

Ministry of Education and Science of RF
Federal State Budget educational Establishment of Higher Education

**«RUSSIAN STATE UNIVERSITY FOR THE HUMANITIES»
(RSUH)**

INSTITUTE OF ECONOMICS, MANAGEMENT AND LAW

FACULTY OF MANAGEMENT

DEPARTMENT OF MARKETING AND ADVERTISING

MARKETING MANAGEMENT

Course program

Educational direction 38.03.02 «Management», profile «International
management»

Graduate qualification - bachelor

Form of education – full-time

Moscow 2019

Marketing management

Course program

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№ 11 от 20.06.2019

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1. EXPLANATORY NOTE

1.1. The purpose and the tasks of the course

Aim of the course – to provide the students with fundamental theoretical and high-quality practical knowledge of international marketing, skills of marketing activities in the international markets, to prepare specialists with professional competences needed for the international marketing activities.

Tasks of the course :

- study the basic notions of international marketing ;
- assist in learning professional terminology of international marketing in Russian and English;
- form skills of using methodology and methods of market research of foreign markets and consumers ;
- study specific characteristics of the usage of main marketing strategies while entering a foreign market;
- ensure understanding of specific characteristics of promotion in various countries and regions ;
- learn the basics of marketing communications in the international market;
- prepare specialists that will be capable of making reasonable decisions on marketing matters in international business in a timely and creative manner.

1.2. Competences formed by the course and the list of planned education results (knowledge, skills, profficiencies) in the competences format.

The course is aimed at formation of the following competences :

- Professional competences:
 - PC-3 (skills of strategic analysis, development and realization of company's strategy aimed at ensuring competitiveness);
 - PC-9 (the ability to evaluate the influence of macroeconomic environment on the functioning of organizations and bodies of state and municipal administration, to find and analyze market and specific risks, to analyze economic goods' consumers' behaviour and the demand formation on the basis of the knowledge of organizational behaviour economic base, market structures and competitive environment in the industry).

As a result of the course the students should demonstrate the following education results described in table 1:

Table 1

Education results for the course « International marketing»

<i>Competences codes</i>	<i>Competences contents</i>	<i>Planned results</i>	<i>education</i>

PC-9	the ability to evaluate the influence of macroeconomic environment on the functioning of organizations and bodies of state and municipal administration, to find and analyze market and specific risks, to analyze economic goods' consumers' behaviour and the demand formation on the basis of the knowledge of organizational behaviour economic base, market structures and competitive environment in the industry	<p><i>Know:</i></p> <ul style="list-style-type: none"> - basic principles of segmentation of a foreign market; -specific characteristics of developing efficient marketing communications in external markets; -possibility to use various marketing strategies while entering a foreign market. <p><i>Be able to:</i></p> <ul style="list-style-type: none"> - choose optimal strategy on the basis of market conditions analysis and conjuncture of a foreign market; <p><i>Be proficient in:</i></p> <ul style="list-style-type: none"> - principles and methods of assessment of efficiency of marketing activities in external markets;
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1.3. The place of the course within the framework of the educational program

The course "International marketing" is an optional course of variative cycle (Б1.Б.ДБ.9.1) of courses of the educational direction 38.03.02 «Management» (Bachelors level) (profile: "International management") of the full-time form of education. The course is taught in the Faculty of Management of the Institute of Economics, Management and Law of RSUH by the department of marketing and advertising.

In order to stude the course the students will need the competences obtained from the following courses studied previously :

- *Strategic marketing*
- *Marketing*
- *Psychology of management*
- *Marketing management*
- *Advertising.*

As the result of the course the students will have formed the competences needed for the following courses and practices:

- Professional competences:
 - PC-3 (skills of strategic analysis, development and realization of company's strategy aimed at ensuring competitiveness):

- *Strategic planning*
- *The system of marketing communications*
- *Basics of branding*
- *Final state attestation*

PC-9 (the ability to evaluate the influence of macroeconomic environment on the functioning of organizations and bodies of state and municipal administration, to find and analyze market and specific risks, to analyze economic goods' consumers' behaviour and the demand formation on the basis of the knowledge of organizational behaviour economic base, market structures and competitive environment in the industry):

- *The system of marketing communications*
- *Basics of branding*
- *Final state attestation*

2. COURSE STRUCTURE

Structure of the course « International marketing» for the full-time form of education

The total labour intensity of the course is 3 credit units – 108 hours, including 20 hours of lectures, 22 hours of practical studies and 66 hours of independent work of the students.

Table 2

No	Section of the course	Semester	Types of work including independent work of students and labour intensity (in hours)				Forms of ongoing current control. Forms of interim attestation
			contact			ISW	
			Lect	Pract	Int.attest		
1.	International marketing – basics. Globalization of economy. TNC	7	2	2		6	Discussion Quiz
2.	Factors of competitiveness in international markets. Marketing environment.	7	4	6		8	Interview Scientific report
3.	Marketing research in foreign markets: the essence, classification, the problem of assessment and choice.	7	2	2		6	Interview Quiz

4.	Segmentation in international marketing.	7	2	2		6	<i>Discussion Quiz</i>
5.	Pricing in international marketing	7	2	4		6	<i>Quiz</i>
6.	International marketing communications	7	4	2		6	<i>Discussion Quiz</i>
7.	Marketing strategies of an international company	7	2	2		10	<i>Quiz Scientific report</i>
8.	Distribution in international marketing	7	2	2		10	<i>Quiz Test</i>
	<i>Interim attestation</i>					8	
	<i>TOTAL</i>		20	22		66	

4. CONTENTS OF THE COURSE

SECTION 1. International marketing – basics. Globalization of economy. TNC

The object, aim and tasks of the course. Reasons for internationalization. Basic notions of international marketing. International marketing and its role in business expansion. Stages of internationalization.

