Документ подписан простой электронной подписью
Информация о владельце:
ФИО: Максимов Алексей Борисович
Должность: директор департамента по образовательной политике
Дата подписания: 30.05.2025 15:43:20
Уникальный программный ключ:
8db180d1a3f02ac9e60521a5672742735c18b1d6

MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION

federal state autonomous educational institution of higher education

"Moscow Polytechnic University"

APPROVE
Academic Council of the University
«27» February 2025
Protocol №2

APPROVE
Vice-President
for International Affairs
_____ /Yu.D. Davydova/
«27» February 2025

Head of the
Director
Department of Educational Policy
_____ /A.B. Maksimov/
«27» February 2025

EDUCATIONAL PROGRAM

Field of study

42.04.01 Advertising and public relations

Educational program (profile)

«Innovative marketing in advertising»

Level of education - magistracy

Qualification – master

Form of study – full-time

Starting year – 2025

Moscow 2025

Approval sheet

Agreed:

Full name	Position / place of work	Signature, date
Nazarenko A.V.	Dean of the Faculty of Economics and Management	

Developers:

Full name	Position / place of work	Signature, date
Tenischev A.V.	Head of the Department "Economics and Organization"	
Ostrovskaya O.I.	Professor of the Department "Economics and Organization"	

Experts:

Full name	Position/place of work	Signature, date
Kleinhof Inessa Andrisovna	Doctor of Economics, Professor of the Department of Public Procurement, Management and Public Administration of the Faculty of Economics of the State University of Education	
Fedotov Alexander Vladlenovich	Doctor of Economic Sciences, Professor of the Department of Management of the Technological University named after A.A. Leonov	

SCROLLABBREVIATIONS

The following abbreviations are used in this educational program:

IN	-	higher education;
BRI	-	main professional educational program;
z.e.	-	credit unit;
UK	-	universal competence;
OPK	-	general professional competence;
PC	-	professional competence;
IUK	-	indicator of achievement of universal competence;
IOPC	-	indicator of achievement of general professional competence;
IPK	-	indicator of achievement of professional competence
OTF	-	generalized labor function;
OPD	-	area of professional activity;
PS	-	professional standard;
RPD	-	the work program of the discipline;
FOS	-	fund of appraisal funds;
EIOS	-	electronic information and educational environment;
GEF VO	-	federal state educational standard of higher education;
GIA	-	state final certification;
BIC	-	library and information center;
EBS	-	electronic library system;
University	-	federal state autonomous educational institution of higher education "Moscow Polytechnic University".

I. Regulatory support for the implementation of the educational program

The basis for the development of the educational program of the master's program in the direction of preparation 42.04.01 Advertising and public relations, the profile "Innovative marketing in advertising" are:

1. Federal State Educational Standard of Higher Education – master in the field of study 42.04.01 Advertising and Public Relations, approved by order of the Ministry of Education and Science of the Russian Federation dated 08.06.2017 №528.

2. Professional standards:

– 08.035 Marketer. Order of the Ministry of Labor and Social Protection of the Russian Federation dated 06.04.2018 №366n;

– 06.013 Information Resources Specialist. Order of the Ministry of Labor and Social Protection of the Russian Federation dated 19.07.2022 №420n.

II. General provisions

Target of the educational program of the master's program in the direction of training 42.04.01 Advertising and public relations, the profile "Innovative Marketing in Advertising" consists in the formation and development of students' personal and professional qualities, which make it possible to ensure the fulfillment of the requirements of the Federal State Educational Standards of Higher Education, taking into account the characteristics of the University's scientific and educational school and relevant needs of the labor market in personnel with higher education in accordance with the direction of training.

When developing the master's program, the requirements for the results of its development were formed in the form of universal, general professional and professional competencies of graduates.

Education under the master's program in the direction of training 42.04.01 Advertising and public relations, profile "Innovative marketing in advertising" is carried out in full-time and part-time forms.

When implementing the master's program, the University uses e-learning, distance learning technologies. All materials are posted on the LMS platform of the Moscow Poly (https://online.mospolytech.ru/).

The use of e-learning, distance learning technologies ensures the formation of digital competencies among students.

E-learning, distance learning technologies used in the training of disabled people and persons with disabilities (hereinafter referred to as the disabled and persons with disabilities), provide for the possibility of receiving and transmitting information in forms accessible to them.

