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

Faculty of Economics

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

Approved at the meeting of the Scientific Council of the RUDN Protocol No. 11 from " 29 " august 2011 г.

Established by order of RUDN Rector No. 577 dated 23.09.2019 г.

THE MAIN PROFESSIONAL EDUCATIONAL PROGRAM OF HIGHER EDUCATION (EP HE)

Specialty:
38.04.02 «Management»
(code and name of the training area/specialty)

Training program:
International marketing and business
(name of the EP HE)

The educational program has been developed in accordance with the requirements of: OS IN RUDN, approved by the Rector's Order No. 371 dated May 21, 2021.

Education level:

Masters'
(bachelor's degree /specialty/master's degree/residency – enter the necessary)

Graduate qualification:

Master
(graduate qualification in accordance with the order of the Ministry of Education and Science of the Russian Federation No. 1061 dated 12.09.2013)

Education period as per EP HE:

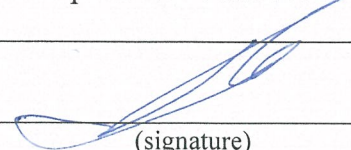| **2 years**	-	
(full-time education)	(full-time and part-time education)	(part-time education)

Information about the specifics of the implementation of the program:
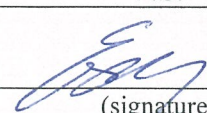
Approved:

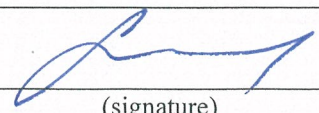| The head of the OP IN the Candidate of Economics, prof. A.M. Zobov.	The Chairman of the ISSN, Doctor of Economics, Prof. Efremov V.S.	The head of the OUP , Doctor of Economics, Prof. Andronova I.V.
(signature)	(signature)	(signature)
«___» _____20___ г.	«___» _____20___ г.	«___» _____20___ г

1. Goal and mission of the course

The idea of the educational program is to form the basis for strategic and operational changes planning, as well as the educational work variations scale. The mission of the main educational program of higher professional education for the preparation of masters in the direction 38.04.02. "Management" master's degree in International marketing and business at the Peoples' Friendship University of Russia is to improve the quality and standard of living in economic systems through a more accurate balancing of the consumers' needs and the capabilities of economic entities to meet them.

The "International marketing and business" program main objective meets the state standards of higher education and trains marketing professionals for analytical, organizational, managerial and entrepreneurial activities in various organizations both at international and national level. This implies the presence of skills and abilities in the development and implementation of a marketing strategy in the international and multicultural environment of the modern world. This paradigm implies the formation of a comprehensively trained specialist which possesses the general cultural and professional competencies necessary for work in the field of international marketing and successful competition in the labor market.

Objectives of the 38.04.02. "Management" educational program:

• Satisfaction of consumer needs in high-quality highly professional and in-demand personnel in the field of international marketing in accordance with international professional and national standards;

• Forming the systematic knowledge basis of the specialist competencies necessary for successful professional activity in the field of professional marketing;

• Specialists training in foreign language fluency as a means of professional communication, modern computer technologies, network information resources, basics of economics and management, striving for continuous improvement of their knowledge and keeping up with the dynamic development of science and technology.

• Working capacity in an international team with people of different nationalities, races and faiths;

• Awareness of the social significance of professional activity, education of business and moral culture;

• Forming a harmoniously developed personality and training of a specialist capable of being a leader, working in a team, acting and winning in a competitive environment;

• Integration into the international educational space in order to effectively solve socio-economic problems;

• Education of graduates on the basis of universal values, the formation of horizons, erudition, understanding of public culture, aesthetic perception of the world, scientific

thinking, sociability, corporate ethics, the ability to conduct discussions and defend their own opinions, understanding of global trends in socio-economic development of society.

2. RELEVANCE, SPECIFICITY, UNIQUENESS OF THE EDUCATIONAL PROGRAM

The current master's degree contributes to the international competitiveness and development of the university's potential.

The "International marketing and business" program is designed to provide the necessary skills for successful work in the environment of modern international marketing, to teach students to solve specific marketing tasks in the context of global competition. Graduates of the program will be able to work effectively in the marketing services and departments of leading Russian and multinational companies, take part in the development and implementation of marketing strategies of these companies. Their professional activity will be provided with the acquired competencies in the field of strategic marketing, electronic marketing, international branding, promotion programs that take into account the specifics of specific national markets.

The training is carried out using various educational technologies, such as the implementation of the program by several higher education organizations, using a network form, the implementation of training according to an individual curriculum, including accelerated learning. Training in this OP implies a comprehensive study of markets from the point of view of their B2C and B2B marketing, management of the architecture of distribution channels, trends in consumer behavior, features of marketing communications, organizational structures and the market environment.

This program is aimed at integrating international experience in the promotion of goods and services with the practice of market activities of well-known foreign companies (Nestle, Danone, Coca-Cola, Adidas) in the Russian economy. Students are given the opportunity to master special sections of marketing at an advanced level, including marketing audit, strategic alliances (co-branding), marketing metrics, corporate website development, crowdsourcing, trade marketing, global retail networks, etc.

The practical orientation of the program is realized by conducting a large number of master classes, actively involving marketing specialists from Russian and international companies in teaching.

The modular principle was chosen as the main principle of implementing the OP of this specialization and developing the necessary professional competencies. E-learning and distance learning are also used, if necessary, especially in educational activities with people with disabilities and persons with disabilities.

The program encourages students and teachers to constantly participate in scientific and practical research in order to better study important issues of modern business, dive into issues of interest and realize the world as a multicultural and constantly changing structure. This implies theoretical and applied research on a wide range of marketing areas in cooperation with practitioners, politicians and the general intellectual community.

Educational activities under the Master's degree program are carried out in the state language of the Russian Federation.

3. THE LABOR MARKET NEEDS SATISFIED BY THE CURRENT PROGRAM

Most companies are aware of the need for marketing. Vacancies in this field constantly arise in various variants around the world, including: marketing manager. marketing research and audit, advertising and RC manager, event planning, marketing analysis, etc.

The market of goods and services is becoming wider and more diverse, competition in all spheres is noticeably increasing. Promotion technologies and sales methods become more complicated every year, simple solutions gradually stop working. A marketer becomes an indispensable employee in almost any company. A marketer is a specialist who analyzes the target audience, the market of goods and services, competitors, and based on this develops a product development strategy to increase its recognition and attractiveness.

Potential employers of graduates of the Master's program in International marketing and business are private and public companies involved in the market economy and in need of a conscious approach to the implementation of their behavior strategy in the modern world and national economy. Graduates of the program can hold the following positions: project manager in the target area (group, department, center for the development and implementation of marketing activities, marketing plans, development programs); market manager; brand manager; marketing manager; marketing analyst; specialist in international marketing, etc.

Advantages of the marketing profession:

- A sought-after profession in the labor market. It is difficult to sell anything without marketing efforts, so specialists in the labor market are in great demand in various fields of activity.

- Ample opportunities for career growth. A large number of specializations are concentrated in marketing, you can find a profession based on your strong skills. And you can also quickly grow not only to the head of the department, but also to the director of the company.

- Creative work. The tasks of developing promotion strategies and building communication channels are never identical in different companies. Also, the specialist often uses non-standard thinking and experiments in his work.

4. SPECIAL REQUIREMENTS FOR POTENTIAL APPLICANTS

The applicant must have a state-issued document on higher education and qualifications.

The University admits citizens of the Russian Federation, foreign citizens and stateless persons (hereinafter referred to as citizens, applicants, applicants) to study under educational programs of higher education on the basis of the Rules of Admission to the

Federal State Autonomous Educational Institution of Higher Education "Peoples' Friendship University of Russia" to study under educational programs of higher education - bachelor's degree programs, specialty programs, master's degree programs for the next academic year.

The entrance test to the Master's degree program of the Faculty of Economics of the RUDN is conducted in the form of a portfolio (competition of documents), in accordance with the schedule approved by the order of the Rector of the RUDN.

To pass the competitive selection, applicants submit two sets of documents: the first package forms the applicant's personal file and contains the documents specified in the Admission Rules for applicants to higher education educational programs – master's degree programs in 2022 (hereinafter – the Rules). The second package is actually a portfolio.

The portfolio competition is conducted by the examination commission on the basis of the following positions, confirmed by the documents submitted by the applicant:

1) Education
• Documents on basic education
• Must be submitted: a diploma of higher education (bachelor's degree, specialty or master's degree) and the corresponding appendix to it.

2) Design and practical activities and/or scientific activities
• Practical experience is confirmed by a copy of the employment record or a copy of the employment contract.
• Scientific works published or accepted for publication (articles, abstracts) are confirmed by providing originals, or a link to an open source, or a certificate from the editorial office on acceptance for publication.
• Reports at international and Russian conferences, scientific seminars, scientific schools, etc. are confirmed by providing the conference program or a link to the conference program on the Internet.
• Participation in research projects, academic grants is confirmed by the project data (name, grant number, fund) and contact details of the project manager.