Globalization of economy. International companies. TNC (transnational corporations).

International marketing in Russia.

SECTION 2. Factors of competitiveness in international markets. Marketing environment.

Competitive forces in the international marketing. Controllable and uncontrollable factors of marketing environment.

Marketing environment: Economic forces (stage of economic development, basic indicators). Political forces (stability, international relations). Legal forces (trade barriers). Cultural forces (religion, language, traditions, values and lifestyles, business cultures).

SECTION 3. Marketing research in foreign markets: the essence, classification, the problem of assessment and choice.

Specific characteristics of marketing research in foreign markets. Classification of markets. Criteria of market attractiveness. Factors influencing market choice.

Benchmarking in international marketing.

SECTION 4. Segmentation in international marketing.

International segmentation – specific characteristics. Market segment attractiveness assessment. Positioning, strategies of product and company

positioning. Problem of customer motivation. Industrial customers. Individual customers. Specific characteristics of international customers.

SECTION 5. Pricing in international marketing

Price and non-price competition in international markets. Price :quality ratio in international market.

Pricing in international marketing, specific characteristics in various markets.

Development of the pricing policy. Pricing strategies. Price adjustments.

Terms of sale and terms of delivery in INCOTERMS-2010. Export price escalation. Customs duties, freight charges, insurance.

SECTION 6. International marketing communications

International communicational strategies. Structures and types of communication, instruments of communication in international marketing. Communication budgets. International advertising.

New communication technologies.

Direct marketing in foreign markets. Fares and exhibitions.

SECTION 7. Marketing strategies of an international company

Planing foreign market entrance. Analysis of inetrnational competitiveness of a company. Entrance barriers. Exit barriers.

International marketing strategies. Decision-making process in international marketing. Specific characteristics of marketing mix development for a foreign market. Partnerships in international marketing.

SECTION 8. Distribution in international marketing

Distribution channels in international marketing. Choice and creation of dictribution channels. Intermediaries. Criteria for the choice of intermadiaries. Intergarated logistics in international marketing. Modern transposrtation solutions. Global retailers.

4. INFORMATIONAL AND EDUCATIONAL TECHNOLOGIES

Various forms of teaching are used for the course “International marketing” within the framework of competences approach to education. Depending on the particular topic we use various forms of lectures – topic-lectures, discussion-lectures, case studies –lectures and interactive lectures with active feedback.

The following informational and educational technologies are used for the course “International marketing”.

Table 3

International and educational technologies used for the course

« International marketing »

For the full-time education method

60 % – of interactive classes of the total classes

No	Section of the course	Types of work	Competences formed	Informational and educational technologies
1	2	3	4	5
1.	International marketing – basics. Globalization of economy. TNC	Lecture 1. Pract. 1. Independent students' work	PC-3, PC-9,	<i>Introductory lecture</i> <i>Discussion</i> <i>Quiz</i> <i>Consultation</i>
2.	Factors of competitiveness in international markets. Marketing environment.	Lecture 2,3 Pract. 2,3, 4 Independent students' work	PC-3, PC-9,	<i>Visualisation lecture</i> <i>Interview</i> <i>Scientific report</i> <i>Consultation during preparation of a scientific report</i>
3.	Marketing research in foreign markets: the essence, classification, the problem of assessment and choice.	Lecture 4 Pract. 5. Independent students' work	PC-3, PC-9,	<i>Lecture with active feedback elements</i> <i>Interview</i> <i>Quiz</i> <i>Consultation</i>
4.	Segmentation in international marketing.	Lecture 5. Pract. 6. Independent students' work	PC-3, PC-9,	<i>Visualisation lecture</i> <i>Quiz</i> <i>Consultation</i>
5.	Pricing in international marketing	Lecture 6. Pract. 7, 8. Independent students' work	PC-3, PC-9,	<i>Lecture</i> <i>Discussion</i> <i>Consultation</i>
6.	International marketing communications	Lecture 7. Pract. 9, 10. Independent students' work	PC-3, PC-9,	<i>Lecture with active feedback elements</i> <i>Discussion</i> <i>Quiz</i> <i>Consultation</i>
7.	Marketing strategies of an international company	Lecture 8. Pract. 11 Independent students' work	PC-3, PC-9,	<i>Visualisation lecture</i> <i>Quiz</i> <i>Consultation</i>
8.	Distribution in international marketing	Lecture 9.	PC-3, PC-9,	<i>Lecture</i>

		Pract. 12		<i>Discussion of scientific reports</i> <i>Test</i>
		Independent students' work		<i>Consultation during preparation of a scientific report</i>

5. ASSESSMENT OF THE EDUCATIONAL RESULTS OF THE COURSE

5.1 Procedures for assessment of knowledge, skills, proficiencies and experiences

In the process of the course study the rating-based control of the students' knowledge is carried out in accordance with the corresponding RSUH provisions. The control procedure takes into account the results of quizzes and scientific reports during practices, the results of independent work on analytical assignments as well as the active participation of the students in discussions, in analysing problems.