Implementation of the master's program in the field of study 42.04.01 Advertising and public relations, profile "Innovative marketing in advertising" using the online form is not carried out.

Educational activities under the master's program in the direction of training 42.04.01 Advertising and public relations, the profile "Innovative marketing in advertising" is carried out in English (Order of the Moscow Poly of February 04, 2020 №180-OD "On Amendments and Additions to Order №843-OD dated August 31, 2017 "On the Enactment of Regulatory Documents on the Organization of Educational Activities, Planning the Educational Process and Educational and Methodological Work at the Moscow Polytechnic University").

Term of education under the master's program in the field of study 42.04.01 Advertising and public relations, the profile "Innovative marketing in advertising" (regardless of the educational technologies used) in full-time education, including vacations provided after passing the state final certification, is 2 years.

When studying according to an individual curriculum for disabled people and people with disabilities, the period for obtaining education can be extended at their request by no more than 6 months.

Scope of the educational program master's degree in the field of study 42.04.01 Advertising and public relations, the profile "Innovative Marketing in Advertising" is 120 CU. regardless of the form of education, the applied educational technologies, the implementation of the master's program according to the individual curriculum.

The volume of the master's program implemented in one academic year is no more than 70 CU. regardless of the form of study, the educational technologies used, the implementation of the master's program according to an individual curriculum (with the exception of accelerated learning), and with accelerated learning - no more than 80 CU.

III. Areas, objects, and types of tasks of the graduate's professional activity

Areas of professional activity and areas of professional activity in which graduates who have mastered the master's program in the direction of training 42.04.01 Advertising and public relations can carry out professional activities:

01 Education and science (in the field of higher education and additional professional education; in the field of scientific research);

06 Communication, information and communication technologies (in the field of promotion of mass media products, including printed publications, television and radio programs, online resources);

11 Mass media, publishing and printing (in the field of multimedia, print, television and radio broadcasting media);

advertising and public relations.

Graduates can carry out professional activities in other areas of professional activity and (or) areas of professional activity, provided that the level of their education and the acquired competencies meet the requirements for the qualification of an employee.

The master's program in the field of study 42.04.01 Advertising and public relations, the profile "Innovative marketing in advertising" is focused on the following areas of professional activity (APA):

06 Communication, information, and communication technologies (in the field of promoting media products, including print publications, television and radio programs, online resources);

advertising and public relations.

Within the framework of mastering the master's program in the direction of training 42.04.01 Advertising and public relations, the profile "Innovative marketing in advertising", graduates are preparing to solve the following types of professional tasks:

- organizational and managerial,
- design and analytical.

The master's program in the field of study 42.04.01 Advertising and Public Relations, the profile "Innovative Marketing in Advertising" is focused on the following objects of professional activity of graduates:

- life cycle processes of science-intensive and infrastructure innovations, including research and development, inventive activity, engineering cycle processes and innovation business cycle processes, including seed and venture capital investments;
- the sphere of science-intensive and infrastructure innovations as a socio-economic phenomenon;
- socio-economic, mathematical, physical models, methods and means of fundamental and applied research and development in the field of promoting science-intensive and infrastructural innovations in the profiles of subject activity.

The master's program in the field of study 42.04.01 Advertising and public relations, the profile "Innovative marketing in advertising" does not contain information constituting a state secret.

IV. Correlation of professional standards with the Federal State Educational Standard of Higher Education

The list of generalized labor functions and labor functions corresponding to the professional activity of a graduate of the master's program in the direction of training 42.04.01 Advertising and public relations, the profile "Innovative marketing in advertising" is presented in table 1.

Table 1 - The list of generalized labor functions and labor functions corresponding to the professional activity of a graduate of the master's program in the field of study 42.04.01 Advertising and public relations, profile "Innovative marketing in advertising"

Code and name of the professional standard	Generalized labor functions			Labor functions		
	the code	Name	skill level	Name	the code	level (sublevel) of qualification
08.035 "Marketer"	B	Development and implementation of marketing programs using marketing mix tools	7	Development, testing and implementation of innovative goods (services), creation of intangible assets (brands) and their management in the organization	B/01.7	7
06.013 " Information Resources Specialist "	C	Management of information resources	6	Organization of work on creating and editing content	C/01.6	6
				Managing information from various sources	C/02.6	6

V. Structure and scope of the educational program

The structure of the master's program includes the following blocks:

Block 1 "Disciplines (modules)".

Block 2 "Practice".

Block 3 "State final certification".