3) Personal achievements
• Diplomas and certificates of winners and laureates of Olympiads and competitions of scientific works are confirmed by the provision of original diplomas (certificates) for the certification of copies by the staff of the Admissions Committee. The main diploma (certificate) is indicated, which is evaluated by the commission.
• Foreign internships are confirmed by a certificate or an e-mail from the educational institution where the internship took place. Supplemented with a list of courses attended.
• Nominal scholarships are confirmed by a certificate from the dean's office or a certificate from the foundation or a list of winners of the scholarship competition from an open source.

4) The level of language training
• It is confirmed by an international certificate (IELTS, SAE, BEC), a certificate of advanced training in a foreign language, a diploma of a translator in the field of professional communication

5) Motivation letter
The motivation letter should provide answers to the following questions:
- Why did you choose this master's program?
- What in your basic education do you consider the most useful for further activities (courses, practices, skills, abilities, knowledge)?

- What do you expect from studying for a master's degree? Which areas of computational linguistics are most interesting to you?

- What would you like to do after the master's degree?

For each of the portfolio positions, an applicant can get from 0 to the maximum possible 20 points (even if more points are scored according to a set of criteria), which in total for a portfolio with a maximum score can be 100 points.

The lower limit of the portfolio assessment based on the submitted documents is 30 points. Applicants who have received a lower grade are not allowed to participate in the competitive selection.

6. IMPLEMENTATION FEATURES OF THE CURRENT PROGRAM

6.1. EP HE is implemented with elements of e-learning/distance learning technologies – namely RUDN TUIS and Microsoft Teams.

6.2. The language of implementation of the EP HE – Educational activities under the Master's program are carried out in the state language of the Russian Federation.

6.3. The program is adapted for teaching disabled people and persons with disabilities. When teaching disabled people and persons with disabilities, e-learning and distance learning technologies should provide for the possibility of receiving and transmitting information in forms accessible to them.

6.4. EP HE is implemented by the Russian Peoples' Friendship University.

Name of partner organisation	Interaction functionality (*students' research at a partner organsation, internships, etc.*)
University Federal Minas Gerais (UFMG)	Joint program

6.5. Information about the planned bases for conducting training/production internships and (or) research

Internship*	The internship company (name of the organization, location)
Educational internship Research work (on obtaining primary skills of research work)	FSAOU VO "Peoples' Friendship University of Russia".
Pre-graduate internship	Coca-Cola Hellenic, Johnson&Johnson (Consumer Division), LLC "San-San, Nestle, Kraft Foods Rus
Internship. Research work	FSAOU VO "Peoples' Friendship University of Russia".

* - UCазывается вид практики (учебная/производственная), тип практики – её наименование (ознакомительная, технологическая, НИР, преддипломная и т.д.), способ проведения (стационарная/выездная).

7. GRADUATE PROFESSIONAL ACTIVITY CHARACTERISTICS

7.1. Graduate that has mastered the program can carry out his professional activities in the following patterns:

• Management of the organization's marketing activities;

• Development and implementation of marketing programs using the tools of the marketing mix;

• The technology of conducting marketing research using the tools of the marketing mix

The objects of professional activity of graduates who have mastered the Master's degree program are:

marketing management processes in companies of various organizational and legal forms, as well as sizes (small, medium, large businesses).

7.2. Tasks of professional activity.

A graduate who has mastered the master's degree program, in accordance with the type (types) of professional activity that the master's degree program is focused on, is ready to solve the following professional tasks:

information and analytical activities:

search, analysis and evaluation of information for the preparation and adoption of marketing decisions; analysis of existing forms of promotion and organization of the sales system, development and justification of proposals for its improvement;

organizational and managerial activities:

management of companies, commercial and marketing departments and teams aimed at bringing new products to the market; development of marketing strategies for high-tech products

7.3. The list of generalized labor functions and labor functions related to the professional activity of an EP HE graduate, according to which the program has been developed*

Code and name of Prof. standard	Generalized labor functions			Labor functions		
	Code	Name	Qualification requirement	Name	Code	Level of qualification
08.035 Professional Standard "Organization and Management of Marketing Activities", approved by Order No. 366n of the Ministry of Labor and Social Protection of the Russian Federation dated June 04, 2018.	A	The technology of conducting marketing research using the tools of the marketing complex	6	Preparation for marketing research	A/01.6	6
				Conducting marketing research using the tools of the marketing mix	A/02.6	6
08.035 Professional Standard "Organization and Management of Marketing Activities", approved by Order No. 366n of the Ministry of Labor and Social	B	Development and implementation of marketing programs using the tools of the marketing mix	7	Development, testing and implementation of innovative goods (services), creation of intangible assets (brands) and their management in the organization Development, implementation and improvement of	B/01.7	7

Code and name of Prof. standard	Generalized labor functions			Labor functions		
	Code	Name	Qualification requirement	Name	Code	Level of qualification
Protection of the Russian Federation dated June 04, 2018..				pricing policy in the organization	B/02.7	7
				Development, implementation and improvement of the distribution system (distribution) and sales policy in the organization	B/03.7	7
				Development, implementation and improvement of the marketing communications system in the organization	B/04.7	7
08.035 Professional Standard "Organization and Management of Marketing Activities", approved by Order No. 366n of the Ministry of Labor and Social Protection of the Russian Federation dated June 04, 2018..	C	Management of marketing activities of the organization	8	Formation of the marketing strategy of the organization Planning and control of the organization's marketing activities	C/01.8 C/02.8	8

* - the formulation of labor functions is taken from the relevant Professional Standards (if available).

7. THE RESULT REQUIREMENTS OF MASTERING THE PROGRAM

8.1. Upon completion of the EP HE, the graduate must have the following universal competencies (UC):

Code and name of the Criminal Code	Code and name of the competence achievement indicator

UC-1. Capable of searching, critical analysis of problematic situations based on a systematic approach, to develop a strategy of action	UC-1.1. Analyzes the task, highlighting its basic components; UC -1.2. Defines and ranks the information required to solve the task; UC -1.3. Searches for information to solve the task for various types of queries; UC 1.4. Offers solutions to the problem, analyzes the possible consequences of their use; UC -1.5. Analyzes the ways of solving 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.
UC-2. Able to manage the project at all stages of its life cycle	UC-2.1. Formulates a problem, the solution of which is directly related to the achievement of the project goal; UC-2.2. Defines the links between the tasks set and the expected results of their solution; UC-2.3. Within the framework of the tasks set, determines the available resources and restrictions, the applicable legal norms; 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 norms and available resources and limitations; UC-2.5 Monitors the progress of the project, adjusts the schedule in accordance with the results of the control.

Code and name UC	Code and name of the competence achievement indicator
UC-3. Able to organize and manage the work of the team, developing a team strategy to achieve the goal	UC-3.1. Determines its role in the team based on the strategy of cooperation to achieve the goal; UC-3.2. Formulates and takes into account in its activities the peculiarities of the behavior of groups of people, identified depending on the goal; UC-3.3. Analyzes the possible consequences of personal actions and plans its actions to achieve a given result; UC-3.4. Exchanges information, knowledge and experience with team members; UC-3.5. Argues his point of view regarding the use of ideas of other team members to achieve the goal; UC-3.6. Participates in team work on the execution of assignments.
UC-4. Able to apply modern communication technologies in the state language of the Russian Federation and foreign language(s) for academic and professional interaction	UC-4.1. Chooses the style of business communication, depending on the language of communication, the purpose and conditions of partnership; UC-4.2. Adapts speech, communication style and sign language to interaction situations; UC-4.3. Searches for the necessary information to solve standard communication tasks in Russian and foreign languages; UC-4.4. Conducts business correspondence in Russian and foreign languages, taking into account the peculiarities of the style of official and unofficial letters and socio-cultural differences in the format of correspondence; UC-4.5. Uses dialogue for cooperation in academic communication, taking into account the personality of the interlocutors, their communicative-speech strategy and tactics, the degree of formality of the situation; UC-4.6. Forms and argues its own assessment of the main ideas of the participants of the dialogue (discussion) in accordance with the needs of joint activities.
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 information about cultural peculiarities and traditions of various social groups in social and professional communication; UC-5.3. Takes into account the historical heritage and socio-cultural traditions of various social groups, ethnic groups and confessions in social and professional communication on a given topic,

Code and name UC	Code and name of the competence achievement indicator
	UC-5.4. Collects information on a given topic, taking into account the ethnicities and confessions most widely represented at the points of the study; UC-5.5. Substantiates the specifics of project and team activities with representatives of other ethnicities 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 strengthen social integration.
UC-6. He is able to determine and implement the priorities of his own activities and ways to improve it on the basis of self-assessment	UC-6.1. Controls the amount of time spent on specific activities; UC-6.2. Develops tools and methods of time management when performing specific tasks, projects, goals; UC-6.3. Analyzes its resources and their limits (personal, situational, temporary, etc.), for the successful completion of the task; UC-6.4. Allocates tasks for long-, medium- and short-term with justification of relevance and analysis of resources for their implementation.
UC-7. Capable of: searching for the necessary sources of information, data, perceiving, analyzing, storing and transmitting information using digital means, as well as using algorithms when working with data obtained from various sources in order to effectively	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. Evaluates information, its reliability, builds logical conclusions based on incoming information and data.

