program, students also master disciplines and/or other research works 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 of the research work

Code	Competence name	Previous courses	Next courses
UC-5	Able to analyze and take into account the diversity of cultures in the process of intercultural interaction	Corporate governance Corporate marketing at global markets International logistics	Pre-graduate Research Work;
UC-6	Is able to identify and implement the priorities of his own activities and ways to improve it based on self-assessment	Global Strategic management	Registration, preparation for the protection procedure and protection of the final qualifying work

Code	Competence name	Previous courses	Next courses
UC-7	Able to use digital technologies and methods of searching, processing, analyzing, storing and presenting information (in the professional field) in the digital economy and modern corporate information culture.	Management Research Methodology Professionally Oriented Russian Language Global consumer trends	Pre-graduate Research Work;
GPC-4	Able to manage project and process activities in an organization using modern management practices, leadership and communication skills, identify and assess new market opportunities, develop strategies for the creation and development of innovative areas of activity and the corresponding business models of organizations	Managerial economics Global Strategic management Consumer behaviour	Pre-graduate Research 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-analytical systems, in solving managerial and research tasks	Management Research Methodology Corporate governance Marketing Metrics (Marketing project effectiveness) Trade Marketing International Marketing	Pre-graduate Research Work;

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	Management Research Methodology Consumer behaviour International Marketing Content-marketing Global consumer trends International logistics	Pre-graduate Research Work;
PC-4	Capable of developing, implementing and improving distribution system and sales policy in international markets	Trade Marketing Social marketing in globalization context	Pre-graduate Research Work;

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

4. SCOPE OF RESEARCH WORK

The total labor intensity of the current research work is __27___ credits 972 ac.h.

5. THE CONTENT OF THE RESEARCH WORK

Table 5.1.Research work contents*

Name of the research work 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. Participation in scientific and practical conferences and seminars	84
	1.2. Participation in master classes	84
	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	3.1. Defining the subject of master's thesis. Conducting associated exploratory research.	102
	3.2. Conducting marketing research. Content	102

Name of the research work section	Content of the section (topics, types of practical activities)	Labor intensity, ac.hour.
thesis)	analysis and questionnaires.	
	3.3 Development of the project part of the dissertation. Evaluating the effectiveness of proposed activities and projects.	102
Making a research work report		9
Preparation for the defense of the research work report		9
	Total:	**972**

* - the content of the research work by sections should be FULLY reflected in the student's report on the research work.

6. MATERIAL AND TECHNICAL SUPPORT OF THE RESEARCH WORK

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 AND CONTENTS OF RESEARCH WORK

The research work of "Master's Research Work" can be carried out both in the structural divisions of the RUDN or in organizations in Moscow (stationary) and outside Moscow.

The terms of the research work correspond to the period specified in the study calendar of the International Marketing program. The terms of the research work can be adjusted in coordination with the appropriate orders by the RUDN University management.

Most of the research work is dedicated to developing information gathering, analytics and report-drafting skills through designing and writing papers, and participating in appropriate events.

The 1st semester research work is largely dedicated to information gathering and processing activities, while 2nd and 3rd semesters are aimed at research papers writing and publishing (both individually and in groups).

The supervisors can advise and grade student's research work, but the responsibility to perform the work and its quality is on the student. In case of the 3rd semester research paper the students can offer the supervisor to edit the paper for increased publication potential. If the supervisor agrees, he can become the co-author of the paper.

In the end of each semester within academic year (20th December for 1st semester and 20th May of 2nd semester) the student has to submit the R&D report to the supervisor, and upon his approval upload the report to the associated course page in TUIS system.