Table 2 - The structure of the master's program in the field of study 42.04.01 Advertising and public relations, profile "Innovative marketing in advertising"

The structure of the master's program		The volume of the master's program and its blocks in CU
Block 1	Disciplines (modules)	76
Block 2	Practice	35
Block 3	State final certification	9
Scope of the Master's program		120

Block 2 "Practice" includes educational and industrial practices.

Types of work experience:

– professional and creative practice;

– research practice;

– research work;

– prediploma practice.

Block 3 "State final certification" includes:

– fulfillment, preparation for passing and passing the state exam;

– preparation for the defense procedure and defense of the final qualifying work.

The master's program in the field of study 42.04.01 Advertising and public relations, the profile "Innovative marketing in advertising" provides students with the opportunity to master elective disciplines (modules) and optional disciplines (modules). Optional disciplines (modules) are not included in the scope of the master's program.

The master's program in the field of study 42.04.01 Advertising and public relations, the profile "Innovative marketing in advertising" includes a mandatory part and a part formed by participants in educational relations. The volume of the compulsory part, excluding the volume of the state final certification, is more than 20 percent of the total volume of the master's program.

The University provides disabled people and persons with disabilities (at their request) with the opportunity to study under the master's program, considering the peculiarities of their psychophysical development, individual

capabilities and, if necessary, providing correction of developmental disorders and social adaptation of these persons.

VI. Planned results of mastering the educational program

As a result of mastering the master's program in the direction of training 42.04.01 Advertising and public relations, the profile "Innovative marketing in advertising", the graduate should have the following competencies established by the master's program (tables 3-5).

Table 3 -Universal competencies of graduates and indicators of their achievement

Category of competencies	Code and name of competence	Code and content of the indicator of achievement of competence
Systems and critical thinking	UC-1. Able to carry out a critical analysis of problem situations based on a systematic approach, develop an action strategy	IUC-1.1. Analyzes the problem situation as a system, decomposes it and determines the links between its components. IUC-1.2. Identifies inconsistencies and gaps in information, necessary to solve the problem situation, as well as critically assesses the relevance of the information sources used. IUC-1.3.Develops and meaningfully argues a strategy for solving a problem situation based on a systematic and interdisciplinary approach, considering the assessment of existing risks and the possibilities for minimizing them.
Development and implementation of projects	UC-2. Able to manage a project at all stages of its life cycle	IUC-2.1. Develops the concept of project management at all stages of its life cycle within the framework of the identified problem: formulates the goal and ways to achieve it, tasks and ways to solve them, justifies the relevance, significance, expected results and possible areas of their application. IUC-2.2. Develops a project implementation plan in accordance with the existing conditions, the necessary resources, possible risks and the distribution of areas of responsibility of the project participants. IUC-2.3. Monitors the implementation of the project at all stages of its life cycle, makes the necessary changes to the project implementation plan, considering the quantitative and qualitative parameters of the achieved intermediate results.
Teamwork and Leadership	UC-3. Able to organize and manage the work of the team, developing a team strategy to achieve the	IUC-3.1. Demonstrates the managerial competence necessary to form a team and manage its work based on the developed cooperation strategy. IUC-3.2. Plans, organizes, motivates,

	goal	evaluates and adjusts joint activities to achieve the set goal, taking into account the interests, behavioral characteristics and opinions of its members. IUC-3.3. Applies methods, methods and strategies for optimizing the socio-psychological climate in the team, preventing and resolving conflicts, technologies for training and developing the professional and communicative competence of team members.
Communication	UC-4. Able to apply modern communication technologies, including in a foreign language(s), for academic and professional interaction	IUC-4.1. Establishes and develops professional contacts, carries out academic and professional interaction using modern communication technologies, including in a foreign language. IUC-4.2. Compiles and edits documentation to ensure academic and professional interaction, including in a foreign language. IUC-4.3. Demonstrates communicative competence in terms of research and project activities and presentation of its results at various public events, including international ones, including in a foreign language.
Intercultural interaction	UC-5. Able to analyze and consider the diversity of cultures in the process of intercultural interaction	IUC-5.1. Analyzes the most important ideological and value systems formed during historical development and substantiates the relevance of their use in social and professional interaction. IUC-5.2. Builds social and professional interaction, considering the common and specific features of different cultures and religions, features of the main forms of scientific and religious consciousness, business and general culture of representatives of other nations and confessions, various social groups. IUC-5.3. Ensures the creation of a non-discriminatory environment for interaction in the performance of professional tasks, demonstrating an understanding of the characteristics of different cultures and nations.