Criteria used for the rating control of the students studying the course « International marketing » is presented in tab. 5

Table 5

For the full-time education form

Form of control	Time of reporting	Maximum points	
		For 1	Total
Ongoing current control: - participation in discussions - quiz - scientific report - test	Pract. 3,13	3 points 4 points 10 points 11 points	9 points 20 points 20 points 11 points
Interim attestation (exam)			40 points
Total for the term (course)			100 points

The grade «passed» is given to the student who has accumulated not less than 50 points for the ongoing current control and interim attestation. The total result (maximum 100 points) is converted into the traditional grades scale and to the European Credit Transfer System (ECTS) in accordance with tab. 6:

Table 6

<i>100-point scale</i>	<i>Traditional scale</i>		<i>ECTS scale</i>
95 – 100	<i>excellent</i>	<i>passed</i>	<i>A</i>
83 – 94			<i>B</i>
68 – 82	<i>good</i>		<i>C</i>
56 – 67	<i>satisfactory</i>		<i>D</i>
50 – 55			<i>E</i>
20 – 49	<i>Not satisfactory</i>	<i>not passed</i>	<i>FX</i>

0 – 19			F
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5.2. Description of the indicators and criteria of assessment of competences on different stages of competence formation, description of assessment scales

Ongoing current control

During assessment of quiz results and participation in discussions the following points are taken into consideration :

- the extent to which the report theme is developed (0-2 points);
- the knowledge of the discussed themes, the ability to use the previously studied theoretical material and terminology (0-2 points).
- style and logic of material presentation, literacy of speech (0-1);

During the assessment of scientific reports and essays the following points are taken into consideration:

- the completeness and exactness of the research topic, correct determination of the object and the theme of the study (0-5)
- the level of structuredness of the material and scientific approach (0-2)
- the formalization of the work (presence of introduction, conclusion, main points, references) (0-3)

Criteria for assessment of test answers:

- correct answer – 1 point.
- incorrect answer – 0 points.

Interim attestation (exam)

During the interim attestation the student has to answer two questions (of theoretical and practical character).

During assessment of the answer to a theoretical question the following points are taken into consideration :

- theoretical material has not been learned completely, the knowledge of material is fragmented, there are obvious mistakes in the answer (up to 5 points);
- theoretical material has been learned partly, not more than 2 or 3 minor flows have been made (up to 10 points);
- theoretical material has been learned almost, not more than 1 or 2 minor flows have been made (up to 15 points);
- theoretical material has been learned completely, the answer was reasoned and in accordance with an original plan, references to sources are made (20 points).

When assessing the answers to practical type questions the following points are taken into consideration:

- the answer contains less than 30% of correct solution (0-5 points);
- the answer contains 31-79 % of correct solution (6-15 points);
- the answer contains 80% or more of correct solution (15- 20 points).

5.3. Example control assignments and other materials needed for the assessment of knowledge, skills, proficiencies and (or) experience

After each theme oral or written quizzes are carried out in accordance to control questions on the course.

Example control questions on the course:

1. International marketing : essence and role in business
2. Globalization of economy and its influence on international marketing
3. Stages of internationalization of a company
4. TNCs activities
5. International marketing environment
6. Controllable and uncontrollable factors of international marketing environment
7. Economic forces in international marketing
8. Political forces in international marketing
9. Trade barriers
10. Cultural environment and its role

Example topics of reports and discussions:

1. The international marketing environment: controllable and uncontrollable factors
2. Contemporary view on the factors of competitiveness in the international market.
3. International markets : the problem of assessment and choice.
4. Methods of competitiveness evaluation.
5. Distribution systems in international marketing
6. The problem of export price escalation
7. International communication strategies.

Topics for scientific reports and/or essays:

Each student gets an individual topic for preparation of a scientific report or an essay and presents them during the course. Example topics:

1. Analysis of the main factors that determine functioning of the international marketing.
2. Analysis of the factors of internal and external environment (specific company example).
3. Анализ экономических факторов среды международного маркетинга (на примере конкретного предприятия).
4. Analysis of social and economic factors of international marketing environment (specific company example).
5. Main directions of research in international marketing.
6. Stages and methods of marketing research in a foreign market.
7. Macrosegmentation (specific company example).
8. Analysis of pricing strategies in a foreign market (specific company example).

Examples of tests

1. Which of the following belong to the cultural environment of international marketing

- a) Non-tariff barriers
- b) Geography and infrastructure
- c) National laws
- d) religion

2. What qualities are characteristic of TNCs:

- a) high capital concentration
- b) hard to tell the nationality
- c) the assets are highly diversified
- d) the owner manager the business activities of the company
- e) high level of influence in economic environment

3. Field research is

- a) collection and analysis of information from potential customers, intermediaries, results of test sales etc
- b) collection and analysis of all the data pertaining to the object of research
- c) collection and study of publications in press
- d) collection and analysis of official statistical data

4. Are there basic differences in principles and content of national and international marketing?

- a) There are no substantial differences, there only difference is in the scale of activities
- b) There are basic differences because the aims and the tasks are completely different
- c) All the basics and the methodological foundations of marketing are the same, the only difference is in environment and the ways of adaptation