5.1. Upon completion of the EP HE , the graduate must have the following general professional competencies (GPC-):

Code and name GPC-	Code and name of the competence achievement indicator
GPC--1. Able to solve professional tasks 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. Is 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 management tasks, taking into account the generalization and critical analysis of best management practices; GPC-1.4. Has the skills of reasonable choice of methods for solving practical and research problems
GPC-2. He is 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 management and research tasks	GPC-2.1. Owns modern techniques and methods of data collection, methods of search, processing, analysis and evaluation of information for solving management tasks; 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 tasks.
GPC-3. Is able to independently make sound organizational and managerial decisions, evaluate their operational and organizational effectiveness, and social significance, 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 sound organizational and managerial decisions; GPC-3.3. Evaluates operational and organizational effectiveness and 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 environment.
GPC-4. Able to manage project and process activities in the organization using modern management practices, leadership and	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;

Code and name GPC-	Code and name индикатора достижения компетенции
communication skills, identify and evaluate new market opportunities, develop strategies for the creation and development of innovative activities and corresponding business models of organizations	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 generalize and critically evaluate scientific research in management and related fields, to carry out research projects	GPC-5.1. Is able to develop a plan of scientific research in the field of management based on the evaluation 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 of generalization and formulation of conclusions, development of 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. He is 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. Owns digital technologies for the successful solution of professional tasks GPC-6.2. Is able to work with digital data, evaluate their sources and relevance GPC-6.3. Is able to use general or specialized application software packages designed to perform professional tasks

5.2. List of professional competencies (PC)* that a graduate who has fully mastered EP HE:

Code and name PC-	Code and name of the competence achievement indicator	Code and name Prof. the standard on the basis of which the PC-
PC-1. Capable of conducting marketing research taking into account the influence of the international marketing environment using the tools of a modified marketing	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	08.037 – Business Analyst

Code and name PC-	Code and name of the competence achievement indicator	Code and name Prof. the standard on the basis of which the PC-
package corresponding to the latest global trends	PC-1.4. Knows the principles of interpretation of the results of scientific research in professional activity	
PC-2. Capable of developing and implementing innovative goods and intangible assets and managing them 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. Is able to work with digital data, evaluate their sources and relevance PC-2.3. Is able to analyze and evaluate their economic efficiency of innovative products PC-2.4. Has the methods of developing and evaluating the effectiveness of innovative trade and technological, or marketing, or logistics, or advertising technologies	07.007 - Process Management Specialist 08.036 Specialist in working with investment projects
PC-3 is 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 channel of commodity movement in international markets PC-3.2. Knows the specifics of pricing for tangible and intangible goods on international markets PC-3.3. Is able to develop a pricing strategy taking into account market factors in international markets PC-3.4. Organizes the activities of creative teams (teams) to solve organizational and managerial tasks and manages them	07.007 - Process Management Specialist 08.036 Specialist in working with investment projects 08.018 Risk Management Specialist
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 the 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	08.037 – Business Analyst 07.007 - Process Management Specialist 08.036

Code and name PC-	Code and name of the competence achievement indicator	Code and name Prof. the standard on the basis of which the PC-
	PC-4.3. Is able to manage the processes of supply and distribution of goods in the industry markets of the international level 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	Specialist in working with investment projects 08.018 Risk Management Specialist
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. Is 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. Able to manage the marketing activities of an international company	PC-6.1. Knows the specifics of working with various international marketing tools PC-6.2. Knows the basics of international sales, international marketing communication PC-6.3. Is able to apply methods of evaluating the effectiveness of solutions in the field of international marketing PC-6.4. Is able to analyze the actions of international partner companies PC-6.5. Possesses analytical, system and communication skills to conduct successful activities in a rapidly changing international marketing environment PC-6.6. Has the skills of a creative approach to the	

Code and name PC-	Code and name of the competence achievement indicator	Code and name Prof. the standard on the basis of which the PC-
	problems of developing and implementing international marketing strategies of the company	
PC-7. Capable of planning and controlling the marketing activities of an international company	PC-7.1. Knows the stages of international strategic planning	
	PC-7.2. Knows the criteria for determining the key indicators used in planning the marketing activities of the enterprise at the international level	
	PC-7.3. Is able to form marketing plans	
	PC-7.4. Is able to develop the main business processes of the enterprise related to marketing activities	
	PC-7.5. Knows the methods of development and implementation of marketing programs	
	PC-7.6. Knows the methods of making tactical and operational decisions in the management of marketing activities of the enterprise	

* - ПКО formulates the program developer taking into account the requirements of professional standards and orientation EP HE.

9. The matrix of students competencies formed during the development of the EP HE "Management", 38.04.02 " International marketing and business "

Code	The name of the disciplines/modules that form the competencies of students	Universal competence						
		UC-1. Capable of searching, critical analysis of problematic situations based on a systematic approach, to develop a strategy of action	UC-2. Able to manage the project at all stages of its life cycle.	UC-3. He is able to organize and manage the work of the team, developing a team strategy to achieve the goal.	UC-4. Is able to apply modern communication technologies in the state language of the Russian Federation and a foreign language(s) for academic and professional interaction.	UC-5. Able to analyze and take into account the diversity of cultures in the process of intercultural interaction.	UC-6. He is able to determine and implement the priorities of his own activities and ways to improve it based on self-assessment.	UC-7.. Capable of: searching for the necessary sources of information and data, perceiving, analyzing, storing and transmitting information using digital means, as well as using algorithms when working with data obtained from various sources in order to effectively use the information obtained to solve problems; to evaluate information, its reliability, to build logical conclusions based on incoming information and data.
Block 1.	**Courses**	UC-1.1 UC-1.2 UC-1.3 UC-1.4 UC-1.5	UC-2.1 UC-2.2 UC-2.3 UC-2.4 UC-2.5	UC-3.1 UC-3.2 UC-3.3 UC-3.4 UC-3.5 UC-3.6	UC-4.1 UC-4.2 UC-4.3 UC-4.4 UC-4.5 UC-4.6	UC-5.1 UC-5.2 UC-5.3 UC-5.4 UC-5.5 UC-5.6	UC-6.1 UC-6.2 UC-6.3 UC-6.4	UC-7.1 UC-7.2
Б1.О.01	**Baced component**	UC-1.1 UC-1.2 UC-1.3 UC-1.4 UC-1.5		UC-3.1 UC-3.2 UC-3.3 UC-3.4 UC-3.5 UC-3.6	UC-4.1 UC-4.2 UC-4.3 UC-4.4 UC-4.5 UC-4.6	UC-5.1 UC-5.2 UC-5.3 UC-5.4 UC-5.5 UC-5.6	UC-6.1 UC-6.2 UC-6.3 UC-6.4	UC-7.1 UC-7.2
Б1.О.01.01	Managerial economics	UC-1.1 UC-1.2 UC-1.3 UC-1.4 UC-1.5						

Code	The name of the disciplines/modules that form the competencies of students	Universal competence							
		UC-1. Capable of searching, critical analysis of problematic situations based on a systematic approach, to develop a strategy of action	UC-2. Able to manage the project at all stages of its life cycle.	UC-3. He is able to organize and manage the work of the team, developing a team strategy to achieve the goal.	UC-4. Is able to apply modern communication technologies in the state language of the Russian Federation and a foreign language(s) for academic and professional interaction.	UC-5. Able to analyze and take into account the diversity of cultures in the process of intercultural interaction.	UC-6. He is able to determine and implement the priorities of his own activities and ways to improve it based on self-assessment.	UC-7.. Capable of: searching for the necessary sources of information and data, perceiving, analyzing, storing and transmitting information using digital means, as well as using algorithms when working with data obtained from various sources in order to effectively use the information obtained to solve problems; to evaluate information, its reliability, to build logical conclusions based on incoming information and data.	
Б1.О.01.02	Methodology of management problems research	UC-1.1 UC-1.2 UC-1.3 UC-1.4 UC-1.5					UC-6.1 UC-6.2 UC-6.3 UC-6.4	UC-7.1 UC-7.2	
Б1.О.01.03	Theory of management organization	UC-1.1 UC-1.2 UC-1.3 UC-1.4 UC-1.5		UC-3.1 UC-3.2 UC-3.3 UC-3.4 UC-3.5 UC-3.6					
Б1.О.01.04	Modern strategic analysis	UC-1.1 UC-1.2 UC-1.3 UC-1.4 UC-1.5							
Б1.О.01.05	Professional foreign language				UC-4.1 UC-4.2 UC-4.3 UC-4.4 UC-4.5 UC-4.6	UC-5.1 UC-5.2 UC-5.3 UC-5.4 UC-5.5 UC-5.6			