Self-organization and self-development (including health protection)	UC-6. Able to determine and implement the priorities of their own activities and ways to improve it based on self-assessment	IUC-6.1.Evaluates its resources and their limits (personal, situational, temporary), uses them optimally for the successful completion of the assigned task. IUC-6.2. Determines the priorities of professional growth and ways to improve their own activities based on self-assessment according to the selected criteria. IUC-6.3. Lines uptown professional trajectory, using the tools of continuous education, considering the accumulated experience of professional activity and the dynamically changing requirements of the labor market.

Table 4 - General professional competencies of graduates and indicators of their achievement

Category of competencies	Code and name competencies	Code and content of the indicator of achievement of competence
Product of professional activity	OPC-1. Able to plan, organize and coordinate the process of creating media texts and (or) media products and (or) communication products in demand by society and industry, track and consider changes in the norms of Russian and foreign languages, features of other sign systems	IOPC-1.1 Knows the essence, the content of the features of the preparation of a comprehensive advertising campaign; methods and models of organizing and conducting complex advertising campaigns and events; information on the basic principles of organizing and conducting complex advertising campaigns and events; IOPC-1.2 Able to influence the market and consumer demand using the possibilities of a comprehensive advertising campaign and the latest PR technologies; provide targeted management of the process of developing a comprehensive advertising campaign; IOPC- 1.3 Has the skills to put into practice the methods and principles of managing an advertising campaign and a public relations company and individual advertising and PR events.
Society and State	OPC-2. Able to analyze the main trends in the development of public and state institutions for their versatile coverage in the created media texts and (or) media products, and	IOPC-2.1 Knows the features of managing the process of protecting the results of intellectual activity and the impact of this process on the efficiency of the company; IOPC-2.2 Able to make management decisions based on various forms and technologies for protecting the results of

	(or) communication products	the enterprise's intellectual activity; IOPC-2.3 Possesses the skills of practical application of forms and technologies for protecting the results of intellectual activity.
Culture	OPC-3. Able to analyze the diversity of achievements of domestic and world culture in the process of creating media texts and (or) media products, and (or) communication products	IOPC-3.1 Knows the main types and features of communicative communication in different countries; causal relationship between culture and communication; the most important values (including communicative ones) of various cultures (Western European, Eastern, Russian, etc.), which determine the communicative behavior of their carriers; IOPC-3.2 Knows how to navigate the problems of intercultural communication; IOPC-3.3 Able to adequately interpret specific manifestations of communicative behavior of representatives of other cultures in verbal, non-verbal, emotional, emotive communication; IOPC-3.4 Knows how to choose the optimal strategy and tactics of behavior, taking into account the purpose of communication and the culture of the interlocutor; IOPC-3.5 Knows how to adapt his behavior to the behavior of a foreign interlocutor. IOPC-3.6 Owns the methods of establishing and maintaining productive intercultural communication, the formation of skills of respectful and careful attitude to the historical heritage and cultural traditions of the peoples of Russia and abroad, tolerant perception of social and cultural differences
Audience	OPC-4. Able to analyze the needs of society and the interests of the audience to predict and meet the demand for media texts and (or) media products, and (or) communication products	IOPC-4.1 Knows the main provisions of the theory for creating the image of scientific and technical development; IOPC-4.2 Is able to analyze the needs of society and the interests of the audience in order to predict and meet the demand for media texts and (or) media products in relation to image management when promoting scientific and technical developments; IOPC-4.3 Owns methods and techniques for the development of image technologies in the promotion

