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MINISTRY OF SCIENCE AND HIGHER EDUCATION
OF THE RUSSIAN FEDERATION
Federal State Autonomous Educational Institution of Higher Education
MOSCOW POLYTECHNIC UNIVERSITY"

Faculty of Economics and Management
Department of Management

# GUIDELINES FOR IMPLEMENTATION TERM PAPER

by the discipline

**"Marketing Management"**

Direction of training
38.03.02 – "Management"
Profile: "Business process management"

Qualification (degree) of the graduate
Bachelor

Form of training
Part - time

Moscow 2023

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## Introduction

Methodological recommendations are intended for the course work supervisor and students of the training direction 38.03.02 “Management” in the discipline “Marketing Management”. They provide specific requirements for writing and designing coursework, developed in accordance with current regulatory documents.

Coursework is one of the stages of preparing a bachelor at the university; it is a type of independent scientific research for students in the discipline being studied, provided for by the curriculum of the field of study.

The course work includes a set of questions that the student independently solves, promoting in-depth study of the main, most important sections or topics of the program in the discipline “Marketing Management”, developing certain skills to put forward and defend their own opinions.

Students complete course work at the final stage of studying an academic discipline with the aim of:

- developing creative thinking skills and the ability to make theoretically and practically sound solutions to assigned tasks, fostering a sense of responsibility for the quality of decisions made;
- systematization, consolidation and deepening of acquired theoretical knowledge and practical skills in general professional and special disciplines;
- formation of professional skills related to the independent activities of the future specialist;
- developing skills to use reference, regulatory and legal documentation;
- development of the use of modern economic and mathematical methods, organizational, economic and social analysis, assessment, comparison, selection and justification of proposed solutions, etc.;
- developing skills in drawing up conclusions and proposals for the theoretical and practical parts of the course work;
- preparation for the final state certification.

## 1. General requirements for course work

The topic of the course work must be relevant in scientific and practical terms. The choice of topic and the validity of its significance is carried out by the student with the help of a supervisor - one of the teachers of the Department of Management.

These guidelines offer an approximate list of coursework topics. At the request of the student or at the suggestion of the department, he may be assigned an individual topic, agreed upon with the supervisor. The coursework supervisor helps the student select literature on the problem discussed in the coursework.

During the work process, the student has the opportunity to receive advice from a supervisor.

The topics of coursework should be varied within the field and profile of study and reflect the latest achievements and trends in the development of human resource management. To comply with the principle of diversity, the student must register the chosen topic of course work with the leading teacher and obtain permission to study the stated problem.

The course work prepared for defense must be submitted to the department no later than 2 weeks before the session.

## 2. Organization of course work

Coursework must be completed in the following stages:

1. Selecting a topic, agreeing it with the supervisor and registering at the department.
2. Determining the organization on the basis of which the course work will be carried out - if the work is of an applied nature.
3. Compiling a bibliography, studying sources and literature on the topic of the course work.
4. Drawing up a plan for course work and submitting it to the department for approval.
5. Collecting practical data or conducting a survey of management activities on the selected object of study.
6. Processing of received materials, their analysis and systematization, substantiation of conclusions, development of proposals.
7. Writing and designing coursework.
8. Providing work to the department for initial verification and checking the work.
9. Finalization of course work (if necessary).
10. Defense of course work at the department.

The course work must present the results of the student's independent scientific work, confirming his ability to creatively use specialized literature, select and summarize scientific data, and also draw his own conclusions. This involves studying existing regulatory documents, legislative and departmental acts, literary sources of domestic and foreign authors. All sources used in writing the course work must be indicated in the list placed at the end of the work.

Important requirements for the content of the course work are:

- logical sequence of presentation and material contained in it;
- accuracy of definitions, wording and terms;
- validity of conclusions and compliance with scientific ethics;

- The theoretical provisions of the course work (project) should be illustrated with examples from the practice of managing domestic enterprises. Examples are required.

- content of the course work - the questions considered should reveal the topic.

The results of the work performed must be presented in writing (done on a computer) and neatly bound. In addition, an oral report should be prepared to defend coursework at the department.

The supervisor is first familiarized with the materials of the completed course work. The course work can be immediately recommended for defense, or the supervisor can give recommendations on how to eliminate identified deficiencies. The defense of the course work is carried out according to the schedule of the educational process in the form of a report or a report with an electronic presentation revealing the main provisions of the research.

The course work prepared for defense must be formatted in accordance with the above requirements.