Code	The name of the disciplines/modules that form the competencies of students	Universal competence						
		UC-1. Capable of searching, critical analysis of problematic situations based on a systematic approach, to develop a strategy of action	UC-2. Able to manage the project at all stages of its life cycle.	UC-3. He is able to organize and manage the work of the team, developing a team strategy to achieve the goal.	UC-4. Is able to apply modern communication technologies in the state language of the Russian Federation and a foreign language(s) for academic and professional interaction.	UC-5. Able to analyze and take into account the diversity of cultures in the process of intercultural interaction.	UC-6. He is able to determine and implement the priorities of his own activities and ways to improve it based on self-assessment.	UC-7. Capable of: searching for the necessary sources of information and data, perceiving, analyzing, storing and transmitting information using digital means, as well as using algorithms when working with data obtained from various sources in order to effectively use the information obtained to solve problems; to evaluate information, its reliability, to build logical conclusions based on incoming information and data.
Б1.О.02	**Variable component**	UC-1.1 UC-1.2 UC-1.3 UC-1.4 UC-1.5			UC-4.1 UC-4.2 UC-4.3 UC-4.4 UC-4.5 UC-4.6	UC-5.1 UC-5.2 UC-5.3 UC-5.4 UC-5.5 UC-5.6	UC-6.1 UC-6.2 UC-6.3 UC-6.4	UC-7.1 UC-7.2
Б1.О.02.01	Finances of organizations	UC-1.1 UC-1.2 UC-1.3 UC-1.4 UC-1.5						
Б1.О.02.02	Marketing metrics (effectiveness of marketing projects)						UC-6.1 UC-6.2 UC-6.3 UC-6.4	UC-7.1 UC-7.2
Б1.О.02.03	Operational marketing planning				UC-4.1 UC-4.2 UC-4.3 UC-4.4 UC-4.5 UC-4.6	UC-5.1 UC-5.2 UC-5.3 UC-5.4 UC-5.5 UC-5.6		

Code	The name of the disciplines/modules that form the competencies of students	Universal competence						
		UC-1. Capable of searching, critical analysis of problematic situations based on a systematic approach, to develop a strategy of action	UC-2. Able to manage the project at all stages of its life cycle.	UC-3. He is able to organize and manage the work of the team, developing a team strategy to achieve the goal.	UC-4. Is able to apply modern communication technologies in the state language of the Russian Federation and a foreign language(s) for academic and professional interaction.	UC-5. Able to analyze and take into account the diversity of cultures in the process of intercultural interaction.	UC-6. He is able to determine and implement the priorities of his own activities and ways to improve it based on self-assessment.	UC-7. Capable of: searching for the necessary sources of information and data, perceiving, analyzing, storing and transmitting information using digital means, as well as using algorithms when working with data obtained from various sources in order to effectively use the information obtained to solve problems; to evaluate information, its reliability, to build logical conclusions based on incoming information and data.
Б1.О.02.04	Marketing audit							
Б1.О.02.05	Fragmentation of production and cross-border value chains							
Б1.О.02.06	Integrated marketing communications in international companies				UC-4.1 UC-4.2 UC-4.3 UC-4.4 UC-4.5 UC-4.6	UC-5.1 UC-5.2 UC-5.3 UC-5.4 UC-5.5 UC-5.6		
Б1.О.02.07	Digital marketing						UC-6.1 UC-6.2 UC-6.3 UC-6.4	
Б1.О.02.08	International marketing strategies					UC-5.1 UC-5.2 UC-5.3 UC-5.4 UC-5.5		

Code	The name of the disciplines/modules that form the competencies of students	Universal competence							
		UC-1. Capable of searching, critical analysis of problematic situations based on a systematic approach, to develop a strategy of action	UC-2. Able to manage the project at all stages of its life cycle.	UC-3. He is able to organize and manage the work of the team, developing a team strategy to achieve the goal.	UC-4. Is able to apply modern communication technologies in the state language of the Russian Federation and a foreign language(s) for academic and professional interaction.	UC-5. Able to analyze and take into account the diversity of cultures in the process of intercultural interaction.	UC-6. He is able to determine and implement the priorities of his own activities and ways to improve it based on self-assessment.	UC-7. Capable of: searching for the necessary sources of information and data, perceiving, analyzing, storing and transmitting information using digital means, as well as using algorithms when working with data obtained from various sources in order to effectively use the information obtained to solve problems; to evaluate information, its reliability, to build logical conclusions based on incoming information and data.	
						UC-5.6			
Б1.О.03	**Project module**								
Б1.О.03.01	Individual marketing planning project								
Б1.О.03.02	Interdisciplinary group project on international marketing								
	The part formed by the participants of educational relations	UC-1.1 UC-1.2 UC-1.3 UC-1.4 UC-1.5	UC-2.1 UC-2.2 UC-2.3 UC-2.4 UC-2.5	UC-3.1 UC-3.2 UC-3.3 UC-3.4 UC-3.5 UC-3.6		UC-5.1 UC-5.2 UC-5.3 UC-5.4 UC-5.5 UC-5.6	UC-6.1 UC-6.2 UC-6.3 UC-6.4	UC-7.1 UC-7.2	
Б1.В.ДВ.01	of the Discipline (modules) of choice 1 (DV.1)		UC-2.1 UC-2.2 UC-2.3 UC-2.4 UC-2.5						

Code	The name of the disciplines/modules that form the competencies of students	Universal competence						
		UC-1. Capable of searching, critical analysis of problematic situations based on a systematic approach, to develop a strategy of action	UC-2. Able to manage the project at all stages of its life cycle.	UC-3. He is able to organize and manage the work of the team, developing a team strategy to achieve the goal.	UC-4. Is able to apply modern communication technologies in the state language of the Russian Federation and a foreign language(s) for academic and professional interaction.	UC-5. Able to analyze and take into account the diversity of cultures in the process of intercultural interaction.	UC-6. He is able to determine and implement the priorities of his own activities and ways to improve it based on self-assessment.	UC-7.. Capable of: searching for the necessary sources of information and data, perceiving, analyzing, storing and transmitting information using digital means, as well as using algorithms when working with data obtained from various sources in order to effectively use the information obtained to solve problems; to evaluate information, its reliability, to build logical conclusions based on incoming information and data.
Б1.В.ДВ.01.01	Contact Marketing (Touchpoints Marketing)		UC-2.1 UC-2.2 UC-2.3 UC-2.4 UC-2.5					
Б1.В.ДВ.01.02	Marketing forecasting methods	UC-1.1 UC-1.2 UC-1.3 UC-1.4 UC-1.5						
Б1.В.ДВ.01.03	Marketing analytics based on Big Data							
Б1.В.ДВ.02	Disciplines (modules) of choice 2 (DV.2)	UC-1.1 UC-1.2 UC-1.3 UC-1.4 UC-1.5						
Б1.В.ДВ.02.01	Development of business strategies in international companies	UC-1.1 UC-1.2 UC-1.3 UC-1.4						

Code	The name of the disciplines/modules that form the competencies of students	Universal competence							
		UC-1. Capable of searching, critical analysis of problematic situations based on a systematic approach, to develop a strategy of action	UC-2. Able to manage the project at all stages of its life cycle.	UC-3. He is able to organize and manage the work of the team, developing a team strategy to achieve the goal.	UC-4. Is able to apply modern communication technologies in the state language of the Russian Federation and a foreign language(s) for academic and professional interaction.	UC-5. Able to analyze and take into account the diversity of cultures in the process of intercultural interaction.	UC-6. He is able to determine and implement the priorities of his own activities and ways to improve it based on self-assessment.	UC-7. Capable of: searching for the necessary sources of information and data, perceiving, analyzing, storing and transmitting information using digital means, as well as using algorithms when working with data obtained from various sources in order to effectively use the information obtained to solve problems; to evaluate information, its reliability, to build logical conclusions based on incoming information and data.	
		UC-1.5							
Б1.В.ДВ.02.02	Analysis of financial statements								
Б1.В.ДВ.02.03	Economy of energy and raw materials industries of Russia								
Б1.В.ДВ.03	Disciplines (modules) of choice 3 (DV.3)			UC-3.1 UC-3.2 UC-3.3 UC-3.4 UC-3.5 UC-3.6					
Б1.В.ДВ.03.01	Infographics and presentation technologies in corporations			UC-3.1 UC-3.2 UC-3.3 UC-3.4 UC-3.5 UC-3.6					

Code	The name of the disciplines/modules that form the competencies of students	Universal competence						
		UC-1. Capable of searching, critical analysis of problematic situations based on a systematic approach, to develop a strategy of action	UC-2. Able to manage the project at all stages of its life cycle.	UC-3. He is able to organize and manage the work of the team, developing a team strategy to achieve the goal.	UC-4. Is able to apply modern communication technologies in the state language of the Russian Federation and a foreign language(s) for academic and professional interaction.	UC-5. Able to analyze and take into account the diversity of cultures in the process of intercultural interaction.	UC-6. He is able to determine and implement the priorities of his own activities and ways to improve it based on self-assessment.	UC-7. Capable of: searching for the necessary sources of information and data, perceiving, analyzing, storing and transmitting information using digital means, as well as using algorithms when working with data obtained from various sources in order to effectively use the information obtained to solve problems; to evaluate information, its reliability, to build logical conclusions based on incoming information and data.
Б1.В.ДВ.03.02	Consumer research and social media targeting					UC-5.1 UC-5.2 UC-5.3 UC-5.4 UC-5.5 UC-5.6		
Б1.В.ДВ.03.03	Innovative entrepreneurship						UC-6.1 UC-6.2 UC-6.3 UC-6.4	UC-7.1 UC-7.2
Б1.В.ДВ.04	Disciplines (modules) of choice 4 (DV.4)			UC-3.1 UC-3.2 UC-3.3 UC-3.4 UC-3.5 UC-3.6				UC-7.1 UC-7.2
Б1.В.ДВ.04.01	Negotiation techniques			UC-3.1 UC-3.2 UC-3.3 UC-3.4 UC-3.5 UC-3.6				UC-7.1 UC-7.2

