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"MOSCOW POLYTECHNIC UNIVERSITY"
(MOSCOW POLYTECHNIC UNIVERSITY)

Faculty of Economics and Management

APPROVED BY
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«27» February 2025

OPERATIONAL PROGRAM OF THE
(Industrial practice (research)

Direction of training/specialty
42.04.01 Advertising and public relations
Profile/specialization
Innovative Marketing in Advertising
Qualification
master

Forms of study full-time

Moscow, 2025

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1. Goals, objectives and planned results of the educational (introductory) practice.

The purpose of the internship (research work) of a master's student is to develop the ability to independently carry out research work related to solving complex professional tasks in terms of quality management of business processes. Tasks of industrial practice (research work)): development of skills of independent research activity and their application to solving actual practical problems; conducting an analysis of existing theoretical approaches in domestic and foreign science that fall within the scope of the research being carried out; conducting independent research on selected issues; demonstrating the ability to systematize and analyze the data obtained during the research; instilling interest in scientific activity.

As a result of industrial practice (research work), the following competencies are formed among students and the following learning outcomes should be achieved as a stage of the formation of appropriate competencies:

Code and name of competencies	Indicators of competence achievement
UK-1. He is able to carry out a critical analysis of problem situations based on a systematic approach, to develop a strategy of actions	IUK-1.1. Analyzes the problem situation as a system, performs its decomposition and determines the connections between its components. IUK-1.2. Identifies inconsistencies and gaps in the information needed to solve a problem situation, and also critically evaluates the relevance of the information sources used. IUK-1.3. Develops and substantiates a strategy for solving a problem situation based on a systematic and interdisciplinary approach, taking into account the assessment of existing risks and the possibilities of minimizing them.
PC-3. Is able to develop, test and implement innovative products (services), create intangible assets (brands) and manage them in the	PK-3 organization.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 complexes of measures to attract new consumers of goods (services) IPC-3.4 has the skills to test 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 has the skills to develop technical tasks for the creation of the corporate identity of the organization, its brand IPC-3.8 has the skills to implement programs to increase consumer loyalty to the goods (services, brands) of the organization IPC-3.9 has the skills to prepare recommendations for making marketing decisions regarding goods (services, brands) IPC-3.10 is able to determine the competitive range of goods and services of the organization IPC-3.11 is able to test innovative products (services, brands) IPC-3.12 is able to create intangible assets (brands) and introduce them to the market IPC-3.13 is able to assess the value of the organization's brands IPC-3.14 is able to improve the business processes of the organization in the field of brand management IPC-3.15 is able 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 knows brand management tools IPC-3.18 knows the methods of studying the internal and external market, its potential and development trends

	IPC-3.19 knows the procedures for testing goods (services), intangible assets (brands) IPC-3.20 knows the methods of using office application programs to perform statistical calculations IPC-3.21 knows the methods of using office application programs to collect and process marketing information IPC-3.22 knows the regulatory legal acts regulating marketing activities

2. The place of practice in the structure of the educational program.

In accordance with this, during the internship (professional and creative direction of training/specialty 42.04.01 Profile/specialization Innovative marketing in advertising the work of students is a mandatory section of the main educational program of the master's degree and is aimed at the formation of professional competencies in accordance with the requirements of the Federal State Educational Standard and the objectives of this master's program.
The results of the performance of industrial practice (research work) are formed on the basis of the passage of industrial practice (research work), during which the assigned research tasks are solved within the framework of the chosen topic, the solutions obtained are developed, tested, supplemented, clarified and generalized.
The obtained results of industrial practice (research work) serve as the basis of the final qualification work. Production practice (research work) is logically and methodically interconnected with the following disciplines and practices of the OP:
 Methods and models of managerial decision-making;
 Management decision support system;
 Educational practice (introductory);
 Industrial practice (practice according to the profile of professional activity).

3. Characteristics of production practice (research work)

Type of practice: research work (refers to industrial practice). Industrial practice (research work) is carried out in a stationary way according to the Federal State Educational Standard in 42.04.01 Profile/specialization Innovative marketing in advertising (master's degree level). The head of the production practice (research work) from the Moscow Polytechnic University is the supervisor from the Department of Management. Management of students' industrial practice (research work) at all its stages UK-1. PC-3 He is able to generalize and critically evaluate scientific research in management and related fields, to carry out research projects. IOPK-3.1.
Demonstrates the ability to use theoretical and analytical tools for generalization and critical evaluation of scientific research in management and related fields. IOPK-3.2. Is able to carry out research projects in management and related fields. IOPK-3.3.

Is able to present the results obtained from the research in the form of completed research developments related to the field of professional activity, evaluation and interpretation of the results obtained;
 identification and formulation of current scientific problems;
 preparation of reviews and reports on the topic of research;
 preparation of publications;
 ability to practically carry out scientific research, experimental work in the scientific field, which is focused on the final qualifying work;
 ability to work with specific software products and specific Internet resources, etc.
Industrial practice (research work) is the most important component of the educational process, carrying out direct communication with science and production, preparing masters for professional activity, contributing to the acceleration of the process of adaptation of a young specialist in the conditions of scientific activity.
Industrial practice (research work) is carried out, as a rule, at enterprises, institutions and organizations.
The curriculum of undergraduates provides for practical training (research work) at the Department of Economics and Organization of the Moscow Polytechnic University: Full–time training - in the 3rd and 4th semesters (12 weeks);

3 Structure and content of industrial practice (research work).

The total labor intensity of the research work is 6 credits, 216 hours. The Master's industrial practice (research work) includes:

1. Preparatory stage:
2. instructing the head of the production practice (scientific research work)) on general issues;
3. drawing up a plan of industrial practice (scientific research work)). clarification of the bibliography on the topic of industrial practice (research work)).

2. Research stage. The work of undergraduates during the period of industrial practice (research work) is organized in accordance with the logic of work on the direction of the future final qualifying work:
 specification of the problem within the chosen topic, object and subject of research;
 formulation of the purpose and objectives of the study;
 theoretical analysis and elaboration of scientific literature and research on the chosen research topic,

 selection and elaboration of the necessary sources on the topic (patent materials, scientific reports, technical documentation, etc.);
 preparation of industrial practice (research work) based on the results of work in the field (business entities); registration of the results of research activities.
Undergraduates work with primary sources of enterprises, monographs, abstracts and dissertation research, consult with the supervisor and managers of industrial practice (research work) from enterprises.

4. Preparation of a report on industrial practice (research work). The report is prepared by the student in accordance with the requirements of the department. The form of control is intermediate certification. Certification

based on the results of industrial practice (research work) is carried out on the basis of the protection of the completed report and the review of the supervisor. According to the results of the attestation, the student is assessed (differentiated credit).

5. The result of industrial practice (research work) is the preparation of materials for writing the analytical part of the final qualifying work.

