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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

METHODOLOGICAL GUIDELINES FOR COURSEWORK

in the discipline

"Marketing Management."

Field of study

38.03.02 - "Management"

Profile: "Business Process Management"

Graduate qualification (degree)

Bachelor

Form of training

Full-time, part-time

Moscow 2024

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Introduction

Methodological recommendations are intended for the head of coursework and students of training 38.03.02 "Management" in the discipline "Marketing Management". They give specific requirements for writing and design of the term paper, developed in accordance with the current regulatory documents.

Coursework is one of the stages of Bachelor's training at the university, it is a type of independent scientific research of the student in the discipline under study, provided by the curriculum of the direction of training.

Coursework includes a set of questions, independently solved by the student, contributing to an in-depth study of the main, most important sections or topics of the programme in the discipline of "Marketing Management", the development of certain skills and abilities to put forward and defend their own judgments.

Execution by the student of the course work is carried out at the final stage of study of the academic discipline with the purpose:

- developing creative thinking skills and the ability to make theoretically and practically justified solutions to tasks, fostering a sense of responsibility for the quality of decisions made;
- systematisation, consolidation and deepening of theoretical knowledge and practical skills in general professional and special disciplines;
- formation of professional skills related to independent activity of a future specialist;
- Formation of skills to use reference, normative and legal documentation;
- development of application of modern economic and mathematical methods, organisational, economic and social analysis, evaluation, comparison, selection and justification of proposed solutions, etc..;
- developing skills of drawing conclusions and proposals on the theoretical and practical parts of the course work;
- preparation for the final state certification.

1. General requirements for coursework

The topic of the term paper should be relevant in scientific and practical terms. The choice of the topic and the validity of its importance is carried out by the student with the help of a supervisor - one of the

of the faculty of the Management Department.

These guidelines offer a sample list of term papers. At the student's request or at the suggestion of the department, he/she may be assigned an individual topic agreed with the supervisor. The head of the term paper helps the student to select literature on the problem considered in the term paper. In the course of work, the student has the opportunity to receive consultations with the supervisor.

The topics of coursework should be diverse within the area and profile of study and reflect the latest achievements and trends in the development of human resource management. In order to comply with the principle of diversity, the student must register the chosen topic of the coursework with the leading teacher and obtain permission to research the stated problem.

Coursework prepared for defence must be submitted to the department no later than 2 weeks before the session.

2. Organisation of coursework

The coursework should be carried out in the following steps:

1. Choice topic, its harmonisation c scientific supervisor and registration at the department.
2. Identification of the organisation on the basis of which the coursework will be performed - if the work is of an applied nature.
3. Compilation of bibliography, study of sources and literature on the topic of coursework.
4. Drawing up a coursework plan and submitting it to the department for approval.
5. Gathering practical data or conducting survey of managerial activities in the selected object of research.
6. Processing of the received materials, their analysis and systematisation, substantiation of conclusions, development of proposals.
7. Writing and design of coursework.
8. Submission of work to the department chair for initial review and verification of work.
9. Finalisation of the coursework *(if necessary).*
10. Defence of the coursework at the department.

The term paper should present the results of the student's independent scientific work, confirming his/her ability to creatively use special literature, select and generalise

scientific data, as well as to draw author's conclusions. It is supposed to study existing regulatory documents, legislative and departmental acts, literary sources of domestic and foreign authors. All sources used in writing a term paper should be indicated in the list placed at the end of the work.

Important requirements for the content of the coursework are:

- logical sequence of presentation of the material contained therein;
- accuracy of definitions, wording and terms;
- validity of conclusions and observance of norms of scientific ethics;
- theoretical provisions of the course work (project) should be illustrated by examples from the practice of management of domestic enterprises. The presence of examples is obligatory.
- content of the coursework - the issues addressed should reveal the topic.

The results of the completed work should be presented in written form (made on the computer) and neatly stapled. In addition, an oral report should be prepared for the defence of the coursework at the department.