		of scientific and technical developments
Media communication system	OPC-5. Able to make professional decisions to analyze current trends in the development of media communication systems in the region, country, and world, based on the political and economic mechanisms of their functioning, legal and ethical regulation	IOPC-5.1 Knows the basic methods for solving communication problems, the basics of evaluating the effectiveness of the developed marketing support for innovative processes; IOPC-5.2 Able to think creatively, economically on the issues of ongoing innovation at the enterprise, innovation processes in the country and abroad, give a correct assessment of innovation policy measures, based on the analysis of market conditions, find innovations, new solutions, be able to apply the acquired knowledge to solve practical business problems innovation; IOPC-5.3 Able to use modern technical means and information technologies in solving communication problems; IOPC-5.4 Able to use domestic and international experience in developing marketing support for innovative projects, introducing innovations, obtaining positive results with access to world markets; IOPC-5.5 Possesses the skills of reading, understanding, and compiling scientific, analytical, statistical reports in the field of professional activity, skills for independent, methodically correct solution of communication problems
Technology	OPC-6. Able to select and implement modern technical means and information and communication technologies into the media production process	IOPC-6.1 Knows text PR-technologies; technologies for the use of special PR-events in the promotion of scientific and technical developments; IOPC-6.2 Able to apply PR text technologies (press release, press kit, etc.), technologies of special PR events (conference, round table, etc.) when promoting scientific and technical developments; IOPC-6.3 Possesses the skills of applying PR text technologies (press release, press kit, etc.), the skills of using technologies of special PR events (press conference, round table, etc.) when promoting scientific and technical developments
Effects	OPC-7. Able to evaluate and predict possible effects in the media sphere, following the principles of social responsibility	IOPC-7.1 Knows the features of evaluating the effectiveness of various types of advertising and PR; IOPC-7.2 Knows the features of various methods for evaluating the effectiveness of advertising and PR.

		IOPC-7.3 Is able to evaluate the effectiveness of advertising products and advertising campaigns; IOPC-7.4 Is able to evaluate the effectiveness of public relations activities; IOPC- 7.5 Possesses practical skills in evaluating the effectiveness of advertising and PR.

Table 5 - Professional competencies of graduates and indicators of their achievement

APA	Foundation (PS, analysis of the labor market, generalization of experience, consultations with employers)	Code and name of GLF	Codes and names of labor functions	Code and name of competence	Code and name of the indicator of achievement of competence
Type of tasks of professional activity: *organizational and managerial*					
06 Communication, information, and communication technologies	06.013 Information resource specialist	C Management of information resources	C/01.6 Organization of work on creating and editing content	PC-1 Organization of work on creating and editing content	IPC-1.1 planning work on filling the site, IPC-1.2 prepares tasks for performers, IPC-1.3 distributes work on creating and editing content, IPC-1.4 coordinates the creation and editing of content, IPC-1.5 monitors and evaluates the results of the work, formulates comments, IPC-1.6 documents information about the processes and results of work performed by various performers IPC-1.7 is able to draw up work plans, evaluate their content and the complexity of implementation, depending on qualifications, IPC-1.8 able to work with large amounts of information IPC-1.9 ability to manage project and work documentation IPC-1.10 owns the basic principles and technologies of project management,

					IPC-1.11 knows the content and methods for solving problems of creating and editing content, IPC-1.12 knows the basics of management
			C/06.02 Managing information from various sources	PC-2 Management of information from various sources	IPC-2.1 generates requests and receives information from employees of the organization; IPC-2.2 agrees and approves information materials; IPC-2.3 organizes the transfer of information materials, comments, corrections between specialists in information resources and employees of other categories, IPC-2.4 monitors the emergence of new or necessary information within the organization, on the Internet and other sources, IPC-2.5 forms an overall assessment of the significance and priority of the information received, IPC-2.6 able to work with large amounts of information IPC-2.7 owns software and hardware for regular communication, monitoring of information on the Internet, IPC-2.8 knows the structure of the organization, areas of responsibility and functions of departments, IPC-2.9 knows the internal rules for coordinating and approving documents, IPC-2.10 works with news aggregators,

					electronic subscriptions, social networks, forums
Type of tasks of professional activity: *design and analytical*					
08 Advertising and public relations	08.035 Marketer	B Development and implementation of marketing programs using marketing mix tools	B/07.1 Development, testing, and implementation of innovative goods (services), creation of intangible assets (brands) and their management in the organization	PC-3. Development, testing, and implementation of innovative goods (services), creation of intangible assets (brands) and their management in the organization	IPC-3.1. develops measures for the introduction of innovative goods (services) IPC-3.2 has the skills to create intangible assets (brands) in the organization and manage them IPC-3.3 develops and implements a set of measures to attract new consumers of goods (services) IPC-3.4 possesses the skills of testing innovative goods (services) when they are introduced to the Russian and international markets IPC-3.5 has the skills to implement and improve the assortment policy of the organization IPC-3.6 conducts communication (advertising) campaigns in the field of goods (services, brands) IPC-3.7 possesses skills development of technical specifications for the creation of the corporate identity of the organization, its brand IPC-3.8 possesses skills implementation of programs to increase consumer loyalty to goods (services, brands) of the organization IPC-3.9 has the skills to preparation of recommendations for making marketing decisions regarding goods (services,