5. Desk research is

- a) Collection, analysis of all of the existing data pertaining to the object of research that has not been collected specifically for the specific task
- b) Collection and analysis of the information that had never been published earlier
- c) Observation of groups of people, actions and situations
- d) Research of customers knowledge of the product

6. Which factors make standardization strategy preferable:

- a) Economies of scale
- b) diversity of consumer needs
- c) Centralized operations management
- d) Convergence of customers tastes

7. The “skimming” strategy is used when

- a) The product is removed from the market
- b) The company is entering a new market with an existing product
- c) There is a “pioneer” product
- d) Discounted products are being sold при реализации товаров по сниженным ценам

6. EDUCATIONAL, METHODOLOGICAL AND INFORMATIONAL PROVISIONS OF THE COURSE

6.1. The list of sources and literature

Basic literature:

1. Абаев Алан Лазаревич. Международный маркетинг: учебник и практикум для бакалавриата и магистратуры / [А.Л. Абаев и др.]; под ред. А.Л. Абаева, В.А. Алексунина. - М.: Издательство Юрайт, 2016. – 362 с.
2. Багиев Георгий Леонидович. Международный маркетинг : учебник по специальности "Маркетинг" / Г. Л. Багиев, Н. К. Моисеева, В. И. Черенков ; под общ. ред. Г. Л. Багиева. - 2-е изд., перераб. и доп. - М. [и др.] : Питер, 2009. - 688 с. : рис., табл. ; 24 см. - (Учебник для вузов). - Библиогр.: с. 676-688. - ISBN 978-5-91180-660-6 : 361.02.
3. Моисеева Нина Константиновна. Международный маркетинг и бизнес [Электронный ресурс] : Учебное пособие. - Москва ; Москва : ООО "КУРС" : ООО "Научно-издательский центр ИНФРА-М", 2013. - 272 с. - ISBN 978-5-905554-30-8. ЭБС «Знаниум» <http://znanium.com/go.php?id=390294>

Дополнительная литература

1. Карпова Светлана Васильевна. Практикум по международному маркетингу : учеб. пособие для студентов, обучающихся по специальности "Мировая экономика" / С. В. Карпова. - 2-е изд., стер. - М. : КноРус, 2010. - 198, [1] с. : рис., табл. ; 21 см. - ISBN 978-5-406-00737-2 : 120.00.
2. Котлер Филип. Маркетинг : Гостеприимство. Туризм : учебник для студентов вузов / Ф. Котлер, Дж. Боуэн, Дж. Мейкенз ; пер. с англ. под ред. Р.Б. Ноздревой. - М. : ЮНИТИ, 1998. - XXIV, 763 с. : рис.,табл. - Пер. изд.: Marketing for hospitality and tourism / Ph. Kotler, J. T. Bowen, J. C. Makens. - Доп. тит. л. ориг. англ. - ISBN 5-238-00018-9. - ISBN 0-13-858267-X.
3. Ноздрева Раиса Борисовна. Современные аспекты международного маркетинга : учеб. пособие / Р. Б. Ноздрева ; Моск. гос. ин-т междунар. отношений (ун-т). - М. : РОССПЭН, 2004. - 278,[1] с. : рис., табл. - (Учебники МГИМО). - Библиогр. в конце кн. - ISBN 5-8243-0426-2 : 99.
4. McAuley Andrew. International marketing : Consuming globally, thinking locally. - Chichester [etc.] : Wiley, 2001. - XIII, 337 p. : fig.,tab. - Указ. с.325-337. - ISBN 0-471-89744-2 : 1000.
5. Strategic global marketing : issues a. trends / ed. Erdener Kaynak. - New York : International Business Press, 2002 : International Business Press : International Business Press. - XVIII,233p. : tab. - На тит. л. также: Has been co-published simultaneously as Journal of global marketing, Vol. 16, N 1/2 2002. - Указ. с.231-233. - ISBN 0-7890-2016-5. - ISBN 0-7890-2017-3 : 600.

Справочная литература

1. Шарков Феликс Изосимович. Коммуникология : энциклопедический словарь-справочник. - Изд. 3-е. - Москва : Дашков, 2013. - 768 с. - ISBN 978-5-394-02169-5. <http://znanium.com/go.php?id=430299>

6.2. The list of Internet websites required for the course

1. American Marketing Association – official site <https://www.ama.org/>
2. American Advertising Federation – official site <http://www.aaf.org/>
3. Smart Insights <https://www.smartinsights.com>
4. Маркетинг в России и за рубежом (издательство Дело и сервис) (www.dis.ru). Журнал посвящен теории и методологии маркетинга, маркетингу в различных отраслях и сферах деятельности.
5. <http://kafmr.rsuh.ru/> - сайт кафедры маркетинга и рекламы, факультета управления, института экономики, управления и права РГГУ. Сайт создан для информирования студентов и преподавателей, взаимодействия между ними. На сайте публикуются материалы, касающиеся маркетинговой тематики.
6. ESOMAR (European Society for Opinion and Market Research) – official site www.esomar.org
7. www.marketologi.ru – сайт Гильдии маркетологов.
8. www.vniki.ru – сайт Всероссийского научно-исследовательского конъюнктурного института – старейшего в России научного учреждения, имеющего прямое отношение к маркетингу. На сайте можно познакомиться с тематикой проведенных институтом исследований.