4. Structure and content of the practice.

p/p	Sections (stages) of research work	Types of work on industrial practice (research work)) , including students' independent work and labor intensity (in credits, hours)		Forms of current control
1.	1. Preparatory stage: - instructing the head of the production practice (research work) on general issues; - drawing up a plan of production practice (research work) - clarifying the bibliography on the topic of production practice (research work).	**6**	**216**	Availability of a work plan, bibliography, a mark in the calendar plan
2	2. Research stage. The work of undergraduates during the period of industrial practice (research work) is organized in accordance with the logic of work on the direction of the future final qualifying work: - specification of the problem within the chosen topic, object and subject of research; - formulation of the purpose and objectives of the study; - theoretical	2	72	Sections of the report on industrial practice (research work), a mark in the calendar plan

	analysis and elaboration of scientific literatureand research on the chosen research topic, - selection and elaboration of the necessary sources on the topic (patent materials, scientific reports, technical documentation, etc.); - preparation of industrial practice (scientific research work) based on the results of work in the field (economic entities); registration of the results of scientific research activities. Undergraduates work with primary sources of enterprises, monographs, abstracts and dissertation research, consult with the supervisor and managers of industrial practice (research work) from enterprises.			
3	3. Preparation of a report on production practice (research work). The report is prepared by the student in accordance with the requirements of the department. The form of control is intermediate certification. Certification based on the results of industrial practice (research work) is carried out on the basis of the protection of the completed report and the review of the supervisor. According to the results of the attestation, the student is assessed (differentiated credit).	4	144	Report on research work, control questions on the compiled report to control the development of sections of research work by students, a mark in the calendar plan

5. Educational, methodological and informational support of industrial practice (research work).

5.1. Regulatory documents and GOST standards.

1. Order No. 1121-OD of 11/22/2021 On Approval of the Regulations on the Procedure for Conducting Practice at the Moscow Polytechnic University. 2. Regulations on the procedure for conducting practice and practical training of students mastering the basic educational programs of higher education (regulations on the procedure for conducting practice) // Moscow Polytechnic University. 3. Order of the Ministry of Education and Science of the Russian Federation No. 885 of 05.08.2020 (ed. of 18.11.2020) "On practical training of students" (together with the "Regulations on practical training of students"). 4. Methodological developments for students that determine the procedure for passing and the content of organizational and managerial practice; 3. Forms of accounting, financial, statistical, internal reporting developed at the enterprise (organization) and instructions for completing them.

5.2. Basic literature.

1. Project management: textbook and workshop for universities / A. I. Balashov, E. M. Rogova, M. V. Tikhonova, E. A. Tkachenko ; edited by E. M. Rogova. — Moscow: Yurayt Publishing House, 2022. - 383 p. — (Higher education). — ISBN 978-5-534-00436-6. — Text: electronic // Yurayt Educational Platform [website]. — URL:

https://urait.ru/bcode/468486 2. Ostrovskaya V.N., Vorontsova G.V., Momotova O.N. Project management: textbook — 2nd ed., erased. — St. Petersburg: Lan, 2019. — 400 p. — ISBN 978-5-81144043-6. — Text: electronic // Lan: electronic library system. — URL:

https://e.lanbook.com/book/114700 3. Dolganova O. I. Modeling of business processes: textbook and workshop for universities / O. I. Dolganova, E. V. Vinogradova, A.M. Lobanova; edited by O. I. Dolganova. — Moscow: Yurayt Publishing House, 2022. — 289 p. — (Higher education). — ISBN 978-5-534-00866-1. — Text: electronic // Yurayt Educational platform [website]. — URL: https://urait.ru/bcode/489496 4. Kamennova, M. S. Modeling of business processes. In 2 hours Part 1 : textbook and workshop for universities / M. S. Kamennova, V. V. Krokhin, I. V. Mashkov. — Moscow : Yurayt Publishing House, 2021. — 282 p. — (Higher education). — ISBN 978-5-534-05048-6. — Text : electronic // Yurayt Educational Platform [website]. — URL:

https://urait.ru/bcode/469152 5. Kamennova, M. S. Modeling of business processes. In 2 hours Part 2 : textbook and workshop for universities / M. S. Kamennova, V. V. Krokhin, I. V. Mashkov. — Moscow : Yurayt Publishing House, 2021. - 228 p. — (Higher education). — ISBN 978-5-534-09385-8. — Text : electronic // Yurayt Educational Platform [website]. — URL: https://urait.ru/bcode/475174

5.3. Additional literature.

1. Polyakov, N. A. Management of innovative projects: textbook and workshop for universities / N. A. Polyakov, O. V. Motovilov, N. V. Lukashov. — 2nd ed., ispr.

and add. — Moscow: Yurayt Publishing House, 2023. - 384 p. — (Higher education). — ISBN 978-5-534-15534-1. — Text: electronic // Yurayt Educational Platform [website]. — URL: https://urait.ru/bcode/511434 (date of reference: 11.07.2023). 2. Leonov O.A., Temasova G.N., Vergazova Yu.G. Quality management: textbook — 4th ed., erased. — St. Petersburg: Lan, 2020. — 180 p. — ISBN 978-5-8114-2921-9. — Text: electronic // Lan: electronic library system. — URL: https://e.lanbook.com/book/130492 3. Management of software projects: a textbook for universities / V. E. Gvozdev [et al.] ; edited by R. F. Malikov. — Moscow: Yurayt Publishing House, 2023. — 167 p. — (Higher education). — ISBN 978-5-534-14329-4. — Text: electronic // Educational platform Yurayt [website]. — URL: https://urait.ru/bcode/519678 (accessed: 11.07.2023).

5.4.Licensed and freely distributed software

Software: 1 Operating system Windows 7 (or lower) – MicrosoftOpenLicense. License № 61984214, 61984216, 61984217, 61984219, 61984213, 61984218, 61984215

2 Office applications, Microsoft Office 2013 (or lower) – Microsoft Open License. License No. 61984042 3 Antivirus software, Kaspersky Endpoint Security for business – Standard. License number 1752161117060156960164.

5.5.Modern professional databases and information reference systems.

1. http://www.gov.ru Server of state authorities of the Russian Federation.
2. http://www.mos.ru The official server of the Moscow Government.
3. http://www.minfin.ru Ministry of Finance of the Russian Federation.
4. http://www.garant.ru GUARANTOR Legislation with comments.
5. http://www.gks.ru Federal State Statistics Service.
6. http://www.rg.ru Rossiyskaya Gazeta.
7. http://www.prime-tass.ru PRIME-TASS Economic Information Agency.
8. http://www.rbc.ru RBC (RosBusinessConsulting).
9. http://www.businesspress.ru Business press.
10. http://www.ereport.ru The world economy.
11. http://uisrussia.msu.ru University Information System of Russia.
12. http://www.forecast.ru CMACP (Center for Macroeconomic Analysis and Short-Term Forecasting).
13. http://www.cfin.ru Corporate management.
14. http://www.fin-izdat.ru Publishing House "Finance and Credit"
15. http://economist.com.ru The Economist Magazine.
16. http://www.vopreco.ru The journal "Questions of Economics".
17. http://www.mevriz.ru Management in Russia and Abroad Magazine
18. http://systems-analysis.ru / Laboratory of System Analysis

19. https://gtmarket.ru/concepts/7111 System analysis
20. http://minpromtorg.gov.ru / Ministry of Industry and Trade of the Russian Federation.
21. http://www.rg.ru Rossiyskaya Gazeta.