8. EDUCATIONAL, METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE RESEARCH WORK

a) Basic literature:
a) Basic literature:
1) Zobov A.M., Chernysheva A.M. Methodological recommendations for writing and completing bachelor's degree thesis for the direction 38.03.02 "Management" profile "Marketing" and master's degree 38.04.02 "Management" profile "International marketing". – Moscow: RUDN University, 2024.
2) Chernysheva, A.M. Marketing research and situational analysis : textbook and workshop for universities / A.M. Chernysheva, T. N. Yakubova. Moscow : Yurait Publishing House, 2025. 447 p. (Higher education). — ISBN 978-5-534-17919-4. — Text : electronic // Educational platform Yurayt [website]. — URL: https://urait.ru/bcode/568761 (date of request: 04/07/2025).
3) Yampolskaya, D. O. Marketing analysis: technology and methods of conducting : textbook and workshop for universities / D. O. Yampolskaya, A. I. Pilipenko. — 2nd ed., revised and add. Moscow : Yurait Publishing House, 2025. 268 p. (Higher education). — ISBN 978-5-534-06305-9. — Text : electronic // Yurayt educational platform [website]. — URL: https://urait.ru/bcode/563876 (date of request: 04/07/2025).
4) Abramova, I. M. Initial requirements for the quality of grain raw materials, ensuring high efficiency of alcohol production: a monograph / I. M. Abramova, L. V. Rimareva, M. V. Turshatov. - Moscow : Publishing house "BIBLIO-GLOBUS", 2019. - 114 p. - ISBN 978-5-907063-55-6. - Text : electronic. - URL: https://znanium.com/catalog/product/1977882 (date of request: 04/07/2025). – Access mode: by subscription.

5) Zavgorodnaya, A.V. Marketing planning : a textbook for universities / A.V. Zavgorodnaya, D. O. Yampolskaya. — 2nd ed., revised and add. Moscow : Yurait Publishing House, 2025. 340 p. (Higher education). — ISBN 978-5-534-06590-9. — Text : electronic // Educational platform Yurayt [website]. — URL: https://urait.ru/bcode/563875 (date of request: 04/07/2025).

6) Svetunkov, I. S. Methods of socio-economic forecasting : textbook and workshop for universities / I. S. Svetunkov, S. G. Svetunkov. Moscow : Yurait Publishing House, 2025. 651 p. (Higher education). — ISBN 978-5-534-19545-3. — Text : electronic // Educational platform Yurayt [website]. — URL: https://urait.ru/bcode/556612 (date of request: 04/07/2025).

b) Additional literature

1) Chernysheva, A.M. Industrial (B2B) marketing : textbook and workshop for universities / A.M. Chernysheva, T. N. Yakubova. — 2nd ed. — Moscow : Yurait Publishing House, 2025. — 472 p. — (Higher education). — ISBN 978-5-534-13680-7. — Text : electronic // Educational platform Yurayt [website]. — URL: https://urait.ru/bcode/560172 (date of request: 04/07/2025).

2) Solovyova, Yu. N. Competitive advantages and benchmarking: a textbook for universities / Yu. N. Solovyova. — 2nd ed., ispr. and add. Moscow : Yurait Publishing House, 2025. 139 p. (Higher education). — ISBN 978-5-534-11498-0. — Text : electronic // Educational platform Yurayt [website]. — URL: https://urait.ru/bcode/560653 (date of request: 04/07/2025).

3) Berikashvili, V. S. Statistical data processing, experimental planning and random processes: a textbook for universities / V. S. Berikashvili, S. P. Oskin. — 2nd ed., ispr. and add. Moscow : Yurait Publishing House, 2025. 164 p. (Higher education). — ISBN 978-5-534-09216-5. — Text : electronic // Yurayt educational platform [website]. — URL: https://urait.ru/bcode/563721 (date of request: 04/07/2025).

4) Statistics : a textbook for universities / executive editor I. I. Eliseeva. — 6th ed., revised. and add. — Moscow : Yurait Publishing House, 2025. — 619 p. — (Higher education). — ISBN 978-5-534-15117-6. — Text : electronic // Educational platform Yurayt [website]. — URL: https://urait.ru/bcode/565726 (date of request: 04/07/2025).:

Electronic Resources for the course:

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

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

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), Perplexity.

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

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

* - "Course contents" and "Point system" are formed on the basis of the requirements of the relevant local regulatory act of the RUDN (regulations / order).

Developers:

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	Signature	Full name

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