7. MATERIAL PROVISIONS OF THE COURSE

The following material provisions are needed for the course:

- demonstration appliances for visualisation lectures,
- multimedia for presentation of reports and essays.

Classroom requirements:

- computer classes for practices,
- the classroom for lectures and practices should be equipped with furniture suitable for writing and note-taking, appliances for slide-shows and PCs.

8. PROVISION OF EDUCATIONAL PROCESS FOR THE STUDENTS WITH LIMITED HEALTH CAPABILITIES

In case of necessity the course program can be adapted for provision of the educational process for the students with limited health capabilities including online studies. The student is required

to present a relevant conclusion of psychological – medical-pedagogical commission and a personal application (application of the lawful representative).

The conclusion of the commission should contain :

- The recommended intensity of studies (number of days per week, hours per day)
- Specific technical requirements (if required)
- The need to be accompanied by parents (lawful representatives) during the educational process (if required)
- The need to provide psychological-pedagogical assistance (specifying the specialists needed and acceptable intensity of studies (days per week and hours per day)

In order to carry out the procedures of ongoing control and interim attestation in case of necessity there can be specific assessment instruments adapted for the needs of the students with limited health capabilities which would permit to assess the level of educational results reached by them.

The form of ongoing control and interim attestation for the students with limited health capabilities is specified taking into consideration their personal physical and psychological conditions (in oral form, in written form (on paper, on PC), in the form of testing etc). Additional time for preparation the answer during the exam or other form of attestation can be given if needed.

9. THE LIST OF EDUCATIONAL AND METHODOLOGICAL PROVISIONS FOR THE INDEPENDENT WORK OF STUDENTS

9.1. Plans of practices. Instructions for organization and preparation

Practices for the course « International marketing » for the students of the faculty of management, direction 38.03.02 «Management», profile «International management» are carried out in accordance with the Federal State Educational Standard.

The topics of practices are connected with the course plan and include the most important theoretical parts of the course as well as typical problems and situations connected with activities in international marketing.

The students should prepare for the practice by consulting with the practice plans, go over theoretical material (lectures) and other sources. During practice classes the students complete theoretical and practical assignments, participate in discussions.

SECTIONS AND TOPICS OF PRACTICE

Topic №1: International marketing – basics. Globalization of economy. TNC

1. Which factors influence international marketing?
2. What stages does the process of company's internationalization consist of?
3. What are specific characteristics of the international marketing of Russian companies and what are the reasons of these characteristics?

Basic literature:

1. Абаев Алан Лазаревич. Международный маркетинг: учебник и практикум для бакалавриата и магистратуры / [А.Л. Абаев и др.]; под

- ред. А.Л. Абаева, В.А. Алексунина. - М.: Издательство Юрайт, 2016. – 362 с.
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4. Карпова Светлана Васильевна. Практикум по международному маркетингу : учеб. пособие для студентов, обучающихся по специальности "Мировая экономика" / С. В. Карпова. - 2-е изд., стер. - М. : КноРус, 2010. - 198, [1] с. : рис., табл. ; 21 см. - ISBN 978-5-406-00737-2 : 120.00.
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Topic № 2: Factors of competitiveness in international markets. Marketing environment.

1. Please give definition of competition and its specific characteristics in the international marketing.
2. What are the main forces determining competition?
3. What are the main factors of competitiveness?
4. What is market conjuncture?
5. What is external and internal environment of international marketing?
6. Please explain the economic factors of international marketing environment.
7. Please explain the political and legal factors of international marketing environment.
8. Please explain the social and cultural factors of international marketing environment.
9. Please explain the geographic factors of international marketing environment.

Basic literature:

1. Абаев Алан Лазаревич. Международный маркетинг: учебник и практикум для бакалавриата и магистратуры / [А.Л. Абаев и др.]; под ред. А.Л. Абаева, В.А. Алексунина. - М.: Издательство Юрайт, 2016. – 362 с.

2. Багиев Георгий Леонидович. Международный маркетинг : учебник по специальности "Маркетинг" / Г. Л. Багиев, Н. К. Моисеева, В. И. Черенков ; под общ. ред. Г. Л. Багиева. - 2-е изд., перераб. и доп. - М. [и др.] : Питер, 2009. - 688 с. : рис., табл. ; 24 см. - (Учебник для вузов). - Библиогр.: с. 676-688. - ISBN 978-5-91180-660-6 : 361.02.
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4. McAuley Andrew. International marketing : Consuming globally, thinking locally. - Chichester [etc.] : Wiley, 2001. - XIII, 337 p. : fig.,tab. - Указ. с.325-337. - ISBN 0-471-89744-2 : 1000.
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6. Шарков Феликс Изосимович. Коммуникология : энциклопедический словарь-справочник. - Изд. 3-е. - Москва : Дашков, 2013. - 768 с. - ISBN 978-5-394-02169-5. <http://znanium.com/go.php?id=430299>

Topic № 3: Marketing research in foreign markets: the essence, classification, the problem of assessment and choice.

1. Explain specific characteristics of international marketing research.
2. What are the main directions of marketing research in international business?
3. What are the stages of international marketing research?
4. What are the methods of international marketing research?
5. Which factors affect the choice of method of research?
6. What are the main principles of research in international marketing?
7. What are the main methods of analysis in international marketing?

Basic literature:

1. Абаев Алан Лазаревич. Международный маркетинг: учебник и практикум для бакалавриата и магистратуры / [А.Л. Абаев и др.]; под ред. А.Л. Абаева, В.А. Алексунина. - М.: Издательство Юрайт, 2016. - 362 с.