6. Material and technical support of production practice (research work).

Tables, chairs, portable multimedia system (projector, projection screen, laptop). The teacher's workplace: a table, a chair.

Computer auditorium of the computing center:

Tables, chairs, classroom blackboard, multimedia complex (projector, wall projection screen, personal computer, speakers for sound reproduction), personal computers.

The teacher's workplace: a table, a chair. Scientific and technical library and reading room: computer equipment with the ability to connect to the Internet and provide access to electronic information and educational environment.

Tables, chairs, shelves with scientific, educational, methodical and periodical literature on the profile of the educational program, personal computers.

7. Methodological recommendations.

7.1. Methodological recommendations for the head of the organization of practice.

When conducting industrial practice (research work), modern educational and scientific production technologies are used. Multimedia technologies, for which the instruction of students and the reception of reports during research work are carried out in rooms equipped with a screen, a video projector, personal computers. For these purposes, the laboratory of the PK319 is used; Tables, chairs, the possibility of using a portable multimedia complex (portable projector, portable projection screen, personal laptop with the ability to connect to the Internet and provide access to the electronic information and educational environment of the organization with the ability to connect to the Internet and provide access to the electronic information and educational environment of the organization).

Scientific and technical library and reading room PK114, equipped with computer equipment with the ability to connect to the Internet and provide access to electronic information and educational environment. Tables, chairs, shelves with scientific, educational, methodical and periodical literature on the profile of the educational program, personal computers.

Reception of the report on research work - at the department of PC206: tables, chairs, the possibility of using a portable multimedia complex (portable projector, portable projection screen, personal laptop with the ability to connect to the Internet and provide access to the electronic information and educational environment of the organization). Samples of control questions and tasks for conducting the current control are given in the appendix.

When implementing the Master's degree program, the organization has the right to use e-learning and distance learning technologies. All materials are placed in the SDO of the Moscow Polytechnic University (https://online.mospolytech.ru /). The following research technologies are also used: problem-based learning related to solving the problems of a specific object of research; research methods of learning related to self-replenishment of knowledge; project-based learning related to the participation of undergraduates in various real processes and projects taking place in the organization. The management of the general program of industrial practice (research work), including the writing of the WRC, is carried out by the supervisor.

Discussion of the plan and interim results of industrial practice (research work) is carried out at the graduating department within the framework of certification with the involvement of scientific supervisors, which is held at least 1 time per semester. The current results of the research work are drawn up in a written report and submitted for approval to the supervisor. Report on production practice (research work)) a master's degree, issued in a free form, signed by the supervisor, must be submitted to the department. The report is accompanied by photocopies of articles, abstracts of reports, if any, at the time of submission of the report, Undergraduates who have not submitted reports on research work on time are not certified.

During the next 4th semester, the planned tasks of scientific research work are carried out and fixed in the process of passing the pre-graduate practice. According to the results, certification is carried out: each student submits a written report, a diary, a characteristic of the head about the quality of its passage.

The discussion of the course of the production practice (research work) and its results with the heads of the production practice (research work) is held from enterprises and with scientific supervisors. Based on the discussion of the results, an assessment is made for the production practice (research work) in the form of a differentiated credit. The process of passing pre-graduate practice, during which the proposed theoretical and practical solutions are tested, contributes to the addition, refinement and development of the results of industrial practice (research work).

The obtained results of scientific research work serve as the basis for writing the WRC. The Department of Economics and Organization draws up a schedule of informational meetings and individual and group control classes for undergraduates. These events are mandatory for all Master's degree students to attend. The head of the department, scientific supervisors of research work of undergraduates, heads of industrial practice (research work), in agreement with students, may appoint additional individual and group consultations, the attendance of which is voluntary for master's students.

7.2.1. Formulation and justification of the research problem.

The problem is a measure of the discrepancy between the initial (real) and desired (predicted) situation. The method of highlighting the problem: A) Finding out the degree of knowledge of the problem. Includes:

− study of the results of other studies; − analysis of statistical data, official documents; − survey of experts. B) Specification of the problem. In the process of

describing a problem situation, there is a movement from the general to the particular. The problem field is narrowed and concretized by levels: Level 1: The situation at the level of society as a whole. Level 2: The specifics of the problem at the level of an individual country. Level 3: Specification of local problems: the level of the region, industry, social community. Level 4: features of the problem at the level of the district, the enterprise of the organization. C) The formulation of a narrowly taken problem that should be solved by this study.

7.2.2. Analysis of literary sources.

Any research must be based on existing scientific works. At this stage, scientific sources (scientific articles and publications) are considered – which correspond to the research topic. Their content, pros and cons from the point of view of the usefulness of information are evaluated. On average, 3-5 sources are considered. These sources are included in the Research Report and scientific article. The literature in question should not be older than 5 years. An example of the analysis of literary sources in the article: 1. The main approaches to the use of neural networks for management tasks are described in the article YC. Wu, JW. Feng "Development and Application of Artificial Neural Network" [7], in particular, the data mining, communication driven, document driven technologies considered in this article for the coordination of economic entities are proposed. 2. The use of machine learning algorithms and neural networks of the Deep Q-Network type for differentiation of environmental factors and strategic planning of project actions is proposed in the article ZM. Gao, Y. Gao, Y. Hu, ZY. Jiang, JL. Su, "Application of Deep Q-Network in Portfolio Management" [8], however, practical application is considered on a narrow example of stock market management. 3. Important aspects of the assessment of professional competencies of employees using neural network technologies are considered in the article by A.K. Petrova "Application of Neural Networks in the HR Tasks" [9], however, the focus of the study is focused more on the internal environment of the organization.

7.2.3. Setting goals and objectives of the study.

Principles of building research goals: A) Definition of a common global goal; B) On the basis of a global goal, a "tree" of goals is built.

Tasks are built based on the set goals. Are concrete measures to achieve them. Tasks are divided into: 1. Main tasks – definition: what are the ways and means of solving the problem under study? 2. Additional tasks are put forward in the process of research, if it is necessary to test a particular hypothesis. Methodology for the nomination of tasks (example): Task 1: identification of the circumstances accompanying the occurrence of the problem and the factors acting on it. Task 2: designing research methods, testing them (piloting); Task 3: collecting information on the object of study. Task 4: identification of ways to solve the problem and possible practical applications on specific objects.