		Universal competence						
Code	The name of the disciplines/modules that form the competencies of students	UC-1. Capable of searching, critical analysis of problematic situations based on a systematic approach, to develop a strategy of action	UC-2. Able to manage the project at all stages of its life cycle.	UC-3. He is able to organize and manage the work of the team, developing a team strategy to achieve the goal.	UC-4. Is able to apply modern communication technologies in the state language of the Russian Federation and a foreign language(s) for academic and professional interaction.	UC-5. Able to analyze and take into account the diversity of cultures in the process of intercultural interaction.	UC-6. He is able to determine and implement the priorities of his own activities and ways to improve it based on self-assessment.	UC-7.. Capable of: searching for the necessary sources of information and data, perceiving, analyzing, storing and transmitting information using digital means, as well as using algorithms when working with data obtained from various sources in order to effectively use the information obtained to solve problems; to evaluate information, its reliability, to build logical conclusions based on incoming information and data.
Б1.В.ДВ.04.02	International strategic alliances in marketing							
Б1.В.ДВ.04.03	Modeling and evaluation of consumer preferences in real companies							
Block 2.	Internship		UC-2.1 UC-2.2 UC-2.3 UC-2.4 UC-2.5				UC-6.1 UC-6.2 UC-6.3 UC-6.4	UC-7.1 UC-7.2
Б2.0	Mandatory part		UC-2.1 UC-2.2 UC-2.3 UC-2.4 UC-2.5				UC-6.1 UC-6.2 UC-6.3 UC-6.4	UC-7.1 UC-7.2
Б2.О.01	Variable component		UC-2.1 UC-2.2 UC-2.3 UC-2.4				UC-6.1 UC-6.2 UC-6.3 UC-6.4	UC-7.1 UC-7.2

Code	The name of the disciplines/modules that form the competencies of students	UC-1. Capable of searching, critical analysis of problematic situations based on a systematic approach, to develop a strategy of action	UC-2. Able to manage the project at all stages of its life cycle.	UC-3. He is able to organize and manage the work of the team, developing a team strategy to achieve the goal.	UC-4. Is able to apply modern communication technologies in the state language of the Russian Federation and a foreign language(s) for academic and professional interaction.	UC-5. Able to analyze and take into account the diversity of cultures in the process of intercultural interaction.	UC-6. He is able to determine and implement the priorities of his own activities and ways to improve it based on self-assessment.	UC-7. Capable of: searching for the necessary sources of information and data, perceiving, analyzing, storing and transmitting information using digital means, as well as using algorithms when working with data obtained from various sources in order to effectively use the information obtained to solve problems; to evaluate information, its reliability, to build logical conclusions based on incoming information and data.
			UC-2.5					
Б2.О.01.01(Н)	Research work						UC-6.1 UC-6.2 UC-6.3 UC-6.4	UC-7.1 UC-7.2
Б2.О.01.02(Пд)	Pre-graduate internship		UC-2.1 UC-2.2 UC-2.3 UC-2.4 UC-2.5					
Block 3.	State final certification		UC-2.1 UC-2.2 UC-2.3 UC-2.4 UC-2.5					
Б3.01(Г)	Preparation for passing and passing the state exam		UC-2.1 UC-2.2 UC-2.3 UC-2.4 UC-2.5					

Universal competence

Code	The name of the disciplines/modules that form the competencies of students	Universal competence						
		UC-1. Capable of searching, critical analysis of problematic situations based on a systematic approach, to develop a strategy of action	UC-2. Able to manage the project at all stages of its life cycle.	UC-3. He is able to organize and manage the work of the team, developing a team strategy to achieve the goal.	UC–4. Is able to apply modern communication technologies in the state language of the Russian Federation and a foreign language(s) for academic and professional interaction.	UC-5. Able to analyze and take into account the diversity of cultures in the process of intercultural interaction.	UC-6. He is able to determine and implement the priorities of his own activities and ways to improve it based on self-assessment.	UC-7.. Capable of: searching for the necessary sources of information and data, perceiving, analyzing, storing and transmitting information using digital means, as well as using algorithms when working with data obtained from various sources in order to effectively use the information obtained to solve problems; to evaluate information, its reliability, to build logical conclusions based on incoming information and data.
Б3.02(Д)	Registration, preparation for the protection procedure and protection of the final qualifying work		UC-2.1 UC-2.2 UC-2.3 UC-2.4 UC-2.5					
К.М.	Complex modules							
К.М.01	Module 1							
ФТД.	Optional subjects							
ФТД.01	Professional foreign language (optional)							
ФТД.02	Adaptive Russian language course for international students							

		Universal competence							
Code	The name of the disciplines/modules that form the competencies of students	UC-1. Capable of searching, critical analysis of problematic situations based on a systematic approach, to develop a strategy of action	UC-2. Able to manage the project at all stages of its life cycle.	UC-3. He is able to organize and manage the work of the team, developing a team strategy to achieve the goal.	UC-4. Is able to apply modern communication technologies in the state language of the Russian Federation and a foreign language(s) for academic and professional interaction.	UC-5. Able to analyze and take into account the diversity of cultures in the process of intercultural interaction.	UC-6. He is able to determine and implement the priorities of his own activities and ways to improve it based on self-assessment.	UC-7.. Capable of: searching for the necessary sources of information and data, perceiving, analyzing, storing and transmitting information using digital means, as well as using algorithms when working with data obtained from various sources in order to effectively use the information obtained to solve problems; to evaluate information, its reliability, to build logical conclusions based on incoming information and data.
ФТД.03	Adaptive course on the basics of economics							
ФТД.04	Adaptive course on the basics of management							

Code	Course names	Common professional competence					
		GPC-1. Is able to apply knowledge (at an advanced level) of economic, organizational, managerial, sociological, psychological theories and law in solving professional tasks, generalize and critically evaluate existing best practices and results of scientific research on personnel management and related fields	GPC-2. He is able to apply an integrated approach to data collection, advanced methods of their processing and analysis in solving managerial and research tasks.	GPC-3. Is able to develop and ensure the implementation of strategies, policies and technologies of the organization's personnel management in a dynamic environment and assess their social and economic efficiency	GPC-4. Capable of designing organizational changes, managing project and process activities and organizational units	GPC-5. Is able to use modern information technologies and software tools in solving professional tasks	GPC-6. He is able to critically evaluate the possibilities of digital technologies for solving professional tasks, work with digital data, evaluate their sources and relevance with digitalданными, оценивать ихисточники
Block 1.	Disciplines (modules)	GPC-1.1 GPC-1.2 GPC-1.3 GPC-1.4	GPC-2.1 GPC-2.2 GPC-2.3	GPC-3.1 GPC-3.2 GPC-3.3 GPC-3.4	GPC-4.1 GPC-4.2 GPC-4.3 GPC-4.4	GPC-5.1 GPC-5.2 GPC-5.3 GPC-5.4	GPC-6.1 GPC-6.2 GPC-6.3
Б1.0	Mandatory part	GPC-1.1 GPC-1.2 GPC-1.3 GPC-1.4	GPC-2.1 GPC-2.2 GPC-2.3	GPC-3.1 GPC-3.2 GPC-3.3 GPC-3.4	GPC-4.1 GPC-4.2 GPC-4.3 GPC-4.4	GPC-5.1 GPC-5.2 GPC-5.3 GPC-5.4	GPC-6.1 GPC-6.2 GPC-6.3
Б1.О.01	Based component	GPC-1.1 GPC-1.2 GPC-1.3 GPC-1.4	GPC-2.1 GPC-2.2 GPC-2.3	GPC-3.1 GPC-3.2 GPC-3.3 GPC-3.4		GPC-5.1 GPC-5.2 GPC-5.3 GPC-5.4	GPC-6.1 GPC-6.2 GPC-6.3
Б1.О.01.01	Managerial economics	GPC-1.1 GPC-1.2 GPC-1.3 GPC-1.4					GPC-6.1 GPC-6.2 GPC-6.3
Б1.О.01.02	Methodology of management problems research		GPC-2.1 GPC-2.2 GPC-2.3				
Б1.О.01.03	Theory of management organization	GPC-1.1 GPC-1.2 GPC-1.3		GPC-3.1 GPC-3.2 GPC-3.3		GPC-5.1 GPC-5.2 GPC-5.3	