2. Багиев Георгий Леонидович. Международный маркетинг : учебник по специальности "Маркетинг" / Г. Л. Багиев, Н. К. Моисеева, В. И. Черенков ; под общ. ред. Г. Л. Багиева. - 2-е изд., перераб. и доп. - М. [и др.] : Питер, 2009. - 688 с. : рис., табл. ; 24 см. - (Учебник для вузов). - Библиогр.: с. 676-688. - ISBN 978-5-91180-660-6 : 361.02.
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<http://znanium.com/go.php?id=390294>

Topic № 4: Segmentation in international marketing.

1. What are specific characteristics of motivating industrial and individual consumer?
2. What are the differences in consumer behaviour in various countries?
3. What criteria are suitable for evaluation of market attractiveness?

Basic literature:

1. Абаев Алан Лазаревич. Международный маркетинг: учебник и практикум для бакалавриата и магистратуры / [А.Л. Абаев и др.]; под ред. А.Л. Абаева, В.А. Алексунина. - М.: Издательство Юрайт, 2016. – 362 с.
2. Багиев Георгий Леонидович. Международный маркетинг : учебник по специальности "Маркетинг" / Г. Л. Багиев, Н. К. Моисеева, В. И. Черенков ; под общ. ред. Г. Л. Багиева. - 2-е изд., перераб. и доп. - М. [и др.] : Питер, 2009. - 688 с. : рис., табл. ; 24 см. - (Учебник для вузов). - Библиогр.: с. 676-688. - ISBN 978-5-91180-660-6 : 361.02.
3. Моисеева Нина Константиновна. Международный маркетинг и бизнес [Электронный ресурс] : Учебное пособие. - Москва ; Москва : ООО "КУРС" : ООО "Научно-издательский центр ИНФРА-М", 2013. - 272 с. - ISBN 978-5-905554-30-8. ЭБС «Знаниум»
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4. Карпова Светлана Васильевна. Практикум по международному маркетингу : учеб. пособие для студентов, обучающихся по специальности "Мировая экономика" / С. В. Карпова. - 2-е изд., стер. - М. : КноРус, 2010. - 198, [1] с. : рис., табл. ; 21 см. - ISBN 978-5-406-00737-2 : 120.00.

5. McAuley Andrew. International marketing : Consuming globally, thinking locally. - Chichester [etc.] : Wiley, 2001. - XIII, 337 p. : fig.,tab. - Указ. с.325-337. - ISBN 0-471-89744-2 : 1000.

Topic № 5: Pricing in international marketing

1. Please explain theoretical basis of market pricing.
2. Please explain the notion of perceived value of a product in a foreign market.
3. What is price and non-price competition in international marketing?
4. What specific characteristics of competitors pricing policy analysis are there in international marketing?
5. What are the reasons of price volatility in international marketing?
6. Please explain specific characteristics of export pricing in international trade?
7. What types of prices are there in international business?
8. Please name the main pricing strategies in international business.
9. Please explain the economic essence of customs tariffs and fees?

Basic literature:

1. Абаев Алан Лазаревич. Международный маркетинг: учебник и практикум для бакалавриата и магистратуры / [А.Л. Абаев и др.]; под ред. А.Л. Абаева, В.А. Алексунина. - М.: Издательство Юрайт, 2016. – 362 с.
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1/2 2002. - Указ. с.231-233. - ISBN 0-7890-2016-5. - ISBN 0-7890-2017-3 : 600.

Topic № 6: International marketing communications

1. What are specific characteristics of personal contacts in international marketing?
2. Please define integrated communications of a company.
3. What are specific characteristics of business negotiations in international business?
4. What are specific characteristics of marketing communications culture in international marketing?

Basic literature:

1. Абаев Алан Лазаревич. Международный маркетинг: учебник и практикум для бакалавриата и магистратуры / [А.Л. Абаев и др.]; под ред. А.Л. Абаева, В.А. Алексунина. - М.: Издательство Юрайт, 2016. – 362 с.
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Topic № 7: Marketing strategies of an international company

1. What are the main components of international marketing strategies?
2. What are the criteria of classification in international marketing strategies?
3. What is the basis for the choice of a marketing strategy in international business?
4. What is the process of decision-making in international marketing?
5. Please name the main product strategies in international marketing.
6. Please describe the assortment policy of a company in international marketing.
7. Which promotion strategies do you know?
8. What are the main sales strategies in international marketing?

Basic literature:

1. Абаев Алан Лазаревич. Международный маркетинг: учебник и практикум для бакалавриата и магистратуры / [А.Л. Абаев и др.]; под ред. А.Л. Абаева, В.А. Алексунина. - М.: Издательство Юрайт, 2016. – 362 с.
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5. McAuley Andrew. International marketing : Consuming globally, thinking locally. - Chichester [etc.] : Wiley, 2001. - XIII, 337 p. : fig.,tab. - Указ. с.325-337. - ISBN 0-471-89744-2 : 1000.
6. Strategic global marketing : issues a. trends / ed. Erdener Kaynak. - New York : International Business Press, 2002 : International Business Press :

International Business Press. - XVIII,233p. : tab. - На тит. л. также: Has been co-published simultaneously as Journal of global marketing, Vol. 16, N 1/2 2002. - Указ. с.231-233. - ISBN 0-7890-2016-5. - ISBN 0-7890-2017-3 : 600.