7.2.4. Definition of the object and subject of research.

The object of research is what the research process is aimed at. Objects of theoretical and empirical research: processes, the field of social reality, relationships that generate a problem within the management system. Objects of applied research: specific enterprises, institutions, groups, communities of people. The main task of working with the object is to specify the object, localization by any signs (territory, gender, age, social status, income level, etc.). The principles of specifying the object: A) The object should make it possible to solve the formulated problem; B) the signs by which the object is localized depend on the topic and purpose of the study; C) the number of objects also depends on the purpose of the study. The subject of research is the most significant properties, sides, features of the object that are subject to direct study

7.2.5. Logical analysis of the main concepts in the study ("interpretation" and "operationalization").

Interpretation of concepts is an explanation, interpretation of the meaning of concepts reflecting the subject of research. The process of interpreting the concept includes: A) determining the main aspects of the subject of research by interpreting such a concept that accurately and fully expresses its essence;

B) identification of a set of concepts and terms into which the basic concept is decomposed. An example of interpretation: the topic of the study is "demand change". The change in demand includes the terms: − product; − product price; − product qualities and properties; − buyer; − buyer preferences; After interpretation, the keywords of the study are formed and entered into the report and scientific article. The operationalization of concepts is the finding of parameters that can help to measure the chosen concept. The main ways of operationalization of concepts: B) Search for specific manifestations of this concept in social reality; C) Construction of an ordered system of characteristics of the interpreted phenomenon or object; D) Definition: what specific methods and techniques can be used to fix the selected properties (for example, job satisfaction and its individual components); An example of operationalization for: research topic "demand change".

7.2.6. Putting forward hypotheses.

A hypothesis is a preliminary assumption, the truth of which has to be verified. In a research paper, 1 or more hypotheses must be put forward, confirmed or refuted. Requirements for testable hypotheses: − the hypothesis should not contain concepts that have not received empirical interpretation (otherwise it is unverifiable); − be simple, testable at a given level of knowledge and capabilities of the researcher Hypothesis – the main problems in the field of sales of robotics for training is:

1. Lack of professional retraining courses for teachers on the use of high-tech educational products. 2. Lack of funds for the purchase of high-tech educational

products in the right quantity. 3. The difficulty of adapting students to the new educational process due to the lack of educational material.

7.2.7. Selection and characteristics of the type of study.

When conducting research, the following types (strategies) of research can be carried out. A) Descriptive strategy — qualitative and quantitative description of the object, its properties, states; B) Experimental — search for management solutions based on a ascertaining or active transformative experiment; C) Predictive — identification of functional and causal relationships, forecast; D) Re-comparative — identification of the generality and specificity of social phenomena in the objects being compared and social trends changes in time.

7.2.8. Selection and characteristics of research methods.

Implies the choice of methods of data collection, processing and analysis. The methodological part of the program includes: − characteristics of the methods and techniques used to collect primary information; − the logical structure of the methodological tools; − the research tools themselves (in the form of an appendix); − logical schemes for processing the collected information, etc. The selected methods are listed in the Research Report and in the scientific article of the undergraduate.

7.2.9. Collection and processing of information on the research problem.

The field period is the collection of primary data, and preparation for their processing (up to 20% of the study time). The most resource-intensive stage of the study. Performed: collection of information about the objects of research. The so-called information array of data (text, digital, etc.) is formed

7.2.10. Analysis of information in accordance with the logic and methodology of the study.

In theoretical research, the following types of analysis are used: − description and classification, typologization; − semantic interpretation of data; − modeling;

− experimental analysis − system and functional analyses − statistical analysis (search for statistical patterns). Analysis options for research and development: A) Comparison - comparison of data. It includes: − comparison of data on individual subgroups within the same sample (for example, comparison of opinions of gender, age, professional groups, etc.); − comparison of the state of the same object in different time periods (repeated studies); − comparison of data obtained at different objects (for example, international, interregional comparative studies). B) Explanation is a way of knowing an object through the establishment of its essential connections. Includes: identification of direct and indirect links, main factors, functional and causal relationships.

7.2.11. Results of research and preparation of a report on the results of the study.

The results of the research work are formed in the form of the following documents: 1. Report on research work. Answers the questions contained in the research program. The report contains empirical material that is analyzed from the point of view of solving initial problems and testing hypotheses. The report concludes with conclusions and recommendations (volume 25-30 pages). 2. Scientific article. A brief summary is a guide to the report. It formulates the most important conclusions of the study, provides recommendations (volume 3 — 4 pages).

7.2.12. Structure of the report on the passage of research work.

The structure of the report should include the following elements: title page; content; introduction; main part; conclusion; list of sources used; appendices. Distribution of research materials in the report: 1. Introduction. It substantiates the relevance of the chosen research topic – what it was done for. Volume – 1 page 2. The main part of the report. It should contain a description of the completed study and the results obtained. The main part of the research report should include three sections: 1. Scientific-research on the selected topic of the WRC. Includes: − description of the research problem; − analysis of literary sources; − formulation of research objectives; − formulation of research objectives; − characteristics of the research object;

− characteristics of the subject of the study; − keywords and terms of the study; − at least 1 hypothesis of the study; − characteristics of the type of the selected study; − enumeration of the methods used in the study. − the collected material on the research topic (the topic of the WRC); − conclusions and results of the analysis / comparison / description of the selected object. 2.The size of the section is up to 20 pages. A brief description of the organization on the basis of which the study was conducted. This may be the Moscow Polytechnic University, or an industrial partner of the University, or an individual organization-the place of work of a graduate student (established on the basis of an order for practice). The size of the section is up to 5 pages.

3. A scientific article prepared for publication in scientific publications. It is a brief summary of the research conducted in section

1.Possible structure of the scientific article:

− Full name of the student and the teacher of the research supervisor.

− the name of the article.

− abstract (the material is taken from the relevance in Section 2.1).

− keywords / keywords and research terms;
− a brief description of the research problem;
− a brief analysis of literary sources;
− a brief formulation of the goals and objectives of the study;
− characteristics of the object and subject of the study
− characteristics of at least 1 hypothesis of the study;
− a short list of methods, used in the study.
− information on the research topic (on 1-2 pages);
− conclusions and results of the analysis / comparison / description (numbered, 3-7 points). − list of used literature (3-7 items).

The size of the section is up to 4 pages. The content and logic of the analysis in the main part are determined jointly by the student and the head of the practice. In the first section, a characteristic of the degree of study of the problem can be given, a comparative analysis of modern theoretical approaches to solving the problem is carried out.

3. Conclusion. In conclusion, the results of the student's research and work during the internship (research) should be summarized.

4. The list of sources used is drawn up in accordance with the requirements of GOST 7.1. It includes all sources of information that were analyzed by the student when performing the work. 5. Applications. The appendices usually contain various diagrams, graphs, tables, research data, etc. The appendices to the report on scientific research practice can include systematized materials on the problem under study, documents and practical data for performing the analytical part of the master's thesis. A list of the student's works can be attached (Appendix 1).

5. Applications.

The appendices usually contain various diagrams, graphs, tables, research data, etc. The appendices to the report on scientific research practice can include systematized materials on the problem under study, documents and practical data for performing the analytical part of the master's thesis. A list of the student's works can be attached (Appendix 1).

