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Abstract to the work program of the practice "Industrial practice (professional and creative)"

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
ОПК-2. Is able to analyze the main trends in the development of public and state institutions for their versatile coverage in the media texts and (or) media products and (or) communication products being created	IOPK-2.1 Knows the specifics of managing the process of protecting the results of intellectual activity and the impact of this process on the efficiency of the company; And OПК-2.2 Is able to make management decisions based on various forms and technologies of protection of the results of intellectual activity of the enterprise; And OПК-2.3 Has the skills of practical application of forms and technologies for the protection of the results of intellectual activity.
ОПК-3. Able to analyze the diversity of achievements of national and world culture in the process of creating media texts and (or) media products, and (or) communication products	IOPK-3.1 Knows the main types and features of communicative communication in different countries; the causal relationship between culture and communication; the most important values (including communicative) of various cultures (Western European, Eastern, Russian, etc.) that determine the communicative behavior of their carriers; IOPK-3.2 Is able to navigate the problems of intercultural communication;

	<p>IOPK-3.3 is able to adequately interpret specific manifestations of communicative behavior of representatives of other cultures in verbal, nonverbal, emotional, emotive communication;</p> <p>IOPK-3.4 is able to choose the optimal strategy and tactics of behavior, taking into account the purpose of communication and the culture of the interlocutor;</p> <p>IOPK-3.5 is able to adapt its behavior to the behavior of a foreign cultural interlocutor.</p> <p>IOPK-3.6 Has the techniques of establishing and conducting productive intercultural communication, forming the skills of respectful and careful attitude to the historical heritage and cultural traditions of the peoples of Russia and abroad, tolerant perception of social and cultural differences</p>
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<p>OPK-4. Is able to analyze the needs of society and the interests of the audience in order to predict and meet the demand for media texts and (or) media products, and (or) communication products</p>	<p>IOPK-4.1 Knows the basic provisions of the theory of creating the image of scientific and technical development;</p> <p>IOPK-4.2 Is able to analyze the needs of society and the interests of the audience in order to predict and meet the demand for media texts and (or) media products in relation to image management in the promotion of scientific and technical developments;</p> <p>IOPK-4.3 Knows the methods and techniques of developing image technologies in the promotion of scientific and technical developments</p>
<p>OPK-5. He is able to analyze current trends in the development of media communication systems of the region, the country and the world for professional decision-making, based on the political and economic mechanisms of their functioning, legal and ethical regulations</p>	<p>IOPK-5.1 Knows the basic methods of solving communicative tasks, the basics of evaluating the effectiveness of the developed marketing support of innovative processes;</p> <p>IOPK-5.2 Is able to think creatively, economically on the issues of ongoing innovations at the enterprise, innovation</p>

	<p>processes in the country and abroad, to give a correct assessment of innovation policy measures, based on the analysis of market conditions to find innovations, new solutions, be able to apply the knowledge gained to solve practical problems of business innovation;</p> <p>IOPK-5.3 Is able to use modern technical means and information technologies in solving communicative tasks;</p> <p>IOPK-5.4 is able to use domestic and international experience in developing marketing support for innovative projects, introducing innovations, obtaining positive results with access to world markets;</p> <p>IOPK-5.5 Has the skills to read, understand and compile scientific, analytical, statistical reports in the field of professional activity, skills for independent, methodically correct solution of communicative tasks</p>
<p>OPK-6. Is able to select and implement modern technical means and information and communication technologies in the process of media production</p>	<p>IOPK-6.1 Knows textual PR technologies; technologies for the use of special PR events in the promotion of scientific and technical developments;</p> <p>IOPK-6.2 Is able to apply text PR technologies (press release, presskit, etc.), technologies of special PR events (conference, round table, etc.) in the promotion of scientific and technical developments;</p> <p>IOPK-6.3 Has the skills of using text PR technologies (press release, press kit, etc.), the skills of using technologies of special PR events (press conference, round table, etc.) in promoting scientific and technical developments</p>
<p>OPK-7. Able to assess and predict possible effects in the media sphere, following the principles of social responsibility</p>	<p>IOPK-7.1 Knows the specifics of evaluating the effectiveness of various types of advertising and PR;</p>

	<p>IOPK-7.2 Knows the specifics of various methods of evaluating the effectiveness of advertising and PR.</p> <p>IOPK-7.3 is able to evaluate the effectiveness of advertising products and advertising campaigns;</p> <p>IOPK-7.4 is able to evaluate the effectiveness of public relations activities;</p> <p>IOPK- 7.5 Has practical skills in evaluating the effectiveness of advertising and PR.</p>
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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 OPK-5 He is able to generalize and critically evaluate scientific research in management and related fields, to carry out research projects. IOPK-5.1. Demonstrates the ability to use theoretical and analytical tools for generalization and critical evaluation of scientific research in management and related fields. IOPK-5.2. Is able to carry out research projects in management and related fields. IOPK-5.3.