## 3.Structure, content and scope of course work

1. Coursework should consist of theoretical and practical parts. In some cases, it is supplemented with illustrative material (tables, calculation diagrams, diagrams, posters, etc.), completed by the student independently and reflecting the content of the work.

2. The course work must contain the following structural elements and the order of arrangement of the material:

1. Standard title page (Appendix 1);
2. Coursework plan (assignment) approved by the supervisor;
3. Content;
4. Introduction (goal and objectives of the work, justification of the relevance of the chosen topic);
5. The main part of the work;
6. Conclusion (main conclusions about the work);
7. List of sources used;
8. Applications.

The text of the work must satisfy the following basic requirements: reflect the ability to work with literature, highlight the problem and determine methods for solving it, consistently present the essence of the issues under consideration, demonstrate mastery of the relevant conceptual and terminological apparatus; have an acceptable level of language literacy, including proficiency in the functional style of scientific presentation.

The contents are placed after the title page and are formatted according to

the model presented in section 7.

The introduction should include a rationale for the relevance of the chosen topic of the course work. The introduction is approximately 3-4 pages long.

The main part consists of sections and subsections, and if necessary – paragraphs and subparagraphs. It is advisable to separate into separate sections a review of the literature on the problem under consideration, a description of the methods used, a description of the analysis of the activity of the object being studied, and the development of design practical recommendations. Brief conclusions should be presented at the end of each section. The approximate volume of the main part is 20-25 pages.

In conclusion, the results of the research are summed up, the author's attitude to the main issues of the problem is summarized, prospects for further development of the topic are indicated, and its scientific, practical or social value is determined. The approximate length of the conclusion is 4-5 pages.

The appendix to the course work contains auxiliary materials: text documents, graphic materials (plans, diagrams, drawings, diagrams), illustrated material.

## 4. Formulation of coursework

4.1. The total volume of coursework should be 30-35 pages excluding applications.

4.2. The work is performed by printing on one side of a standard sheet of A 4 format (210x297) with margins: left - 20 mm, right - 10 mm, bottom - 20 mm, top - 20 mm. Font Times New Roman 14, line spacing – 1.5. The font color must be black. Bold font is not used.

When performing work, it is necessary to maintain uniform density, contrast and clarity of the image throughout the text. The work must have clear, non-blurry lines, letters, numbers and signs.

4.3. All pages must be numbered. Numbers are entered starting from the third page. There is no number on the title page and the "Contents" sheet. The page number is placed centered at the bottom after the text. Figures, tables and bibliography are numbered.

The headings of the structural elements of the work (Introduction, Conclusion, List of sources used, Appendix, etc.) should be placed in the middle of the line without a period at the end and printed in capital letters, without underlining.

4.4. All chapters and paragraphs must have headings and numbers. One line remains blank between the title and the beginning of the text. Chapter and paragraph numbers are indicated by numbers. Each chapter should begin on a new page (sheet).

4.5. All illustrative materials, tables, drawings, diagrams, diagrams, graphs must have a title and number. The words “Table” and “Figure” are written in full. Digital material in coursework is usually presented in the form of tables. Tables are used for better clarity and ease of comparison of indicators, as well as comparability of information obtained from different sources. The design of the components of the table has its own characteristics, which you should pay attention to when completing coursework. Each table must have a number and a name. The table number can be determined by its belonging to the corresponding chapter and paragraph. For example, the third table in the second paragraph of the second chapter is numbered as follows: “Table 2.2.3.” Continuous numbering of tables is also allowed. The title of the table (external table of contents) should reflect its main content, place and time. The table name must be precise and concise. The table name is written between the table itself and its number.

4.6. Graphs, diagrams, diagrams in the text are called drawings. The name of the picture is written under the picture, next to its number. Tables and figures should be placed after the reference to them. It is not recommended to move tables from one page to another.

4.7. Digital data, conclusions, thoughts of other authors and quotes used in the work must be accompanied by a link to the source, for example, [15,148] (on page 148 of the reference source, number 15 in the list of references).

Footnote references are provided in all cases where the works of other authors, sources and literature are used and cited - this requirement is mandatory from the point of view of scientific ethics. In addition, interlinear references should confirm all facts given in the text of the course work, numbers and other specific data borrowed from literature sources.

4.8. Appendices are drawn up after the list of references, placing them in the order of references in the text. Each application should start on a new page with the word “Appendix” and its designation at the top in the middle of the page. In the lower left corner of the application it is indicated on the basis of which materials it was compiled. All applications must be referenced in the text.