Topic № 8: Distribution in international marketing

1. Please name the main types of distribution channels.
2. What are the criteria of distribution channel choice in international marketing?
3. How is the process of intermediaries search and choice carried out?
4. Integrated logistics in contemporary conditions.

Basic literature:

1. Абаев Алан Лазаревич. Международный маркетинг: учебник и практикум для бакалавриата и магистратуры / [А.Л. Абаев и др.]; под ред. А.Л. Абаева, В.А. Алексунина. - М.: Издательство Юрайт, 2016. – 362 с.
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5. McAuley Andrew. International marketing : Consuming globally, thinking locally. - Chichester [etc.] : Wiley, 2001. - XIII, 337 p. : fig.,tab. - Указ. с.325-337. - ISBN 0-471-89744-2 : 1000.

9.2. Recommendations for the preparation of written works

Scientific report or an essay is an independent student work finalizing his theoretical and practical studies of the course. While preparing the scientific report the student should demonstrate his abilities to solve practical problems with the help of obtained knowledge.

The written works are prepared with the help from the lecturer. The student is expected to demonstrate to which extent he has mastered theoretical knowledge and practical skills, learned to set scientific and research tasks, make conclusions and analyse the obtained material.

General requirements:

In order to successfully complete the written work the student is required to

- Have theoretical knowledge of the course in accordance to RSUH program;
- Be proficient in the methods of scientific research;
- Be able to use modern technologies in the process of preparation of a written work;
- Be able to choose relevant information sources and work with professional literature;
- Be able to formulate theoretical and practical recommendations and analysis results.

The written work should correspond to the following general requirements:

1. Relevance of the topic.
2. Pointedness, concreteness and soundness of conclusions.
3. High level of research in accordance with modern requirements.

The topics of the written works are formulated on the basis of Example topics in p.5.4. of the present program.

The suggested topics are examples and permit students to choose other topics after having discussed them with the lecturer.

Requirements for the contents and the structure of the texts

The suggested example topics include a wide variety of problems. Therefore structure of each work should be discussed by the lecturer and the student depending on student's scientific interests, availability of information and other factors.

Every scientific work should contain :

- Front page
- Table of contents
- introduction
- chapters of paragraphs
- conclusion
- list of references

ANNEX 1. ABSTRACT

The course “International marketing” is an optional course of variative cycle (Б1.Б.ДБ.9.1) of courses of the educational direction 38.03.02 «Management» (Bachelors level) (profile: "International management") of the full-time form of education. The course is taught in the Faculty of Management of the Institute of Economics, Management and Law of RSUH by the department of marketing and advertising.

Aim of the course – to provide the students with fundamental theoretical and high-quality practical knowledge of international marketing, skills of marketing activities in the international markets, to prepare specialists with professional competences needed for the international marketing activities.

Tasks of the course :

- study the basic notions of international marketing ;
- assist in learning professional terminology of international marketing in Russian and English;
- form skills of using methodology and methods of market research of foreign markets and consumers ;
- study specific characteristics of the usage of main marketing strategies while entering a foreign market;
- ensure understanding of specific characteristics of promotion in various countries and regions ;
- learn the basics of marketing communications in the international market;
- prepare specialists that will be capable of making reasonable decisions on marketing matters in international business in a timely and creative manner.

The course is aimed at formation of the following competences :

- Professional competences:
PC-9 (the ability to evaluate the influence of macroeconomic environment on the functioning of organizations and bodies of state and municipal administration, to find and analyze market and specific risks, to analyze economic goods’ consumers’ behaviour and the demand formation on the basis of the knowledge of organizational behaviour economic base, market structures and competitive environment in the industry).

As a result of the course the students should :

Know:

- the main categories of international marketing;
- specific characteristics of the foreign market and consumers needs research;
- methods of analysis, evaluation and choice of a foreign market;
- basic principles of segmentation of a foreign market;

- specific characteristics of the complex of marketing while working in a foreign market;
- principles, approaches, strategies and methods of development of product, price and sales policy in foreign markets;
- specific characteristics of developing efficient marketing communications in external markets;
- specific characteristics of marketing activities in different types of markets;
- possibility to use various marketing strategies while entering a foreign market.

Be able to:

- prepare plans of market research of a foreign market taking into consideration specific characteristics of different countries;
- choose optimal strategy on the basis of market conditions analysis and conjuncture of a foreign market;
- make promotion plans for the foreign markets;
- find out specific characteristics of the marketing activities in various foreign markets;
- research competitive environment for conducting of international activities;
- analyze internal market changes connected with the appearance of foreign competitors;
- put into practice the obtained knowledge on interaction with international partners including communications in a foreign (English) language.

Be proficient in:

- special terminology in Russian and English languages;
- methods of analysis for various markets;
- basic methods of planning and organizing marketing activities in foreign markets;
- principles and methods of assessment of efficiency of marketing activities in external markets;
- skills of carrying out market research in foreign markets;
- skills of assessment of efficiency of various promotion methods in foreign markets;
- principles of usage and combination of different forms of modern marketing communications in international markets.

The course program includes the following types of control : the ongoing current control in the forms of interviews, testing, independent students' work and interim attestation in the form of examination at the end of the course.

