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

Faculty of Economics

(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

(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-6	Is able to identify and implement the priorities of his own activities and ways to improve it based on 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 of the
		UC -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
		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 using digital technologies and methods of searching, processing, analyzing, storing and presenting information (in the professional field) in the digital economy and modern corporate information	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 the tasks
		UC -7.2. Evaluates information, its reliability, builds logical conclusions based on incoming information and data
GPC-1	Able to solve professional problems on the basis of knowledge (at an advanced level) of economic, organizational and management theory, innovative approaches, generalization and critical analysis of management practices	GPC-1.1 Possesses fundamental knowledge in the field of management GPC-1.2 Is able to use fundamental knowledge of economic, organizational and managerial theory for successful performance of professional activity GPC-1.3 Applies innovative approaches to solving managerial problems taking into account generalization and critical analysis of advanced management practices. GPC-1.4 Possesses skills of substantiated choice of meth-

Code	Competence	Indicators of competence achievement (within the framework of this discipline)
	tices.	ods for solving practical and research problems.
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
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-6	Is able to identify and implement the priorities of his own activities and ways to improve it based on self-assessment	Management Research Methodology Marketing Metrics Digital Marketing National and Regional Branding	Registration, preparation for the protection procedure and protection of the final qualifying work
UC-7	Capable of using digital technologies and methods of searching, processing, analyzing, storing and presenting information (in the professional field) in the digital economy and modern corporate information	Management Research Methodology Marketing Metrics "Modern Trends in the International Hotel and Tourism Business National and Regional Branding	Registration, preparation for the protection procedure and protection of the final qualifying work
GPC-1	Able to solve professional problems on the basis of knowledge (at an advanced level) of economic, organizational and management theory, innovative approaches, generalization and critical analysis of management practices.	Corporate Governance Marketing Management in International Companies Integrated Marketing Communications	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	Corporate governance Finance Organizations Marketing Metrics Production Fragmentation and Cross-Border Value Chains Digital 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	Managerial Economics Corporate Websites: Creation and Administration Content-Marketing Global Economic Project in Eurasia	Pre-graduate Research Work;
PC-4	Capable of developing, implementing and improving distribution system and sales policy in international markets	Management Research Methodology Global Strategic Management Content-Marketing Global Economic Project in Eurasia Russia and its Regions: Geography, Economy and Geopolitics International Logistics	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	150

Name of the research work section	Content of the section (topics, types of practical activities)	Labor intensity, ac.hour.
	of scientific articles on the subject of research	
	2.3. Participation in the preparation of reports and presentations on the subject of research	96
Section 3. Preparation and writing of the Master's final qualifying work (Master's thesis)	3.1. Defining the subject of master's thesis. Conducting associated exploratory research.	102
	3.2. Conducting marketing research. Content analysis and questionnaires.	102
	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 Yurait [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 // Yurait 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:

Associate Professor of the Marketing Department

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