					brands) IPC-3.10 able to determine the competitive range of goods and services of the organization IPC-3.11 able to test innovative products (services, brands) IPC-3.12 able to create intangible assets (brands) and introduce them to the market IPC-3.13 ability to assess the value of an organization's brands IPC-3.14 able to improve the organization's business processes in the field of brand management IPC-3.15 knows how to use project management tools for successful brands IPC-3.16 knows the conceptual apparatus in the field of marketing components of innovations, innovative goods (services), intangible assets (brands) IPC-3.17 knowledge of brand management tools IPC-3.18 knows methods for studying the internal and external market, its potential and development trends IPC-3.19 knows procedures for testing goods (services), intangible assets (brands) IPC-3.20 knows Methods of using applied office programs to perform statistical calculations IPC-3.21 knows methods of using applied office programs for collecting and processing marketing information

					IPC-3.22 knows regulatory legal acts regulating marketing activities

The professional competencies established by the undergraduate program are formed based on professional standards, analysis of the requirements for professional competencies for graduates in the labor market, consultations with leading employers in which graduates are in demand.

The set of competencies established by the master's program provides the graduate with the ability to carry out professional activities in at least one area of professional activity and field of professional activity and the ability to solve problems of professional activity of at least one type.

The set of planned learning outcomes in disciplines (modules) and practices ensures the formation of all the competencies established by the master's program in the graduate.

VII. Methodological support for the implementation of the program

The curriculum determines the list and sequence of mastering disciplines, practices, intermediate and state final certification, their labor intensity in credit units and academic hours, the distribution of contact work of students with the teacher (including lectures, practical, laboratory types of classes, consultations) and independent work of students.

The curriculum and study schedule, which determines the terms and periods for the implementation of types of educational activities and vacation periods, are presented in Appendix 1.

The matrix of compliance of competencies with the disciplines of the curriculum is presented in Appendix 2.

The work programs of the disciplines are presented in Appendix 3. The practice programs are presented in Appendix 4.

To conduct the state final attestation, the State Final Attestation Program has been developed: including a program for preparing for passing and passing the state exam and a program for preparing for the procedure for defending and defending the final qualification work (Appendix 5).

Evaluation tools are presented in the form of a fund of evaluation tools for intermediate certification of students and for the state final certification. The fund of assessment tools for conducting intermediate certification of students in a discipline (module) or practice is part of the corresponding work program of the discipline (module) or practice program. The Fund of Evaluation Funds for the State Final Attestation is part of the State Final Attestation Program: including the preparation program for passing and passing the state exam and the preparation program for the defense and defense of the final qualification work.

VIII. Conditions for the implementation of the master's program
1. Fulfillment of system-wide requirements for program implementation

The University legally has the material and technical support of educational activities (premises and equipment) for the implementation of the master's program in the field of study 42.04.01 Advertising and public relations, profile "Innovative marketing in advertising" in Block 1 "Disciplines (modules)" and Block 3 "State final certification" in accordance with the curriculum.

Each student during the entire period of study is provided with individual unlimited access to the electronic information and educational environment of the University, which includes several electronic library systems (electronic libraries), from any point where there is access to the information and telecommunication network "Internet" (hereinafter - the network "Internet"), both on the territory of the University and outside it.

The electronic information and educational environment of the University provides:

– access to curricula, work programs of disciplines (modules), practices, electronic educational publications and electronic educational resources specified in the work programs of disciplines (modules), practice programs;

– the formation of an electronic portfolio of the student, including the preservation of his works and marks for these works.

In the case of the implementation of the master's program in the direction of training 42.04.01 Advertising and public relations, the profile "Innovative marketing in advertising" using e-learning, distance learning technologies of the University EIOS additionally provides:

– fixing the course of the educational process, the results of intermediate certification and the results of mastering the master's program;

– conducting training sessions, procedures for assessing learning outcomes, the implementation of which is provided for using e-learning, distance learning technologies;

– interaction between participants in the educational process, including synchronous and (or) asynchronous interaction via the Internet.

The functioning of the EIEE is ensured by the appropriate means of information and communication technologies and the qualifications of the employees using and supporting it. The functioning of the electronic information and educational environment complies with the legislation of the Russian Federation.