The total labour intensity of the course is 3 credit units(108 hours).

Приложение 2**ЛИСТ ИЗМЕНЕНИЙ**

в рабочей программе по дисциплине «Деловые коммуникации»
по направлению подготовки «Менеджмент» (профили «Международный
менеджмент», «Маркетинг» и без профиля)

№	Текст актуализации или прилагаемый к РПД документ, содержащий изменения	Дата	№ протокола
1	Обновлен состав ПО, БД и ИСС	08.06.2017 г.	17
	Приложение № 1		
2	Обновлен состав ПО, БД и ИСС	21.06.2018 г	11
	Приложение № 2		
3	Приложение № 3	31.08.2020 г	1

Приложение №1 (к Листу изменений)

Состав программного обеспечения (ПО), современных профессиональных баз данных (БД) и информационно-справочные систем (ИСС) (2017 г.)

1. Перечень ПО

Таблица 1

№п/п	Наименование ПО	Производитель	Способ распространения (лицензионное или свободно распространяемое)
1	Microsoft Office 2010	Microsoft	лицензионное
2	Windows 7 Pro	Microsoft	лицензионное
3	Microsoft Office 2013	Microsoft	лицензионное

2. Перечень БД и ИСС

Таблица 2

№п/п	Наименование
	Международные реферативные наукометрические БД, доступные в рамках национальной подписки в 2017 г. Web of Science Scopus
	Профессиональные полнотекстовые БД, доступные в рамках национальной подписки в 2017 г. Журналы Oxford University Press ProQuest Dissertation & Theses Global SAGE Journals Журналы Taylor and Francis
	Профессиональные полнотекстовые БД JSTOR Издания по общественным и гуманитарным наукам
	Компьютерные справочные правовые системы Консультант Плюс, Гарант

Приложение №2(к Листу изменений)

Состав программного обеспечения (ПО), современных профессиональных баз данных (БД) и информационно-справочных систем (ИСС) (2018 г.)

1. Перечень ПО

Таблица 1

№п/п	Наименование ПО	Производитель	Способ распространения (лицензионное или свободно распространяемое)
1	Microsoft Office 2010	Microsoft	лицензионное
2	Windows 7 Pro	Microsoft	лицензионное
3	Microsoft Office 2013	Microsoft	лицензионное

2. Перечень БД и ИСС

Таблица 2

№п/п	Наименование
	Международные реферативные наукометрические БД, доступные в рамках национальной подписки в 2018 г. Web of Science Scopus
	Профессиональные полнотекстовые БД, доступные в рамках национальной подписки в 2018 г. Журналы Cambridge University Press ProQuest Dissertation & Theses Global SAGE Journals Журналы Taylor and Francis Электронные издания издательства Springer
	Профессиональные полнотекстовые БД JSTOR Издания по общественным и гуманитарным наукам
	Компьютерные справочные правовые системы Консультант Плюс, Гарант

Приложение №3(к Листу изменений)

1. Образовательные технологии (к п.4 на 2020 г.)

В период временного приостановления посещения обучающимися помещений и территории РГГУ. для организации учебного процесса с применением электронного обучения и дистанционных образовательных технологий могут быть использованы следующие образовательные технологии:

- видео-лекции;
- онлайн-лекции в режиме реального времени;
- электронные учебники, учебные пособия, научные издания в электронном виде и доступ к иным электронным образовательным ресурсам;
- системы для электронного тестирования;
- консультации с использованием телекоммуникационных средств.

2. Перечень БД и ИСС (к п. 6.2 на 2020 г.)

№п /п	Наименование
1	Международные реферативные наукометрические БД, доступные в рамках национальной подписки в 2020 г. WebofScience Scopus
2	Профессиональные полнотекстовые БД, доступные в рамках национальной подписки в 2020 г. Журналы Cambridge University Press ProQuest Dissertation & Theses Global SAGE Journals Журналы Taylor and Francis
3	Профессиональные полнотекстовые БД JSTOR Издания по общественным и гуманитарным наукам Электронная библиотека Grebennikon.ru
4	Компьютерные справочные правовые системы Консультант Плюс, Гарант

3. Состав программного обеспечения (ПО) (2020 г.)

№п /п	Наименование ПО	Производитель	Способ распространения (лицензионное или свободно распространяемое)
1	Adobe Master Collection CS4	Adobe	лицензионное
2	Microsoft Office 2010	Microsoft	лицензионное
3	Windows 7 Pro	Microsoft	лицензионное
4	AutoCAD 2010 Student	Autodesk	свободно распространяемое
5	Archicad 21 Rus Student	Graphisoft	свободно распространяемое

6	SPSS Statistics 22	IBM	лицензионное
7	Microsoft Share Point 2010	Microsoft	лицензионное
8	SPSS Statistics 25	IBM	лицензионное
9	Microsoft Office 2013	Microsoft	лицензионное
10	ОС «Альт Образование» 8	ООО «Базальт СПО	лицензионное
11	Microsoft Office 2013	Microsoft	лицензионное
12	Windows 10 Pro	Microsoft	лицензионное
13	Kaspersky Endpoint Security	Kaspersky	лицензионное
14	Microsoft Office 2016	Microsoft	лицензионное
15	Visual Studio 2019	Microsoft	лицензионное
16	Adobe Creative Cloud	Adobe	лицензионное
17	Zoom	Zoom	лицензионное