4.9. The design of a bibliographic description of books must include the following mandatory elements: the author's surname and initials, title of the work, place of publication, name of the publisher, year of publication, page number (a sample is presented in the appendix). When describing the work of two authors, both names are given, separated by a comma; if there are three or more authors, then the surname of the first of them is indicated with the addition of the word “et al.” The title of the work is taken from the title page of the book.

Sources can be of two types: published (legislative and regulatory documents, methodological recommendations, guidelines, standards and norms, patent documents, standards, rules, instructions, etc.) and unpublished (archival

documents, reports, regulatory documents of institutions, various kinds of instructions, reminders, etc.).

4.10. The student's personal signature is affixed to the last sheet of the list of references, certifying that the text has been verified and the citations have been checked.

4.11. The course work must be bound and have a cover or title page designed in accordance with Appendix 1.

## 5.Defense of course work

5.1. The completed work, by decision of the manager, is allowed for defense, about which he makes the appropriate inscription: "Admitted for defense."

5.2. The defense of the course work is carried out as an open defense in the presence of the entire study group where the author of the course work is studying.

The defense of the course work is carried out according to the schedule of the educational process in the form of an electronic presentation revealing the main provisions of the research.

5.3. The time allotted to a student to report on defending a course work should not exceed 10 minutes.

5.4. When defending a course work, a student must cover the main issues in his report (presentation):

- relevance of the topic, purpose and objectives of the work;
- the state and characteristics of the problem under study;
- the results obtained, conclusions and proposals, the degree of their novelty.

5.5. Coursework is assessed in accordance with the assessment criteria.

**Great**: the course work is of a research nature, has a well-presented analysis of the theory on the chosen topic, an in-depth analysis of the points of view of various authors or literary sources is carried out, examples from the practice of organizations, etc. are given, the material is logically and consistently presented, and appropriate conclusions are given.

The work has a positive review from the supervisor.

During the defense, the student demonstrates deep knowledge of the issues on the topic, fluently operates with the course work material, uses presentation tools, and easily answers the questions posed.

**Fine**: The work is of a research nature, has a competently stated theory of the issue, the work presents a fairly detailed analysis of the issues stated in the content, the material is presented consistently, and appropriate conclusions are drawn.

The work has a positive review from the supervisor. During the defense, the student showed sufficient knowledge of the issues on the topic, used visual aids,

and answered questions without much difficulty.

**Satisfactorily.** The work is of a research nature, contains an overview of the theory on the chosen problem, but has a superficial analysis and an insufficient level of student independence; sometimes there is an inconsistency in the presentation of the material.

The supervisor's review contains minor comments. During the defense, the student showed uncertainty, showed poor knowledge of the issues on the topic, and did not always comprehensively justify the answers to the questions asked.

**Unsatisfactory.** The work does not meet the basic requirements for course projects in the Federal State Educational Standard for Higher Education in the areas of training.

5.6. A student who fails to submit or defend his course work within the prescribed period is considered to have academic debt. Extension of the defense period is established by the dean of the faculty in agreement with the department if there are good reasons.

## 6.Recommended coursework topics:

1. The concept of enterprise management based on marketing principles
2. The essence and mechanism of marketing management
3. Marketing as an integrating function of enterprise management in a competitive environment.
4. The place of marketing in the strategic management of an enterprise
5. Marketing plans as an important component of the enterprise's strategic corporate plan.
6. Approaches to developing enterprise strategy
7. Marketing management at the corporate level
8. Business portfolio strategies
9. Business portfolio as a tool for strategic planning and management of production and commercial activities of an enterprise.
10. The influence of enterprise size on the conditions of survival and strengthening of competitive positions.
11. Small business strategies depending on the characteristics of the product, the nature of the market and growth potential.
12. Features of growth strategies for medium-sized enterprises.
13. Typification of large enterprises depending on the area and profile of the main production and economic activities, growth rates, profitability, and choice of growth strategies.
14. Competitive advantages as a concentrated manifestation of superiority over competing enterprises in economic, production, scientific, technical, innovative and organizational activities.
15. Key indicators and assessment of competitive advantages of enterprises