7.2.13. Requirements for the design of a research report and a scientific article.

Requirements for the preparation of a research report The main requirements for the preparation of a practice report (R&D) are the following. The R&D report must be executed in any printed way on one side of a sheet of A4 white paper. The report must be executed in Microsoft Word. The volume of the report is 20-25 pages of printed text. Font color – black, Times New Roman, size – 14. Text alignment – width. Line spacing - 1.5. Indent (red line) – 1.25. Margins – top, bottom – 20 mm, left – 30 mm, right – 10 mm. In appendices, figures, tables, a size of 12 is allowed. It

is allowed to use computer capabilities to focus attention on certain terms, formulas, theorems, using fonts of different typefaces. Regardless of the method of execution of the R&D report, the quality of the printed text and the design of illustrations, tables, printouts must meet the requirement of their clear reproduction. When executing the report, it is necessary to observe uniform density, contrast and clarity of the image throughout the text. It is not allowed to leave empty lines at the end of the page, except for empty lines at the end of the section. The report should contain clear, non-blurred lines, letters, numbers and signs. Typos, typos and graphic inaccuracies found during the preparation of the report may be corrected by erasing or painting over with white paint and applying the corrected text (graphics) in the same place by typewriting or in black ink, paste or ink – by handwriting. Damage to sheets of text documents, blots and traces of the previous text (graphics) not completely deleted are not allowed. The main part of the report should be divided into sections, subsections and paragraphs. Items, if necessary, can be divided into sub-items. When dividing the text work on items and sub-items it is necessary that each item contains complete information. The sections include – "Content", "Introduction", chapter titles, "Conclusion", "List of sources used", "Appendices". Sections, subsections, paragraphs and sub-paragraphs are numbered with Arabic numerals and written with paragraph indentation (width alignment) in lowercase letters, starting with uppercase, without dots at the end, without underscores. Bold font is allowed. Each section starts with a new page. The subsection or item number includes the section number and the serial number of the subsection or item, separated by a dot.

For example,

Chapter 1

Analysis of the Moscow automobile market

1.1 Features of the Russian automotive market

1.2 Analysis of the main participants of the automotive market

1.3 Features of the automobile market of a large metropolis After the number of the section, subsection, paragraph and sub-paragraph in the text do not put a point. Sections, subsections should have headings. Items, as a rule, do not have headings. Headings should clearly and briefly reflect the content of sections, subsections. Headings of sections, subsections and paragraphs should be printed with paragraph indentation with a capital letter without a dot at the end, without underlining. If the title consists of two sentences, they are separated by a dot. Enumerations can be given inside paragraphs or sub-paragraphs. Before each position of the enumeration, a hyphen should be placed or, if necessary, references in the text of the document to one of the enumerations, a lowercase letter (with the exception of e, z, o, g, b, i, y, b), followed by a parenthesis.

To further detail the enumerations, it is necessary to use Arabic numerals, after which a parenthesis is placed, and the entry is made with paragraph indentation. For example: According to experts' forecasts, we should expect: - GDP growth by 0.6%; - industry growth – 1.1%; - wage growth (+1.2%).

Or According to experts' forecasts, one should expect: a) GDP growth by 0.6%; b) industry growth – 1.1%; c) wage growth (+1.2%). Each paragraph, sub-

paragraph and enumeration is recorded with paragraph indentation. The pages of the report are numbered in Arabic numerals in compliance with the end-to-end numbering throughout the text, the number is placed at the bottom of the sheet in the center without a dot at the end of the number. The content of the report is the second page of the work. The title page (Appendix D) is included in the general page numbering, but the page number is not put on the title page.

Surnames, names of institutions, organizations, firms and other proper names are given in the original language. The report may include appendices (tables, graphs, completed forms, price lists, etc.) with a volume of no more than 20 pages (appendices (illustrative material) are not included in the total number of pages of the report). The report should contain a sufficient number of illustrations to explain the text being presented. Diagrams, figures, tables and other illustrative material located on separate sheets are included in the general page numbering, but are not counted in the scope of work. Drawings (graphs, diagrams, diagrams, etc.) should be placed in the work immediately after the text in which they are mentioned for the first time, or on the next page. Illustrations can also be in color. All drawings should be referenced in the work – either from a list of sources, based on the materials of the organization or compiled by the author. Illustrations should be numbered in Arabic numerals in sequential numbering throughout the report (Appendix G). All illustrations are called the word "Drawing" (without abbreviations). If there is only one illustration in the report, then it is indicated by a word without a number – "Drawing". The word "drawing" and its number are located in the center under the illustration itself. It is allowed to number illustrations within the section. In this case, the illustration number consists of the section number and the serial number of the drawing, separated by a dot. For example,

Figure 1.1. Illustrations, if necessary, may have a name. The word "Drawing" and the name are placed after the illustration and placed in the center. When referring to illustrations, you should write "... in accordance with Figure 2" when numbering through and "... in accordance with Figure 1.2" when numbering within the section. Abbreviations of the word picture with a link in the text are not allowed. Digital material should be made out in the form of tables. The table should be placed in the report immediately after the text in which it is mentioned for the first time, or on the next page, all the tables should be referenced in the text of the report, each table should have a title. An example of the design of tables in Appendix E. The name of the table should be placed above the table on the left, without paragraph indentation in one line with its number separated by a dash. When transferring a part of the table, the name is placed only above the first part of the table, the lower horizontal line bounding the table is not drawn. All tables should be referenced in the report. When referring, you should write the word "table" with its number, without putting the number sign (no.). A table with a large number of rows can be moved to another sheet (page).

When transferring a part of the table to another sheet, the word "Continuation of the table" is written above the other parts on the right and the table number is

indicated, for example, "Continuation of Table 1". When transferring a table to another sheet (page), the name is placed only above its first part. If the rows or columns of the table go beyond the page format, it is divided into parts, placing one part under another or next to it, while in each part of the table its head and side are repeated. When dividing a table into parts, it is allowed to replace its head or sidewall, respectively, with the number of graphs and rows. At the same time, the columns and (or) rows of the first part of the table are numbered with Arabic numerals.

If the text repeated in different rows of the table column consists of one word, then it can be replaced with quotation marks after the first writing; if it consists of two or more words, then at the first repetition it is replaced with the words "The same", and then with quotation marks. It is not allowed to put quotation marks instead of repeating numbers, stamps, signs, mathematical and chemical symbols. If digital or other data is not given in any row of the table, then a dash is put in it. Tables, with the exception of annex tables, should be numbered with Arabic numerals through numbering. It is allowed to number tables within a section. In this case, the table number consists of the partition number and the ordinal number of the table, separated by a dot. Equations and formulas should be separated from the text in a separate line.

At least one free line must be left above and below each formula or equation. If the equation does not fit in one line, then it must be moved after the equal sign (=) or after the plus signs (+), minus signs (-), multiplication (x), division (:), or other mathematical signs, and the sign at the beginning of the next line is repeated. When transferring the formula on the sign symbolizing the multiplication operation, the sign "X" is used. The explanation of the values of symbols and numerical coefficients should be given directly under the formula in the same sequence in which they are given in the formula. Formulas should be numbered in ordinal numbering throughout the work with Arabic numerals in parentheses in the rightmost position on the line.

Requirements for the design of a scientific article based on the results of research.