Code	Course names	Common professional competence					
		GPC-1. Is able to apply knowledge (at an advanced level) of economic, organizational, managerial, sociological, psychological theories and law in solving professional tasks, generalize and critically evaluate existing best practices and results of scientific research on personnel management and related fields	**GPC-2. He is able to apply an integrated approach to data collection, advanced methods of their processing and analysis in solving managerial and research tasks.**	**GPC-3. Is able to develop and ensure the implementation of strategies, policies and technologies of the organization's personnel management in a dynamic environment and assess their social and economic efficiency**	**GPC-4. Capable of designing organizational changes, managing project and process activities and organizational units**	**GPC-5. Is able to use modern information technologies and software tools in solving professional tasks**	**GPC-6. He is able to critically evaluate the possibilities of digital technologies for solving professional tasks, work with digital data, evaluate their sources and relevance with digital**данными, оценивать ихисточники
		GPC-1.4		GPC-3.4		GPC-5.4	
Б1.О.01.04	Modern strategic analysis	GPC-1.1 GPC-1.2 GPC-1.3 GPC-1.4	GPC-2.1 GPC-2.2 GPC-2.3	GPC-3.1 GPC-3.2 GPC-3.3 GPC-3.4			
Б1.О.01.05	Professional foreign language						
Б1.О.02	Variable component	GPC-1.1 GPC-1.2 GPC-1.3 GPC-1.4	GPC-2.1 GPC-2.2 GPC-2.3	GPC-3.1 GPC-3.2 GPC-3.3 GPC-3.4	GPC-4.1 GPC-4.2 GPC-4.3 GPC-4.4	GPC-5.1 GPC-5.2 GPC-5.3 GPC-5.4	GPC-6.1 GPC-6.2 GPC-6.3
Б1.О.02.01	Finances of organizations	GPC-1.1 GPC-1.2 GPC-1.3 GPC-1.4	GPC-2.1 GPC-2.2 GPC-2.3				GPC-6.1 GPC-6.2 GPC-6.3
Б1.О.02.02	Marketing metrics (effectiveness of marketing projects)		GPC-2.1 GPC-2.2 GPC-2.3				GPC-6.1 GPC-6.2 GPC-6.3
Б1.О.02.03	Operational marketing planning	GPC-1.1 GPC-1.2 GPC-1.3		GPC-3.1 GPC-3.2 GPC-3.3	GPC-4.1 GPC-4.2 GPC-4.3		

Code	Course names	Common professional competence					
		GPC-1. Is able to apply knowledge (at an advanced level) of economic, organizational, managerial, sociological, psychological theories and law in solving professional tasks, generalize and critically evaluate existing best practices and results of scientific research on personnel management and related fields	GPC-2. He is able to apply an integrated approach to data collection, advanced methods of their processing and analysis in solving managerial and research tasks.	GPC-3. Is able to develop and ensure the implementation of strategies, policies and technologies of the organization's personnel management in a dynamic environment and assess their social and economic efficiency	GPC–4. Capable of designing organizational changes, managing project and process activities and organizational units	GPC-5. Is able to use modern information technologies and software tools in solving professional tasks	GPC-6. He is able to critically evaluate the possibilities of digital technologies for solving professional tasks, work with digital data, evaluate their sources and relevance with digitalданными, оценивать ихисточники
		GPC-1.4		GPC-3.4	GPC-4.4		
Б1.О.02.04	Marketing audit		GPC-2.1 GPC-2.2 GPC-2.3	GPC-3.1 GPC-3.2 GPC-3.3 GPC-3.4		GPC-5.1 GPC-5.2 GPC-5.3 GPC-5.4	
Б1.О.02.05	Fragmentation of production and cross-border value chains			GPC-3.1 GPC-3.2 GPC-3.3 GPC-3.4			
Б1.О.02.06	Integrated marketing communications in international companies	GPC-1.1 GPC-1.2 GPC-1.3 GPC-1.4		GPC-3.1 GPC-3.2 GPC-3.3 GPC-3.4			
Б1.О.02.07	Digital marketing						GPC-6.1 GPC-6.2 GPC-6.3
Б1.О.02.08	International marketing strategies			GPC-3.1 GPC-3.2 GPC-3.3 GPC-3.4			
Б1.О.03	Project module						

Code	Course names	Common professional competence					
		GPC-1. Is able to apply knowledge (at an advanced level) of economic, organizational, managerial, sociological, psychological theories and law in solving professional tasks, generalize and critically evaluate existing best practices and results of scientific research on personnel management and related fields	GPC-2. He is able to apply an integrated approach to data collection, advanced methods of their processing and analysis in solving managerial and research tasks.	GPC-3. Is able to develop and ensure the implementation of strategies, policies and technologies of the organization's personnel management in a dynamic environment and assess their social and economic efficiency	GPC-4. Capable of designing organizational changes, managing project and process activities and organizational units	GPC-5. Is able to use modern information technologies and software tools in solving professional tasks	GPC-6. He is able to critically evaluate the possibilities of digital technologies for solving professional tasks, work with digital data, evaluate their sources and relevance with digitalданными, оценивать ихисточники
Б1.О.03.01	Individual marketing planning project						
Б1.О.03.02	Interdisciplinary group project on international marketing						
Б1.В	The part formed by the participants of educational relations					GPC-5.1 GPC-5.2 GPC-5.3 GPC-5.4	GPC-6.1 GPC-6.2 GPC-6.3
Б1.В.ДВ.01	of the Discipline (modules) of choice 1 (DV.1)						
Б1.В.ДВ.01.01	Contact Marketing (Touchpoints Marketing)						
Б1.В.ДВ.01.02	Marketing forecasting methods						GPC-6.1 GPC-6.2 GPC-6.3
Б1.В.ДВ.01.03	Marketing analytics based on Big Data						

Code	Course names	Common professional competence					
		GPC-1. Is able to apply knowledge (at an advanced level) of economic, organizational, managerial, sociological, psychological theories and law in solving professional tasks, generalize and critically evaluate existing best practices and results of scientific research on personnel management and related fields	GPC-2. He is able to apply an integrated approach to data collection, advanced methods of their processing and analysis in solving managerial and research tasks.	GPC-3. Is able to develop and ensure the implementation of strategies, policies and technologies of the organization's personnel management in a dynamic environment and assess their social and economic efficiency	GPC-4. Capable of designing organizational changes, managing project and process activities and organizational units	GPC-5. Is able to use modern information technologies and software tools in solving professional tasks	GPC-6. He is able to critically evaluate the possibilities of digital technologies for solving professional tasks, work with digital data, evaluate their sources and relevance with digitalданными, оценивать ихисточники
Б1.В.ДВ.02	Disciplines (modules) of choice 2 (DV.2)						
Б1.В.ДВ.02.01	Development of business strategies in international companies						
Б1.В.ДВ.02.02	Analysis of financial statements						
Б1.В.ДВ.02.03	Economy of energy and raw materials industries of Russia					GPC-5.1 GPC-5.2 GPC-5.3 GPC-5.4	
Б1.В.ДВ.03	Disciplines (modules) of choice 3 (DV.3)						
Б1.В.ДВ.03.01	Infographics and presentation technologies in corporations						
Б1.В.ДВ.03.02	Consumer research and social media targeting						

Code	Course names	GPC-1. Is able to apply knowledge (at an advanced level) of economic, organizational, managerial, sociological, psychological theories and law in solving professional tasks, generalize and critically evaluate existing best practices and results of scientific research on personnel management and related fields	GPC-2. He is able to apply an integrated approach to data collection, advanced methods of their processing and analysis in solving managerial and research tasks.	GPC-3. Is able to develop and ensure the implementation of strategies, policies and technologies of the organization's personnel management in a dynamic environment and assess their social and economic efficiency	GPC-4. Capable of designing organizational changes, managing project and process activities and organizational units	GPC-5. Is able to use modern information technologies and software tools in solving professional tasks	GPC-6. He is able to critically evaluate the possibilities of digital technologies for solving professional tasks, work with digital data, evaluate their sources and relevance with digitalданными, оценивать ихисточники
		Common professional competence					
Б1.В.ДВ.03.03	Innovative entrepreneurship						
Б1.В.ДВ.04	Disciplines (modules) of choice 4 (DV.4)						
Б1.В.ДВ.04.01	Negotiation techniques						
Б1.В.ДВ.04.02	International strategic alliances in marketing						
Б1.В.ДВ.04.03	Modeling and evaluation of consumer preferences in real companies						
Block 2.	Internship						
Б2.0	Mandatory part						
Б2.О.01	Variable component						
Б2.О.01.01(Н)	Research work						

		Common professional competence					
Code	**Course names**	**GPC-1. Is able to apply knowledge (at an advanced level) of economic, organizational, managerial, sociological, psychological theories and law in solving professional tasks, generalize and critically evaluate existing best practices and results of scientific research on personnel management and related fields**	**GPC-2. He is able to apply an integrated approach to data collection, advanced methods of their processing and analysis in solving managerial and research tasks.**	**GPC-3. Is able to develop and ensure the implementation of strategies, policies and technologies of the organization's personnel management in a dynamic environment and assess their social and economic efficiency**	**GPC-4. Capable of designing organizational changes, managing project and process activities and organizational units**	**GPC-5. Is able to use modern information technologies and software tools in solving professional tasks**	**GPC-6. He is able to critically evaluate the possibilities of digital technologies for solving professional tasks, work with digital data, evaluate their sources and relevance with digitalданными, оценивать ихисточники**
Б2.О.01.02(Пд)	Pre-graduate internship						
Block 3.	State final certification						
Б3.01(Г)	Preparation for passing and passing the state exam						
Б3.02(Д)	Registration, preparation for the protection procedure and protection of the final qualifying work						
К.М.	Complex modules						
К.М.01	Module 1						
ФТД.	Optional subjects						