With the materials of the completed coursework is preliminary familiarised with the scientific supervisor. The coursework can be immediately recommended for defence or the supervisor gives recommendations to eliminate the identified shortcomings. The defence of the coursework 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 coursework prepared for defence must be prepared in accordance with the above requirements.

3. Structure, content and scope of the coursework

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

2. The coursework should contain the following structural elements and the order of the material:

1. Standardised cover sheet (Annex 1);
2. The plan (assignment) of the coursework approved by the supervisor;
3. Content;

4. Introduction (purpose и objectives of the work, justification relevance of the chosen topic);
5. The main part of the work;
6. Conclusion (main conclusions of the paper);
7. List of sources used;
8. Appendices.

The text of the work should meet the following basic requirements: reflect the ability to work with the literature, highlight the problem and determine the methods of its solution, consistently present the essence of the issues under consideration, show mastery of the appropriate conceptual and terminological apparatus; have an acceptable level of linguistic literacy, including mastery of the functional style of scientific presentation.

The table of contents follows the title page and follows the template provided in Section 7.

The introduction should include a justification of the relevance of the chosen topic of the term paper. The volume of the introduction is approximately 3-4 pages.

The main body consists of sections and subsections, and, where necessary – paragraphs and subparagraphs. In separate sections it is advisable to allocate a literature review on the problem under consideration, description of the methods used, description of the analysis of the activity of the object under study, development of project practical recommendations. At the end of each section should be presented brief conclusions. The approximate volume of the main part is 20-25 pages.

The conclusion summarises the results of the research, summarises the author's attitude to the main issues of the problem, indicates the prospects for further development of the topic, determines its scientific, practical or social value. The approximate volume of the conclusion is 4-5 pages.

In the annex to the course work placed auxiliary materials: text documents, graphic materials (plans, schemes, drawings, diagrams), illustrated material.

4. Formalisation of coursework

4.1. The total length of the term paper should be 30-35 pages excluding appendices.

4.2. The work should be printed on one side of a standard sheet of A 4 (210x297) paper with margins: left - 20 mm, right - 20 mm.

– 10 mm, bottom - 20 mm, top - 20 mm. Font Times New Roman 14, line spacing - 1.5. The font colour should be black. Bold font is not used.

When performing the work, it is necessary to observe uniform density, contrast and clarity of the image throughout the text. The work should have clear, not blurred lines, letters, numbers and signs.

4.3. All pages should be numbered. The numbers should be placed starting from the third page. On the title page and the page
"Table of Contents" is not numbered. The page number is placed in the centre at the bottom of the text. Figures, tables and the list of references are numbered.

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

4.4. All chapters and paragraphs should have headings and numbers. One line should be left blank between the heading and the beginning of the text. The numbers of chapters and paragraphs are indicated by numerals. Each chapter should start on a new page (sheet).

4.5. All illustrative materials, tables, figures, charts, diagrams, graphs should have a title and number. The words "Table" and
"Figure" are written in full. Digital material in the term paper, as a rule, arrange 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. Formalisation of the constituent parts of the table has its own features, which should be paid attention to in the course work. Each table should have a number and a name. The number of the table 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". It is also allowed to number the tables through. The title of the table (external table of contents) should reflect its main content, place and time. The table title should be precise and concise, the table title should be written between the table itself and its number.

4.6. Graphs, diagrams, schemes are referred to as figures in the text. The title of the figure is written under the figure, next to its number. Tables and figures should be placed after the reference to them. It is not recommended to transfer tables from one page to another.

4.7. Numerical data, conclusions, thoughts of other authors and quotations used in the paper must be accompanied by a reference to the

source, e.g., [15,148] (on page 148 of the literature source numbered 15 in the reference list).

Line references are given in all cases when the works of other authors, sources and literature are used and quoted - this requirement is mandatory from the point of view of scientific ethics. In addition, footnotes should be used to support all facts cited in the text of the term paper, figures and other specific data borrowed from literature sources.