Document margins: top 2 cm, the rest 2.5 cm. The design of the article:

Ivanov I.I.1 Candidate of Technical Sciences, Associate Professor of the department "Name" (or the name in the case without quotation marks), 1 Name of the organization, Russia, Moscow ivanovii@gmail.com

Ivanova I.I.2 Candidate of Technical Sciences, Associate Professor of the department "Name" (or the name in the case without quotation marks),

2The name of the organization, Russia, Moscow ivanovaii@gmail.com

(Times New Roman font, 14 pt, italics or bold italics, single line spacing, first line: indent 0, before paragraph: indent 0 pt, after paragraph: indent 0 pt, right alignment)

TITLE OF THE ARTICLE

(Times New Roman font, 14 pt, bold, uppercase letters, single line spacing, first line: indent 0, before paragraph: indent 12 pt, after paragraph: indent 12 pt, center alignment)

Annotation. The abstract includes a description of the main topic, the problems of the object, the goals of the work and its results. The annotation indicates what is new in this document in comparison with others related in subject and purpose. The volume is up to 600 characters with spaces.

(Times New Roman font, 12 pt, single line spacing, first line: indent 0 cm, before paragraph: indent 0 pt, after paragraph: indent 0 pt, page width alignment)

Keywords: no more than 7 words or phrases. Separated from each other by a semicolon, a dot is placed at the end. The text of the article (Times New Roman font, 14 pt, single line spacing, first line: indent 1 cm, before the paragraph: indent 0 pt, after the paragraph: indent 0 pt, width alignment)

Paragraph name

(Times New Roman font, 14 pt, bold, single line spacing, first line: indent 0 cm, before the paragraph: indent 6 pt, after the paragraph: indent 12 pt, centered alignment) Formulas in the article are typed using the Math Type formula editor (with preset formula parameters) or the built-in editor MS Word formulas. It is desirable to number all formulas, but it is permissible to number only those mentioned in the text. The formula should be placed in the center of the line, and its number on the right edge of the main text and enclosed in parentheses

It is necessary to use end-to-end numbering of formulas, figures and tables. All articles should contain a section "List of references", which is placed after the main text. All publications, both printed and electronic, are arranged in ALPHABETICAL order. First, the sources are given in the original language of the article, then in other languages, also in alphabetical order. List of literature:

Up to three authors inclusive:

1. Berdyaev N.A. The meaning of history. M.: Mysl, 1990. 175 p. 2. Efimova T.N., Kusakin A.V. Protection and rational use of marshes in the Republic of Mari El // Problems of regional ecology. 2007. No. 1. pp. 80-86. More than three authors: 3. Unsteady aerodynamics of ballistic flight / Yu.M. Lipnitsky [et al.]. M., 2003. 176 p. Electronic resource: 4. Chliyants G. Creation of television // QRZ.RU : Russian amateur radio server. 2004. URL: http://www.qrz.ru/articles/article260.html (accessed: 02/21/2006).

8. Fund of evaluation funds. 8.1. Methods of control and evaluation of the results of the internship

The form of intermediate certification is differentiated credit. In the process of conducting industrial practice (research work), the following evaluation forms of independent work of students are used: control questions on the compiled report to control the development of sections of industrial practice (research work) by students. As a result of mastering the discipline (module), the following are formed

8.3. Scale and criteria for evaluating the results of the internship.

In the process of mastering the educational program, these competencies, including their individual components, are formed in stages during the development of disciplines (modules), practices by students in accordance with the curriculum and the calendar schedule of the educational process. An indicator of the assessment of competencies at various stages of their formation is the achievement by students of the planned learning outcomes.

Code and name of competencies	Indicators of competence achievement
UK-1. He is able to carry out a critical analysis of problem situations based on a systematic approach, to develop a strategy of actions	IUK-1.1. Analyzes the problem situation as a system, performs its decomposition and determines the connections between its components. IUK-1.2. Identifies inconsistencies and gaps in the information needed to solve a problem situation, and also critically evaluates the relevance of the information sources used. IUK-1.3. Develops and substantiates a strategy for solving a problem situation based on a systematic and interdisciplinary approach, taking into account the assessment of existing risks and the possibilities of minimizing them.
PC-3. Is able to develop, test and implement innovative products (services), create intangible assets (brands) and manage them in the	PK-3 organization.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 complexes of measures to attract new consumers of goods (services)

	IPC-3.4 has the skills to test 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 has the skills to develop technical tasks for the creation of the corporate identity of the organization, its brand IPC-3.8 has the skills to implement programs to increase consumer loyalty to the goods (services, brands) of the organization IPC-3.9 has the skills to prepare recommendations for making marketing decisions regarding goods (services, brands) IPC-3.10 is able to determine the competitive range of goods and services of the organization IPC-3.11 is able to test innovative products (services, brands) IPC-3.12 is able to create intangible assets (brands) and introduce them to the market IPC-3.13 is able to assess the value of the organization's brands IPC-3.14 is able to improve the business processes of the organization in the field of brand management IPC-3.15 is able 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 knows brand management tools

	IPC-3.18 knows the methods of studying the internal and external market, its potential and development trends IPC-3.19 knows the procedures for testing goods (services), intangible assets (brands) IPC-3.20 knows the methods of using office application programs to perform statistical calculations IPC-3.21 knows the methods of using office application programs to collect and process marketing information IPC-3.22 knows the regulatory legal acts regulating marketing activities

Scales of evaluation of the results of certification and their description:

Form of certification: differentiated credit. Certification of students in the form of a differentiated credit is carried out based on the results of all types of academic work provided for in the curriculum for this discipline (module), while taking into account the results of the current monitoring of academic performance during the semester. Assessment of the degree of achievement by students of the planned learning outcomes in the discipline (module) is carried out by the teacher conducting classes in the discipline (module) by the method of expert evaluation. When performing the current control, it is possible to use test material. According to the results of the certification in the discipline (module), the grade is "excellent", "good", "satisfactory" or "unsatisfactory". Only students who have completed all types of academic work provided by the work program of the discipline are allowed to intermediate certification

Rating scale	Description
excellently	All types of educational work provided for in the curriculum have been completed. The student demonstrates the compliance of knowledge, skills, and skills given in the tables of indicators, operates with acquired knowledge, skills, and applies them in situations of increased complexity. At the same time, minor errors, inaccuracies, difficulties in analytical operations, the transfer of knowledge and skills to new, non-standard situations may be made.
	The types of educational work provided for in the curriculum are not fully completed. The student demonstrates the

good	compliance of knowledge, skills, and skills given in the tables of indicators, operates with acquired knowledge, skills, and applies them in situations of increased complexity. At the same time, mistakes, inaccuracies, difficulties in analytical operations, the transfer of knowledge and skills to new, non-standard situations may be made
satisfactory	The types of educational work provided for in the curriculum are not fully completed. The student demonstrates incomplete compliance of knowledge, skills, and skills given in the tables of indicators, significant errors are made, the absence of some knowledge, skills, and skills on a number of indicators is manifested, the student experiences some difficulties in operating with knowledge and skills when transferring them to new situations.
unsatisfactory	One or more types of academic work provided for in the curriculum have not been completed. The student demonstrates incomplete compliance of knowledge, skills, and skills given in the tables of indicators, significant errors are made, lack of knowledge, skills, and skills on a number of indicators is manifested, the student experiences significant difficulties in operating with knowledge and skills when transferring them to new situations.