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.

Abstract to the work program of the practice "Industrial practice (research)"

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

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

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

Abstract to the work program of the practice "Industrial practice (research) work"

1. Goals, objectives and planned results of the educational (introductory work) 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	<p>IUK-1.1. Analyzes the problem situation as a system, performs its decomposition and determines the connections between its components.</p> <p>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.</p> <p>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.</p>
PC-3. Is able to develop, test and implement innovative products (services), create intangible assets (brands) and manage them in the	<p>PK-3 organization.1. develops measures for the introduction of innovative goods (services)</p> <p>IPC-3.2 has the skills to create intangible assets (brands) in the organization and manage them</p> <p>IPC-3.3 develops and implements complexes of measures to attract new consumers of goods (services)</p> <p>IPC-3.4 has the skills to test innovative goods (services) when they are introduced to the Russian and international markets</p>

	<p>IPC-3.5 has the skills to implement and improve the assortment policy of the organization</p> <p>IPC-3.6 conducts communication (advertising) campaigns in the field of goods (services, brands)</p> <p>IPC-3.7 has the skills to develop technical tasks for the creation of the corporate identity of the organization, its brand</p> <p>IPC-3.8 has the skills to implement programs to increase consumer loyalty to the goods (services, brands) of the organization</p> <p>IPC-3.9 has the skills to prepare recommendations for making marketing decisions regarding goods (services, brands)</p> <p>IPC-3.10 is able to determine the competitive range of goods and services of the organization</p> <p>IPC-3.11 is able to test innovative products (services, brands)</p>
	<p>IPC-3.12 is able to create intangible assets (brands) and introduce them to the market</p> <p>IPC-3.13 is able to assess the value of the organization's brands</p> <p>IPC-3.14 is able to improve the business processes of the organization in the field of brand management</p> <p>IPC-3.15 is able to use project management tools for successful brands</p> <p>IPC-3.16 Knows the conceptual apparatus in the field of marketing components of innovations, innovative goods (services), intangible assets (brands)</p> <p>IPC-3.17 knows brand management tools</p> <p>IPC-3.18 knows the methods of studying the internal and external market, its potential and development trends</p>

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

Abstract to the work program of the practice "Pre-Diploma Practice"

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	<p>IUK-1.1. Analyzes the problem situation as a system, performs its decomposition and determines the connections between its components.</p> <p>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.</p> <p>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.</p>
PC-3. Is able to develop, test and implement innovative products (services), create intangible assets (brands) and manage them in the	<p>PK-3 organization.1. develops measures for the introduction of innovative goods (services)</p> <p>IPC-3.2 has the skills to create intangible assets (brands) in the organization and manage them</p> <p>IPC-3.3 develops and implements complexes of measures to attract new consumers of goods (services)</p> <p>IPC-3.4 has the skills to test innovative goods (services) when they are introduced to the Russian and international markets</p>

	<p>IPC-3.5 has the skills to implement and improve the assortment policy of the organization</p> <p>IPC-3.6 conducts communication (advertising) campaigns in the field of goods (services, brands)</p> <p>IPC-3.7 has the skills to develop technical tasks for the creation of the corporate identity of the organization, its brand</p> <p>IPC-3.8 has the skills to implement programs to increase consumer loyalty to the goods (services, brands) of the organization</p> <p>IPC-3.9 has the skills to prepare recommendations for making marketing decisions regarding goods (services, brands)</p> <p>IPC-3.10 is able to determine the competitive range of goods and services of the organization</p> <p>IPC-3.11 is able to test innovative products (services, brands)</p>
	<p>IPC-3.12 is able to create intangible assets (brands) and introduce them to the market</p> <p>IPC-3.13 is able to assess the value of the organization's brands</p> <p>IPC-3.14 is able to improve the business processes of the organization in the field of brand management</p> <p>IPC-3.15 is able to use project management tools for successful brands</p> <p>IPC-3.16 Knows the conceptual apparatus in the field of marketing components of innovations, innovative goods (services), intangible assets (brands)</p> <p>IPC-3.17 knows brand management tools</p> <p>IPC-3.18 knows the methods of studying the internal and external market, its potential and development trends</p>

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