Code	Course names	Common professional competence					
		GPC-1. Is able to apply knowledge (at an advanced level) of economic, organizational, managerial, sociological, psychological theories and law in solving professional tasks, generalize and critically evaluate existing best practices and results of scientific research on personnel management and related fields	GPC-2. He is able to apply an integrated approach to data collection, advanced methods of their processing and analysis in solving managerial and research tasks.	GPC-3. Is able to develop and ensure the implementation of strategies, policies and technologies of the organization's personnel management in a dynamic environment and assess their social and economic efficiency	GPC-4. Capable of designing organizational changes, managing project and process activities and organizational units	GPC-5. Is able to use modern information technologies and software tools in solving professional tasks	GPC-6. He is able to critically evaluate the possibilities of digital technologies for solving professional tasks, work with digital data, evaluate their sources and relevance with digitalданными, оценивать ихисточники
ФТД.01	Professional foreign language (optional)						
ФТД.02	Adaptive Russian language course for international students						
ФТД.03	Adaptive course on the basics of economics						
ФТД.04	Adaptive course on the basics of management						

Code	Course names	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-2 is capable of developing and implementing innovative goods and intangible assets and managing them in the company's international markets	PC-3 is capable of developing, implementing and improving pricing strategies in international markets	PC-4 is capable of developing, implementing and improving the distribution system and sales policy in international markets	PC-5 is capable of developing, implementing and improving the marketing communications system of an international company	PC-6 is able to manage the marketing activities of an international company	PC-7 is capable of planning and monitoring the marketing activities of an international company
							Professional comptetence	
Block 1.	Disciplines (modules)	PC-1.1 PC-1.2 PC-1.3 PC-1.4	PC-2.1 PC-2.2 PC-2.3 PC-2.4	PC-3.1 PC-3.2 PC-3.3 PC-3.4	PC-4.1 PC-4.2 PC-4.3 PC-4.4 PC-4.5	PC-5.1 PC-5.2 PC-5.3 PC-5.4 PC-5.5 PC-5.6	PC-6.1 PC-6.2 PC-6.3 PC-6.4 PC-6.5 PC-6.6	PC-7.1 PC-7.2 PC-7.3 PC-7.4 PC-7.5 PC-7.6
Б1.О	Mandatory part	PC-1.1 PC-1.2 PC-1.3 PC-1.4	PC-2.1 PC-2.2 PC-2.3 PC-2.4	PC-3.1 PC-3.2 PC-3.3 PC-3.4	PC-4.1 PC-4.2 PC-4.3 PC-4.4 PC-4.5	PC-5.1 PC-5.2 PC-5.3 PC-5.4 PC-5.5 PC-5.6	PC-6.1 PC-6.2 PC-6.3 PC-6.4 PC-6.5 PC-6.6	PC-7.1 PC-7.2 PC-7.3 PC-7.4 PC-7.5 PC-7.6
Б1.О.01	Based component	PC-1.1 PC-1.2 PC-1.3 PC-1.4	PC-2.1 PC-2.2 PC-2.3 PC-2.4	PC-3.1 PC-3.2 PC-3.3 PC-3.4		PC-5.1 PC-5.2 PC-5.3 PC-5.4 PC-5.5 PC-5.6	PC-6.1 PC-6.2 PC-6.3 PC-6.4 PC-6.5 PC-6.6	PC-7.1 PC-7.2 PC-7.3 PC-7.4 PC-7.5 PC-7.6
Б1.О.01.01	Managerial economics		PC-2.1 PC-2.2 PC-2.3 PC-2.4	PC-3.1 PC-3.2 PC-3.3 PC-3.4		PC-5.1 PC-5.2 PC-5.3 PC-5.4 PC-5.5 PC-5.6		

Code	Course names	Professional comptetence						
		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-2 is capable of developing and implementing innovative goods and intangible assets and managing them in the company's international markets	PC-3 is capable of developing, implementing and improving pricing strategies in international markets	PC-4 is capable of developing, implementing and improving the distribution system and sales policy in international markets	PC-5 is capable of developing, implementing and improving the marketing communications system of an international company	PC-6 is able to manage the marketing activities of an international company	PC-7 is capable of planning and monitoring the marketing activities of an international company
Б1.О.01.02	Methodology of management problems research					PC-5.1 PC-5.2 PC-5.3 PC-5.4 PC-5.5 PC-5.6		
Б1.О.01.03	Theory of management organization							
Б1.О.01.04	Modern strategic analysis	PC-1.1 PC-1.2 PC-1.3 PC-1.4					PC-6.1 PC-6.2 PC-6.3 PC-6.4 PC-6.5 PC-6.6	
Б1.О.01.05	Professional foreign language							PC-7.1 PC-7.2 PC-7.3 PC-7.4 PC-7.5 PC-7.6
Б1.О.02	Variable component	PC-1.1 PC-1.2 PC-1.3 PC-1.4	PC-2.1 PC-2.2 PC-2.3 PC-2.4	PC-3.1 PC-3.2 PC-3.3 PC-3.4	PC-4.1 PC-4.2 PC-4.3 PC-4.4 PC-4.5	PC-5.1 PC-5.2 PC-5.3 PC-5.4 PC-5.5	PC-6.1 PC-6.2 PC-6.3 PC-6.4 PC-6.5	PC-7.1 PC-7.2 PC-7.3 PC-7.4 PC-7.5

Code	Course names	Professional comptetence						
		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-2 is capable of developing and implementing innovative goods and intangible assets and managing them in the company's international markets	PC-3 is capable of developing, implementing and improving pricing strategies in international markets	PC-4 is capable of developing, implementing and improving the distribution system and sales policy in international markets	PC-5 is capable of developing, implementing and improving the marketing communications system of an international company	PC-6 is able to manage the marketing activities of an international company	PC-7 is capable of planning and monitoring the marketing activities of an international company
						PC-5.6	PC-6.6	PC-7.6
Б1.О.02.01	Finances of organizations	PC-1.1 PC-1.2 PC-1.3 PC-1.4						
Б1.О.02.02	Marketing metrics (effectiveness of marketing projects)	PC-1.1 PC-1.2 PC-1.3 PC-1.4						
Б1.О.02.03	Operational marketing planning			PC-3.1 PC-3.2 PC-3.3 PC-3.4	PC-4.1 PC-4.2 PC-4.3 PC-4.4 PC-4.5	PC-5.1 PC-5.2 PC-5.3 PC-5.4 PC-5.5 PC-5.6		PC-7.1 PC-7.2 PC-7.3 PC-7.4 PC-7.5 PC-7.6
Б1.О.02.04	Marketing audit			PC-3.1 PC-3.2 PC-3.3 PC-3.4				PC-7.1 PC-7.2 PC-7.3 PC-7.4 PC-7.5 PC-7.6
Б1.О.02.05	Fragmentation of production and cross-border value chains				PC-4.1 PC-4.2 PC-4.3 PC-4.4 PC-4.5			PC-7.1 PC-7.2 PC-7.3 PC-7.4 PC-7.5

Code	Course names	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-2 is capable of developing and implementing innovative goods and intangible assets and managing them in the company's international markets	PC-3 is capable of developing, implementing and improving pricing strategies in international markets	PC-4 is capable of developing, implementing and improving the distribution system and sales policy in international markets	PC-5 is capable of developing, implementing and improving the marketing communications system of an international company	PC-6 is able to manage the marketing activities of an international company	PC-7 is capable of planning and monitoring the marketing activities of an international company
								Professional comptetence
								PC-7.6
Б1.О.02.06	Integrated marketing communications in international companies					PC-5.1 PC-5.2 PC-5.3 PC-5.4 PC-5.5 PC-5.6		
Б1.О.02.07	Digital marketing		PC-2.1 PC-2.2 PC-2.3 PC-2.4			PC-5.1 PC-5.2 PC-5.3 PC-5.4 PC-5.5 PC-5.6		
Б1.О.02.08	International marketing strategies		PC-2.1 PC-2.2 PC-2.3 PC-2.4				PC-6.1 PC-6.2 PC-6.3 PC-6.4 PC-6.5 PC-6.6	
Б1.О.03	Project module							
Б1.О.03.01	Individual marketing planning project							

Code	Course names	Professional comptetence						
		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-2 is capable of developing and implementing innovative goods and intangible assets and managing them in the company's international markets	PC-3 is capable of developing, implementing and improving pricing strategies in international markets	PC-4 is capable of developing, implementing and improving the distribution system and sales policy in international markets	PC-5 is capable of developing, implementing and improving the marketing communications system of an international company	PC-6 is able to manage the marketing activities of an international company	PC-7 is capable of planning and monitoring the marketing activities of an international company
Б1.О.03.02	Interdisciplinary group project on international marketing							
	The part formed by the participants of educational relations	PC-1.1 PC-1.2 PC-1.3 PC-1.4	PC-2.1 PC-2.2 PC-2.3 PC-2.4	PC-3.1 PC-3.2 PC-3.3 PC-3.4	PC-4.1 PC-4.2 PC-4.3 PC-4.4 PC-4.5	PC-5.1 PC-5.2 PC-5.3 PC-5.4 PC-5.5 PC-5.6	PC-6.1 PC-6.2 PC-6.3 PC-6.4 PC-6.5 PC-6.6	PC-7.1 PC-7.2 PC-7.3 PC-7.4 PC-7.5 PC-7.6
Б1.В.ДВ.01	of the Discipline (modules) of choice 1 (DV.1)						PC-6.1 PC-6.2 PC-6.3 PC-6.4 PC-6.5 PC-6.6	PC-7.1 PC-7.2 PC-7.3 PC-7.4 PC-7.5 PC-7.6
Б1.В.ДВ.01.01	Contact Marketing (Touchpoints Marketing)						PC-6.1 PC-6.2 PC-6.3 PC-6.4 PC-6.5 PC-6.6	PC-7.1 PC-7.2 PC-7.3 PC-7.4 PC-7.5 PC-7.6
Б1.В.ДВ.01.02	Marketing forecasting methods	PC-1.1 PC-1.2 PC-1.3 PC-1.4					PC-6.1 PC-6.2 PC-6.3 PC-6.4	PC-7.1 PC-7.2 PC-7.3 PC-7.4