8.2. Evaluation tools.

List of evaluation tools for the discipline "Industrial practice (research work)"

	Name of the evaluation tool	**Brief description of the evaluation tool**	**Presentation of the evaluation tool in the FOS**
1	Research report	The product of the student's independent work, which is	Topics of research reports

		a summary in writing of the research results obtained and familiarization with the selected enterprise	
2	Control questions on the report on industrial practice (research work)	A means of control organized as a special conversation between a teacher and a student on topics related to the prepared report, and designed to clarify the amount of knowledge of the student on a specific section, topic, problem, etc.	List of control questions

8.3.1 Current control

An approximate list of questions to prepare for a differentiated test in the discipline "Industrial practice (research work)" (formation of competence of the UK-1. PC-3).

1. Theoretical foundations of economic forecasting and planning.
2. Forecasting and planning in the system of state management of economic development.
3. The historical aspect of the development of forecasting and planning.
4. Forecasting and planning in economically developed foreign countries.
5. Methods of forecasting the dynamics of economic processes.
6. Naive models.
7. Simple and moving averages.
8. Predictive extrapolation.
9. Methods for identifying the main trend in the series of dynamics.
10. Assessment of the stability of the trend of time series indicators.
11. Assessment of the adequacy of the trend and forecasting. Forecasting seasonal fluctuations.

Adaptive forecasting methods.

12. The method of harmonic weights.
13. Exponential smoothing.
14. Adaptive discriminant analysis.
15. Brown's model.
16. Linear growth models.
17. Seasonal models.
18. Forecasting based on regression dependencies.
19. Multiple linear regression.

20. Nonlinear regression models.
21. Point forecast.
22. Interval forecast.
23. Conditional and unconditional forecasts.
24. Forecast for autocorrelation of residues.
25. Forecasting based on regression dependencies.
26. Multiple linear regression.
27. Methods of expert assessments.
28. Stages of expert assessments.
29. Classification of expert assessment methods.
30. Stages of application of expert assessments.
31. Intuitive forecasting.
32. The Delphi method.
33. Forecasting by the method of "brain attack".
34. The "PATTERN" method.
35. Forecasting of economic and social processes.
36. Basic forecasts of the development of the socio-economic system.
37. Resource and background forecasts.
38. Demographic forecast.
39. Territorial forecasts.
40. Synthesis and verification of forecasts.
41. Synthesis of formalized and intuitive methods.
42. The nature and types of verification.
43. Quantitative indicators of the quality of forecasts.
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44. Absolute, comparative and qualitative indicators of forecast accuracy.
45. Forecasting bankruptcy of enterprises.
46. Features of application of methods of forecasting bankruptcy of enterprises.
47. Classification of methods for forecasting bankruptcy of enterprises.
48. Advantages and limitations of forecasting bankruptcy of enterprises.
49. Specifics of forecasting bankruptcy of enterprises.
50. Planning methods in the development of management decisions.
51. General principles of planning, development, adoption and implementation of management
decisions.
52. Portfolio of management solutions.
53. The goal tree.
54. Forecasting and its information support.

8.3.1 Current control

An approximate list of questions to prepare for a differentiated test in the discipline "Industrial practice (research work)" (formation of competence of the UC-1. PC-3).

1. Business plan. Functions and structure.
2. The structure of the organization's goals.
3. Regulations on remuneration of employees, structure.
4. Constituent documents of the organization.
5. Internal control. Types and methods.
6. The external environment of projects and its characteristics.
7. Internal variables of project organization: goals, objectives, structure, technology, personnel.
8. Diversification: the main trends of its development, motives and resources
9. Tasks of the production manager. Requirements for the manager. The main function of the production manager?
10. Stock as a form of existence of the material flow in the enterprise. Functions, types and forms of stocks. Costs associated with inventory management and regulation.
11. Classification of types of modeling of business systems.
12. Classification of innovations.
13. Communication in projects and their role. Types of management information.
14. The concept of competitive advantage. Ways to create it.
15. Technology of business plan development.
16. Marketing strategy, the main components.
17. Target audience. Technology of choice.
18. Features of strategic management in small, medium and large businesses.
19. Strategic analysis of the main components of the internal and external environment of the company.
20. Basic principles of quality management.
21. The relationship of the costs of product quality assurance with new and improved products.
22. The relationship between quality and competitiveness of products.
23. The relationship between quality and marketing.
24. The relationship between quality and management.
25. The main strategic positions of the company depending on its position in the market.
26. Technology of intra-company planning.
27. Integrated quality assurance system of the enterprise and TQM.
28. Correlation analysis of the costs of product quality assurance.
29. Methods for calculating the economic efficiency of new products.
30. M. Baldridge National Quality Award in the USA, evaluation criteria.
31. Organizational and functional structure of the national standardization system.
32. Strategic management and competitiveness of the company.
33. Licensing in the Russian Federation. Types of activities of small enterprises that require a license.

34. Advertising. Types of advertising. Advantages and disadvantages of certain types. The most suitable type of advertising for a small business.

35. Strategies of corporate organizations and entities as a result of the development of concentration, centralization and structuring of business and the evolution of corporate structures. 36. Strategic positional analysis of the company. Types, types and general characteristics of competitive positions.

37. Algorithm for assessing the competitive position of a company in a market economy.

38. Strategic positional assessment of the company.

39. Algorithm for conducting a comprehensive situational analysis of the internal and external environment of the company by the method of PEST analysis.

40. Algorithm for conducting a comprehensive situational analysis of the internal and external environment of the company by SWOT analysis.

41. Strategic positioning of the company in relation to the product life cycles (Arthur Little matrix). Strengths and weaknesses of the Arthur Little matrix.

42. The main problems of implementing the TQM system.

43. The main ways of competition in the field of quality.

44. The main stages of the development of quality management systems.

45. Features of the implementation of quality principles in Russian practice.

46. Responsibility of management in the implementation of quality management systems.

47. Approach to quality from the point of view of the consumer and the manufacturer.

48. Indicators and methods for determining the size of the marriage.

49. Indicators of economic efficiency of new products.

50. Indicators used to characterize the reliability of products.

51. Methods of calculating the reliability of products.

8.3.2 Intermediate control

An approximate list of questions to prepare for a differentiated test in the discipline "Industrial practice (research work)" (formation of competence of the OPK-2, OPK-3, OPK-4, OPK-5, OPK-6, OPK-7).

1. The formation of the advertising market: the main stages of the evolution of advertising and their
characteristics.

2. Development of the domestic advertising market in the Soviet period.

3. The current state of the advertising market in Russia: trends, features.

4. The essence and content of advertising activities.

5. Participants of the advertising process and their functions.

6. Goals and functions of advertising.

7. Classification of means, forms and methods of advertising. Types of advertising.

8. Features of advertising of industrial goods and consumer goods.

9. The promotion mix complex: the main elements and their connection with the vital

the product cycle.