4.8. Appendices are arranged after the list of references, placing them in the order of references in the text. Each appendix should start on a new page with the word "Appendix" and its designation at the top centre of the page. In the lower left corner of the annex, it is indicated on the basis of which materials it is compiled. All appendices should be referenced in the text.

4.9. Formalisation of bibliographic description of books should include the following mandatory elements: surname and initials of the author, title of the work, place of publication, name of the publishing house, year of publication, page number (a sample is presented in the appendix). When describing the work of two authors, both surnames are given, separating them by a comma; if there are three or more authors, the surname of the first of them is given 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, norms and norms, patent documents, standards, rules, instructions, etc.) and unpublished (archival documents, reports, regulatory documents of institutions, various kinds of instructions, memos, etc.).

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

4.11. Coursework should be stapled, have a cover or title page, designed in accordance with Appendix 1.

5. Defence of coursework

5.1. The completed work is allowed for defence by the decision of the supervisor, about which he/she makes a corresponding inscription: "Accepted for defence".

5.2. The defence of the coursework is conducted as an open defence in the presence of the entire study group where the author of the coursework is studying.

The defence of the coursework is carried out according to the schedule of the educational process in the form of an electronic presentation revealing the main provisions of the conducted research.

5.3. The time allotted to the student for the report on the defence of the coursework should not exceed 10 minutes.

5.4. When defending the coursework, the student in his report (presentation) should disclose the main issues:

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

5.5. Evaluation term paper coursework carried out в in accordance withaccording to the grading criteria.

Excellent: the coursework is of a research nature, has a competently stated analysis of the theory of the selected topic, a deep analysis of the points of view of various authors or literary sources, examples from the practice of organisations, etc., logical and consistent presentation of the material, the relevant conclusions.

The work has a favourable review by the supervisor.

During the defence the student shows a deep knowledge of the topic, freely operates the material of the coursework, uses presentation means, easily answers the questions posed.

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

The work has a positive review of the supervisor. At the defence, the student showed sufficient knowledge of the issues of the topic, used visual aids, answered questions without much difficulty.

Satisfactory. The work has a research character, contains a review of the theory on the selected problem, but has superficial analysis and insufficient level of independence of the student, sometimes there is inconsistency in the presentation of the material.

There are minor remarks in the review of the supervisor. At the defence, the student showed uncertainty, showed poor knowledge of the issues of the topic, did not always thoroughly argue the answers to the questions asked.

Unsatisfactory. The work does not meet the basic requirements for term projects in the FSES HE in the areas of training.

5.6. A student who has not submitted or defended a term paper within the established deadline is considered to have academic arrears. Extension of the deadline for defence is established by the Dean of the Faculty in agreement with the Department if there are valid reasons.

6. Recommended topics for term papers:

1. The concept of enterprise management on the principles of marketing
2. Essence and mechanism of marketing management
3. Marketing as an integrating function of enterprise management in a competitive environment.
4. Place of marketing in the strategic management of the enterprise
5. Marketing plans as an important component of an enterprise's strategic corporate plan.
6. Approaches to enterprise strategy development
7. Marketing management at the corporate level
8. Business portfolio strategies
9. Business portfolio as a tool of strategic planning and management of production and commercial activity of the enterprise.
10. The impact of enterprise size on survival conditions and strengthening competitive position.
11. Small enterprise strategies depending on product features, nature of the market and growth potential.
12. Features of growth strategies of medium-sized enterprises.
13. Typing of large enterprises depending on the area and profile of the main production and economic activities, growth rates, profitability, choice of growth strategies.
14. Competitive advantage as a concentrated manifestation of superiority over competing enterprises in economic, production, scientific, technical, innovation and organisational activities.
15. Main indicators and assessment of competitive advantages of enterprises
16. Assessment of the social, political, economic and technological (technology level) situation in potential target markets.
17. Ranking as a method of finding the target market.
18. Methods of analysing market attractiveness.
19. Organisational approaches to market segmentation
20. Customer segmentation and target segment selection
21. Selection of the preferred segment by the enterprise
22. Marketing management at the instrumental level
23. Commodity management in the enterprise
24. Marketing decisions on merchandise.
25. Life Cycle Management.
26. Commodity strategies of modernisation, modification, diversification, standardisation.