16. Assessment of the social, political, economic and technological (level of technology) situation in potential target markets.
17. Ranking as a method of finding a target market.
18. Methods for analyzing market attractiveness.
19. Organizational approaches to market segmentation
20. Consumer segmentation and target segment selection
21. Selection of the preferred segment by the enterprise
22. Marketing management at the instrumental level
23. Enterprise product management
24. Marketing decisions for products.
25. Management of life cycle.
26. Product strategies of modernization, modification, diversification, standardization.
27. Management of innovation processes in an enterprise.
28. Development of an optimal range of products.
29. Management of pricing policy in the market and enterprises
30. Pricing strategies of an enterprise when solving commercial problems.
31. Managing product distribution on the market
32. Marketing decisions on product distribution.
33. Marketing Communications Management
34. Organizational structure of the marketing service at the enterprise
35. Strategic and operational marketing planning in an enterprise
36. Determining strategic marketing goals.
37. Development of marketing strategies based on situational analysis, SWOT analysis.
38. Developing operational marketing goals and operational plan.
39. Development of a marketing plan-program for the creation, organization production and implementation of a system of measures (marketing mix).
40. Monitoring and marketing control of the organization's activities

## 7. List of basic and additional literature

### a) regulatory documents

1. Civil Code of the Russian Federation (Part One) dated November 30, 1994 No. 51-FZ (as amended on July 26, 2006) // Collection of Legislation of the Russian Federation. – 1994. – No. 32. – Art. 3301. – ConsultantPlus. [Electron. resource].

### b) basic literature

1. Danko, T. P. Marketing management: textbook and workshop for universities / T. P. Danko. — 4th ed., revised. and additional - Moscow: Yurayt Publishing House, 2023. - 521 p. - (Higher education). — ISBN 978-5-534-01588-1. — Text: electronic // Educational platform Urayt [website]. — URL:https://urait.ru/bcode/510948

2. Korotkova, T. L. Marketing management: textbook and workshop for universities / T. L. Korotkova. — 2nd ed., rev. and additional - Moscow: Yurayt

Publishing House, 2023. - 221 p. - (Higher education). — ISBN 978-5-534-15415-3. — Text: electronic // Educational platform Urayt [website]. — URL:https://urait.ru/bcode/514184

**c) additional literature**

1. Marketing management: textbook and workshop for universities / I. V. Lipsits [et al.]; edited by I. V. Lipsits, O. K. Oyner. - Moscow: Yurayt Publishing House, 2023. - 379 p. - (Higher education). — ISBN 978-5-534-01165-4. — Text: electronic // Educational platform Urayt [website]. — URL:https://urait.ru/bcode/511247

2. Oyner, O. K. Marketing performance management: textbook and workshop for universities / O. K. Oyner. — 2nd ed., revised. and additional - Moscow: Yurayt Publishing House, 2023. - 350 p. - (Higher education). — ISBN 978-5-534-04642-7. — Text: electronic // Educational platform Urayt [website]. — URL:https://urait.ru/bcode/510667

**d) Internet resources**

1. http://www.gov.ruServer of government authorities of the Russian Federation.
2. http://www.mos.ruOfficial server of the Moscow Government.
3. http://www.minfin.ruMinistry of Finance of the Russian Federation.
4. http://www.gks.ruFederal State Statistics Service.
5. http://www.rg.ruRussian newspaper.
6. http://www.prime-tass.ruPRIME-TASS Economic Information Agency.
7. http://www.fa.ru/dep/cko/msq/Pages/default.aspx/ International quality standards.
8. http://www.consultant.ru/ SPS Consultant Plus.
9. http://www.garant.ru/ SPS Garant.
10. http://www.rbc.ruRBC (RosBusinessConsulting).
11. http://www.businesspress.ruBusiness press.
12. http://www.ereport.ruWorld economy.
13. http://uisrussia.msu.ruUniversity information system of Russia.
14. http://www.forecast.ruTsMAKP (Center for Macroeconomic Analysis and Short-Term Forecasting).
15. http://www.cfin.ruCorporate management.
16. http://www.fin-izdat.ruPublishing house "Finance and Credit"
17. http://economist.com.ruThe Economist magazine.
18. http://www.vopreco.ruJournal "Economic Issues".
19. http://www.mevriz.ruMagazine "Management in Russia and Abroad"
20. http://systems-analysis.ru/Laboratory of Systems Analysis
21. https://gtmarket.ru/concepts/7111System analysis
22. http://minpromtorg.gov.ru/Ministry of Industry and Trade of the Russian Federation.

Appendix 1 – Sample design of the title page of the course work:

MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION
FEDERAL STATE AUTONOMOUS EDUCATIONAL INSTITUTION OF HIGHER EDUCATION
"Moscow Polytechnic University"

**Faculty of Economics and Management**
**Department of "Management"**

Term paper
by the discipline
"Marketing Management"

on the topic of:

"The concept of enterprise (organization) management based on marketing principles"

Completed (a):
student (ka) of the FEU
groups
Full name
Scientific supervisor:
Ph.D. in Economics Assoc.

Moscow
2023