Code	Course names	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-2 is capable of developing and implementing innovative goods and intangible assets and managing them in the company's international markets	PC-3 is capable of developing, implementing and improving pricing strategies in international markets	PC-4 is capable of developing, implementing and improving the distribution system and sales policy in international markets	PC-5 is capable of developing, implementing and improving the marketing communications system of an international company	PC-6 is able to manage the marketing activities of an international company	PC-7 is capable of planning and monitoring the marketing activities of an international company
							PC-6.5 PC-6.6	PC-7.5 PC-7.6
Б1.В.ДВ.01.03	Marketing analytics based on Big Data							
Б1.В.ДВ.02	Disciplines (modules) of choice 2 (DV.2)			PC-3.1 PC-3.2 PC-3.3 PC-3.4	PC-4.1 PC-4.2 PC-4.3 PC-4.4 PC-4.5	PC-5.1 PC-5.2 PC-5.3 PC-5.4 PC-5.5 PC-5.6		
Б1.В.ДВ.02.01	Development of business strategies in international companies			PC-3.1 PC-3.2 PC-3.3 PC-3.4	PC-4.1 PC-4.2 PC-4.3 PC-4.4 PC-4.5	PC-5.1 PC-5.2 PC-5.3 PC-5.4 PC-5.5 PC-5.6		
Б1.В.ДВ.02.02	Analysis of financial statements		PC-2.1 PC-2.2 PC-2.3 PC-2.4					
Б1.В.ДВ.02.03	Economy of energy and raw materials industries of Russia		PC-2.1 PC-2.2 PC-2.3 PC-2.4					

Code	Course names	Professional comptetence						
		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–2 is capable of developing and implementing innovative goods and intangible assets and managing them in the company's international markets	PC–3 is capable of developing, implementing and improving pricing strategies in international markets	PC–4 is capable of developing, implementing and improving the distribution system and sales policy in international markets	PC–5 is capable of developing, implementing and improving the marketing communications system of an international company	PC-6 is able to manage the marketing activities of an international company	PC-7 is capable of planning and monitoring the marketing activities of an international company
Б1.В.ДВ.03	Disciplines (modules) of choice 3 (DV.3)						PC-6.1 PC-6.2 PC-6.3 PC-6.4 PC-6.5 PC-6.6	
Б1.В.ДВ.03.01	Infographics and presentation technologies in corporations						PC-6.1 PC-6.2 PC-6.3 PC-6.4 PC-6.5 PC-6.6	
Б1.В.ДВ.03.02	Consumer research and social media targeting					PC-5.1 PC-5.2 PC-5.3 PC-5.4 PC-5.5 PC-5.6		
Б1.В.ДВ.03.03	Innovative entrepreneurship		PC-2.1 PC-2.2 PC-2.3 PC-2.4					PC-7.1 PC-7.2 PC-7.3 PC-7.4 PC-7.5 PC-7.6

Code	Course names	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-2 is capable of developing and implementing innovative goods and intangible assets and managing them in the company's international markets	PC-3 is capable of developing, implementing and improving pricing strategies in international markets	PC-4 is capable of developing, implementing and improving the distribution system and sales policy in international markets	PC-5 is capable of developing, implementing and improving the marketing communications system of an international company	PC-6 is able to manage the marketing activities of an international company	PC-7 is capable of planning and monitoring the marketing activities of an international company
				Professional comptetence				
Б1.В.ДВ.04	Disciplines (modules) of choice 4 (DV.4)					PC-5.1 PC-5.2 PC-5.3 PC-5.4 PC-5.5 PC-5.6		
Б1.В.ДВ.04.01	Negotiation techniques					PC-5.1 PC-5.2 PC-5.3 PC-5.4 PC-5.5 PC-5.6		
Б1.В.ДВ.04.02	International strategic alliances in marketing							PC-7.1 PC-7.2 PC-7.3 PC-7.4 PC-7.5 PC-7.6
Б1.В.ДВ.04.03	Modeling and evaluation of consumer preferences in real companies							
Block 2.	Internship	PC-1.1 PC-1.2 PC-1.3 PC-1.4	PC-2.1 PC-2.2 PC-2.3 PC-2.4	PC-3.1 PC-3.2 PC-3.3 PC-3.4	PC-4.1 PC-4.2 PC-4.3 PC-4.4	PC-5.1 PC-5.2 PC-5.3 PC-5.4	PC-6.1 PC-6.2 PC-6.3 PC-6.4	PC-7.1 PC-7.2 PC-7.3 PC-7.4

Code	Course names	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-2 is capable of developing and implementing innovative goods and intangible assets and managing them in the company's international markets	PC-3 is capable of developing, implementing and improving pricing strategies in international markets	PC-4 is capable of developing, implementing and improving the distribution system and sales policy in international markets	PC-5 is capable of developing, implementing and improving the marketing communications system of an international company	PC-6 is able to manage the marketing activities of an international company	PC-7 is capable of planning and monitoring the marketing activities of an international company
					PC-4.5	PC-5.5 PC-5.6	PC-6.5 PC-6.6	PC-7.5 PC-7.6
Б2.0	Mandatory part	PC-1.1 PC-1.2 PC-1.3 PC-1.4	PC-2.1 PC-2.2 PC-2.3 PC-2.4	PC-3.1 PC-3.2 PC-3.3 PC-3.4	PC-4.1 PC-4.2 PC-4.3 PC-4.4 PC-4.5	PC-5.1 PC-5.2 PC-5.3 PC-5.4 PC-5.5 PC-5.6	PC-6.1 PC-6.2 PC-6.3 PC-6.4 PC-6.5 PC-6.6	PC-7.1 PC-7.2 PC-7.3 PC-7.4 PC-7.5 PC-7.6
Б2.О.01	Variable component	PC-1.1 PC-1.2 PC-1.3 PC-1.4	PC-2.1 PC-2.2 PC-2.3 PC-2.4	PC-3.1 PC-3.2 PC-3.3 PC-3.4	PC-4.1 PC-4.2 PC-4.3 PC-4.4 PC-4.5	PC-5.1 PC-5.2 PC-5.3 PC-5.4 PC-5.5 PC-5.6	PC-6.1 PC-6.2 PC-6.3 PC-6.4 PC-6.5 PC-6.6	PC-7.1 PC-7.2 PC-7.3 PC-7.4 PC-7.5 PC-7.6
Б2.О.01.01(Н)	Research work	PC-1.1 PC-1.2 PC-1.3 PC-1.4	PC-2.1 PC-2.2 PC-2.3 PC-2.4					
Б2.О.01.02(Пд)	Pre-graduate internship	PC-1.1 PC-1.2 PC-1.3 PC-1.4	PC-2.1 PC-2.2 PC-2.3 PC-2.4	PC-3.1 PC-3.2 PC-3.3 PC-3.4	PC-4.1 PC-4.2 PC-4.3 PC-4.4 PC-4.5	PC-5.1 PC-5.2 PC-5.3 PC-5.4 PC-5.5 PC-5.6	PC-6.1 PC-6.2 PC-6.3 PC-6.4 PC-6.5 PC-6.6	PC-7.1 PC-7.2 PC-7.3 PC-7.4 PC-7.5 PC-7.6

Code	Course names	Professional comptetence						
		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-2 is capable of developing and implementing innovative goods and intangible assets and managing them in the company's international markets	PC-3 is capable of developing, implementing and improving pricing strategies in international markets	PC-4 is capable of developing, implementing and improving the distribution system and sales policy in international markets	PC-5 is capable of developing, implementing and improving the marketing communications system of an international company	PC-6 is able to manage the marketing activities of an international company	PC-7 is capable of planning and monitoring the marketing activities of an international company
Block 3.	State final certification							PC-7.1 PC-7.2 PC-7.3 PC-7.4 PC-7.5 PC-7.6
Б3.01(Г)	Preparation for passing and passing the state exam							
Б3.02(Д)	Registration, preparation for the protection procedure and protection of the final qualifying work							PC-7.1 PC-7.2 PC-7.3 PC-7.4 PC-7.5 PC-7.6
К.М.	Complex modules							
К.М.01	Module 1							
ФТД.	Optional subjects							
ФТД.01	Professional foreign language (optional)							

Code	Course names	Professional comptetence						
		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-2 is capable of developing and implementing innovative goods and intangible assets and managing them in the company's international markets	PC-3 is capable of developing, implementing and improving pricing strategies in international markets	PC-4 is capable of developing, implementing and improving the distribution system and sales policy in international markets	PC-5 is capable of developing, implementing and improving the marketing communications system of an international company	PC-6 is able to manage the marketing activities of an international company	PC-7 is capable of planning and monitoring the marketing activities of an international company
ФТД.02	Adaptive Russian language course for international students							
ФТД.03	Adaptive course on the basics of economics							
ФТД.04	Adaptive course on the basics of management							