27. Management of innovation processes at the enterprise.
28. Development of an optimal assortment of goods.
29. Management of pricing policy in the market and enterprises
30. Enterprise pricing strategies in solving commercial problems.
31. Management of product distribution in the market
32. Marketing decisions on the distribution of goods.
33. Marketing communications management
34. Organisational structure of the marketing service at the enterprise
35. Strategic and operational planning of marketing at the enterprise
36. Defining strategic marketing objectives.
37. Development of marketing strategies based on situational analysis, SWOT analysis.
38. Developing operational marketing objectives and an operational plan.
39. Development of a marketing plan-programme for the creation, organisation of production and implementation of a system of measures (marketing mix).
40. Monitoring and marketing control of the organisation's activities

7. List of basic and additional literature (a) Regulatory documents

1. Civil Code of the Russian Federation (part one) of 30.11.1994 No. 51-FZ (ed. of 26.07.2006) // Collection of Legislation of the Russian Federation. - 1994. - № 32. - Art. 3301. - ConsultantPlus. [Electronic resource].

b) Basic literature

1. Danko, T. P. Marketing management : textbook and practice for universities / T. P. Danko. - 4th ed., rev. and supplement. - Moscow : Yurait Publishing House, 2023. - 521 c. - (Higher Education). - ISBN 978-5-534-01588-1. — Text : electronic // Educational platform Yurait [site]. - URL: https://urait.ru/bcode/510948

2. Korotkova, T. L. Marketing management : textbook and practice for universities / T. L. Korotkova. - 2nd ed., revised. and ext. - Moscow : Yurait Publishing House, 2023. - 221 c. - (Higher Education). - ISBN 978-5-534-15415-3. — Text : electronic // Educational platform Yurait [site]. - URL: https://urait.ru/bcode/514184

c) additional literature

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

2. Oiner, O. K. Marketing performance management : textbook and practice for universities / O. K. Oiner. - 2nd ed., rev. and supplement. - Moscow : Yurait Publishing House, 2023. - 350 c. - (Higher education). - ISBN 978-

5-534-04642-7. - Text : electronic // Educational platform Yurait [site]. - URL: https://urait.ru/bcode/510667

d) Internet- resources

1. http://www.gov.ru Server authorities state Server of public authorities of the Russian Federation.
2. http://www.mos.ru Official server of the Moscow City Government.
3. http://www.minfin.ru Ministry of Finance of the Russian Federation.
4. http://www.gks.ru Federal service Federal State Statistics Service.
5. http://www.rg.ru Rossiyskaya Gazeta.
6. http://www.prime-tass.ru PRIME-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 / JSS Garant.
10. http://www.rbc.ru RBC (RosBusinessConsulting).
11. http://www.businesspress.ru Business Press.
12. http://www.ereport.ru World Economy.
13. http://uisrussia.msu.ru University Information System of Russia.
14. http://www.forecast.ru CMACP (Centre for Macroeconomic Analysis and Short-Term Forecasting).
15. http://www.cfin.ru Corporate Management.
16. http://www.fin-izdat.ru Finance and Credit Publishing House
17. http://economist.com.ru The Economist Intelligence Journal.
18. http://www.vopreco.ru Journal "Voprosy ekonomiki".
19. http://www.mevriz.ru Journal "Management in Russia and Abroad"
20. http://systems-analysis.ru/ Systems Analysis Laboratory
21. https://gtmarket.ru/concepts/7111 System Analysis
22. http://minpromtorg.gov.ru/ Ministry industry and Trade of the Russian Federation.

Appendix 1 - A sample of registration 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

COURSEWORK
in the discipline
"Marketing Management" on

the topic:

"The concept of enterprise (organisation) management on the principles of marketing"

Done by: student(s) of
FEU group
FULL NAME.
Research Supervisor:
Candidate of Economic Sciences,
Associate Professor.

Moscow 2024