2. Fulfillment of the requirements for the material, technical and educational and methodological support of the program

Premises for the implementation of the master's program in the direction of training 42.04.01 Advertising and public relations, the profile "Innovative marketing in advertising" are classrooms for conducting training sessions, equipped with equipment and teaching aids, the composition of which is defined in the work programs of disciplines (modules) .

Premises for independent work of students are equipped with computers with the ability to connect to the Internet and provide access to the electronic information and educational environment of the University.

Information about the logistics of the master's program in the field of study 42.04.01 Advertising and public relations, the profile "Innovative marketing in advertising" is presented in Appendix 6.

When using printed publications in the educational process, the library fund of the University is equipped with printed publications at the rate of at least 0.25 copies of each of the publications specified in the work programs of disciplines (modules), practices, per one student from among persons simultaneously mastering the corresponding discipline (module) undergoing relevant internships.

Students are provided with access (remote access) to modern professional databases and information reference systems, the composition of which is defined in the work programs of disciplines (modules).

Students from among the disabled and persons with disabilities are provided with printed and (or) electronic educational resources in forms adapted to the limitations of their health.

3. Compliance with the requirements for personnel conditions for the implementation of the program

The implementation of the master's program in the direction of training 42.04.01 Advertising and public relations, the profile "Innovative marketing in advertising" is provided by the teaching staff of the University, as well as persons involved by the University in the implementation of the program on other conditions.

The qualifications of the teaching staff of the University meet the qualification requirements specified in the qualification reference books and (or) professional standards (if any).

More than 75 percent of the number of teaching staff of the University involved in the implementation of the program, and persons involved by the

University in the implementation of the program on other conditions (based on the number of positions to be replaced, reduced to integer values), conduct scientific, educational, and methodological and (or) practical work corresponding to profile of the taught discipline (module).

More than 10 percent of the number of teaching staff of the University involved in the implementation of the program, and persons involved by the University in the implementation of the program on other conditions (based on the number of replacement positions reduced to integer values), are managers and (or) employees of other organizations engaged in labor activities in professional field corresponding to the professional activity for which graduates are preparing (they have at least 3 years of work experience in this professional field).

More than 60 percent of the number of teaching staff of the University and persons involved in the educational activities of the University on other terms (based on the number of replacement positions reduced to integer values) have a degree (including a degree obtained in a foreign country and recognized in the Russian Federation) and (or) an academic title (including an academic title obtained in a foreign state and recognized in the Russian Federation).

General management of the scientific content of the master's program is carried out by a scientific and pedagogical worker of the University who has a scientific degree (including a scientific degree obtained in a foreign state and recognized in the Russian Federation), carrying out independent research (creative) projects (participating in the implementation of such projects) in the direction of training, having annual publications based on the results of the specified research activities in leading domestic and (or) foreign peer-reviewed scientific journals and publications, as well as carrying out annual approbation of the results of the specified research activities at national and international conferences.

Program staffing information presented in Annex 7.

4. Fulfillment of the requirements for the financial conditions for the implementation of the program

Financial support for the implementation of the master's program in the direction of training 42.04.01 Advertising and public relations, the profile "Innovative marketing in advertising" is carried out in an amount not lower than the values of the basic cost standards for the provision of public services for the implementation of educational programs of higher education - master's programs and the values of adjusting coefficients to the basic cost standards determined by the Ministry of Science and Higher Education of the Russian Federation.

5. Fulfillment of the requirements for the applied mechanisms for assessing the quality of educational activities and training students under the program

The quality of educational activities and training of students in the master's program in the field of study 42.04.01 Advertising and public relations, the profile "Innovative Marketing in Advertising" is determined within the framework of the internal evaluation system, as well as the external evaluation system, in which the University participates on a voluntary basis.

To improve the master's program, the University, when conducting a regular internal assessment of the quality of educational activities and training students in the master's program in the direction of training 42.04.01 Advertising and public relations, the profile "Innovative marketing in advertising" attracts employers and (or) their associations, other legal and (or) individuals, including teaching staff of the University.

Within the framework of the internal system for assessing the quality of educational activities under the master's program in the field of study 42.04.01 Advertising and public relations, the profile "Innovative marketing in advertising", students are given the opportunity to assess the conditions, content, organization, and quality of the educational process as a whole and individual disciplines (modules) and practice.