10. Demassification of consumer demand and its reflection in advertising.

11. Audience of advertising impact: core and reference groups.

12. Modern approaches to audience segmentation. Profiling and

aggregation of advertising impact audiences.

13. The concepts of "traditional" and "modern" advertising. Principles of implementation

of integrated marketing communications.

14. Dialog and monologue modes of advertising information. Advantages and

disadvantages. Features of the choice of advertising tools.

15.ATL technologies in advertising: basic forms and types, features.

Advertising capacity of media carriers.

16.BTL technologies in advertising: the main forms and types, features of use.

17. Advertising technologies in sales promotion: levels and methods.

18.PR in the marketing communications system.

19. Methods of direct marketing in advertising.

20. Advertising argumentation and the theory of a unique selling offer (SCP).

21. The concept of a market "niche" and the application of positioning theory in advertising.

22. The form and content of advertising products, the factors determining them.

23. Features of advertising creativity. Visual and verbal components,

the structure and features of the advertising appeal. The concept of "vampirism".

24. Features and possibilities of perception of advertising information by the consumer.

Methods of advertising influence.

25. Corporate identity in advertising: the concept, the main elements and their features.

26. Trademark: concept and functions, types of trademarks.

27. Packaging as an integrating element of corporate identity: concept, functions, types

of packaging.

28. Product placement as an advertising technology: the concept, types and forms of placements.

29. Features of the development of product placement technology in Russia.

30. Advertising campaign: types and main stages of development.

31. Methods of forming the budget of an advertising campaign.

32. Principles of integrated marketing communications.

33. Creative component in the development of an advertising campaign. The concept of an advertising idea.

34. Regulation of advertising activities: methods, levels, features of the application

of regulatory norms.

35. The role of public organizations in the regulation of the advertising market. Russian

public organizations and their functions.

36. The main provisions of the Law of the Russian Federation "On Advertising". Amendments to the Law "On Advertising".

Based on the results of industrial practice (research work)) after the end of the production practice (research work), the student provides the head of the production practice (research work) from the university with the following accounting documents:

 a review-a characteristic signed by the head of the production practice (research work) from the organization, certified by the seal of the organization (appendix D);

 an application for production practice (scientific andresearch work)) (Appendix D);

 the calendar plan for the passage of industrial practice (research work) (Appendix A)

 the diary of industrial practice (research work)), signed by the student (Appendix B);

 the report on industrial practice (research work)) (appendix C).

Feedback-the characteristic and diary must be sent in scanned form to show the authenticity of the organization's seal and signature.

The main requirements for the review-characteristic – filled out in the form, neatly, containing the signature of the head of the production practice (research work)) from an organization certified by the organization's seal.

Basic requirements for the diary of industrial practice (scientific research work)):

 the diary must be filled out in a form and accurately;

 contains the terms of passing the production practice (research work)), daily records in strict accordance with the program and the task plan for the production practice (research work));

 contains the signature of the student. A student who has passed industrial practice (scientific research work)) on the basis of the University, according to an individual task, a report (section of the report) on the topic of scientific research work or its section (stage, task); a scientific article, a scientific report can be submitted as a report. The most common disadvantages during the passage of industrial practice (research work)) and drawing up a report on it are:

 violation of the rules of registration of accounting documents (report on production practice (research work)), diary);

 lack of supporting documentary materials confirming the conduct (execution) during the production practice (research work)) various tasks;

 lack of appendices (completed primary documents, auxiliary tables);

 non-fulfillment of the issued task plan for industrial practice (research work));

 vagueness of the student's conclusions about the passage of industrial practice (research work));

 lack of a list of references; absence of indication in the list of references of new (relevant) normative legal acts, textbooks and manuals, as well as articles from specialized journals.

A credit with an "excellent" grade is given to a student who:

 demonstrated during industrial practice (research work)) a high level of possession of all the stipulated requirements for the results of industrial practice (research work)), professional competencies;

 completed on time and at a high level all the planned amount of work in accordance with the plan-task of industrial practice (research work));

 showed independence, creativity and a high level of training in professional activities, organization of the work of the team, self-organization;

 made suggestions for improving the activities of the enterprise (organization);

 issued the report in accordance with the standards. A credit with a rating of "good" is given to a student who:

 in general, demonstrated during the practice the formation of all professional competencies provided for by the requirements for the results of industrial practice (research work));

 fully fulfilled the task plan for the passage of industrial practice (research work)), but allowed minor shortcomings when calculating and writing a report, mainly of a technical nature.

A credit with a grade of "satisfactory" is given to a student who:

 in the course of industrial practice (research work)) could not demonstrate the development of individual general cultural and professional competencies at the level appropriate to the head of the junior or middle level of the enterprise (organization);

 found it difficult to solve the tasks assigned to him and made significant mistakes in calculations and in the preparation of the report. A credit with an assessment of "unsatisfactory" is given to a student who:

 could not demonstrate the formation of professional competencies in the course of industrial practice (research work)), provided for by the requirements for the results of industrial practice (research work));

 did not fulfill the task plan of industrial practice (research work)).

Sample design

Appendix A

Calendar plan Production practice (research work)

student of _____ course _____ forms of training _____ (F.I.O.)

	Name of works and individual tasks	**Period of execution of works and tasks**
1	2	3

Head of research work from the University _____ (FULL NAME)_____ (signature)

Student _____ (NAME.) _____ (signature)

Appendix B

Sample design of the title page of the practice report

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

Department "Economics and Organization"

REPORT

on the passage _____

student's practice _____ course _____ forms of education

_____ (name.)

Place of practice _____

_____

_____

The practice took place with _____ by _____

Date of submission of the report _____

Head of Practice _____ (name.)

Moscow 20__

Appendix E

Sample content of the research report

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Chapter 1. General information about the organization.....4
1.1. Organizational structure of the organization……..….....4
1.2. Characteristics of the organization's activities . ……..……5
1.3. Characteristics of the work of the administrative service….....6
1.4. Characteristics of the nomenclature of products and services.....8

Chapter 2. Characteristics of the external and internal environment of the organization.....9
2.1 Characteristics of the main environmental factors 9
2.2. Characteristics of the main factors of the internal environment 10
2.3. Structure and responsibilities of the organization's staff.....……11

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Appendix D

An approximate sample of the student's practice reviews

Organization form with mandatory indication of the organizational form and full name, address and contact phone numbers

Review - characteristic

Student of the ___ course of the department "_____"

From 1.07.2024 to 15.07.2024 Dorova Natalia Savelyevna completed an industrial internship (pre-graduate practice) in the direction of 42.04.01" Innovative Marketing in Advertizing" in CJSC " Auto". During the internship, she performed the duties of a specialist in the analysis of the financial and economic activities of the enterprise. During the internship, Natalia Dorova showed a high level of theoretical training in economic disciplines. Sidorova N.S. proved herself as a competent specialist. The management of CJSC "Avto" is interested in continuing work with the department "_____" and offered Dorova N.S. a job, taking into account her employment during extracurricular time. The practice program is fully completed. In general, the work of the intern Dorova N.S. deserves an excellent assessment.

General Manager V.V. Petryshchev

stamp