External quality assessment of educational activities under the master's program in the field of study 42.04.01 Advertising and public relations, profile "Innovative Marketing in Advertising" within the framework of the state accreditation procedure is carried out to confirm the compliance of educational activities under the master's program with the requirements of the Federal State Educational Standard of Higher Education.

External assessment of the quality of educational activities and training of students in the master's program in the field of study 42.04.01 Advertising and public relations, the profile "Innovative marketing in advertising" is carried out within the framework of professional and public accreditation conducted by employers, their associations, as well as organizations authorized by them, including foreign organizations, or authorized national professional and public organizations that are part of international structures, in order to recognize the quality and level of training of graduates that meet the requirements of professional standards (if any), labor market requirements for specialists of the relevant profile.

IX. Features of the organization of the educational process for the disabled and persons with disabilities

The master's educational program in the field of study 42.04.01 Advertising and Public Relations, the profile "Innovative Marketing in Advertising" provides for the implementation of an organizational model of inclusive education - ensuring equal access to education for all students, considering the diversity of special educational needs and individual opportunities.

The University provides (if necessary and if there is a relevant application from a person recognized as disabled or with disabilities) the development of individual curricula and individual training schedules (both with a set period for mastering the OBOR, and with an increase in the period for mastering the OBOR). The term for obtaining higher education when mastering the educational program of the master's program in the direction of training 42.04.01 Advertising and public relations, the profile "Innovative marketing in advertising" according to the individual curriculum for the disabled and persons with disabilities can be increased, if necessary, but not more than for six months . The decision to extend the term of study is made based on a personal application of the student.

When drawing up an individual training schedule, various options for conducting classes can be provided:

- in an academic group or individually;
- at home using e-learning and distance learning technologies (DET).

The choice of teaching methods in the preparation of an individual schedule is carried out based on their accessibility for people with disabilities and people with disabilities. In the educational process, socially active and reflective teaching methods, technologies of sociocultural rehabilitation can be used to assist in establishing full-fledged interpersonal relationships with other students, creating a comfortable psychological climate in the student group.

When carrying out current control, intermediate and final certification, the features of the nosology of people with disabilities and persons with disabilities are considered (including the conduct of control measures in a remote format, if necessary and if there is a corresponding application from the student).

The University provides disabled people and persons with disabilities with special material and technical training aids (including special software) if students have the appropriate nosologies and receive their applications for the need to provide special material and technical training aids.

The University provides disabled people and people with disabilities with printed and electronic educational resources in forms adapted to the limitations of their health if students have the appropriate nosology’s and receive their applications for the need to provide specialized electronic educational resources.

The EBS used at the University make it possible to realize the following opportunities for inclusive education:

- EBS "URAIT" (https://urait.ru/) has a special version for use by visually impaired students;

- EBS "IPR SMART" (http://www.iprbookshop.ru/) has a special adaptive version of the site for visually impaired users. This version assumes additional tools for increasing the size of the text, choosing the color scheme of the design, changing the kerning, which allow you to increase the availability of the site without resorting to the use of third-party assistive technologies. The version of the EBS website for the visually impaired contains alternative formats of printed materials (large font and audio files) to ensure the educational process. A special adaptive reader on the website for reading books allows you to increase the text up to 400% without loss of quality.

The form of intermediate and state final certification for students with disabilities and persons with disabilities is established considering individual psychophysical characteristics (orally, in writing on paper, in writing on a computer, in the form of testing, etc.).

For graduates from among the disabled and persons with disabilities, the state final certification is carried out by the University, considering the characteristics of the psychophysical development, individual capabilities, and health status of such graduates. When disabled people and persons with disabilities apply to the chairman of the state examination commission, they are given additional time to prepare a response.

When conducting the GIA, the chairman of the state examination commission ensures compliance with the following general requirements:

– conducting a GIA for people with disabilities in the same classroom together with graduates who do not have disabilities, if this does not create difficulties for graduates when passing the GIA;

– the presence in the audience of an assistant (at the request of the graduate) who provides the necessary technical assistance to the graduate, taking into account his individual characteristics (take a seat in the audience, read a report, move around, communicate with members of the state examination committee);

– the use by graduates of the technical means they need when passing the GIA, taking into account their individual characteristics;

– ensuring the possibility of unhindered access for graduates with disabilities and those with disabilities in the classroom, toilet, and other premises, as well as their stay in these premises.

Disabled graduates or their legal representatives at least one month prior to the start of the State Examination apply to the University management about the need to create special conditions for them during the State Examination.