

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS  
BELARUS STATE ECONOMIC UNIVERSITY

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Dated \_\_\_\_\_2019  
Reg. No. \_\_\_\_\_

**RESEARCH INTERNSHIP  
PROGRAM**

**Major 1-26 80 05 «Marketing»**

**Specialization «Event Marketing» (in English)**

**2019**

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(Minutes No 6 of 20<sup>th</sup> November, 2019)

Methodological Commission on Majors 1-23 01 02 Linguistic Provision of Intercultural Communications, 1-26 80 05 Marketing (specialization Event Marketing (in English)  
(Minutes No3 of 27<sup>th</sup> November, 2019)

Based on

- Higher Education Standard OCBO 1-26 80 05-2019
- Curriculum of Major 1-26 80 05 «Marketing», Specialization «Event Marketing» (in English) of 25.03.2019, No. 65MTP-19;
- Provision on Internship by Belarusian State Economic University of 27.09.2018.

## **EXPLANATORY NOTE**

### **General Provisions**

Research Internship Program is devised for Master's students of Major 1-26 80 05 «Marketing», Specialization «Event Marketing» (in English).

The Research Internship of Master's students is an important and integral component of their qualifying as high-quality professionals in the area of up-to-date marketing strategies, namely engagement of events in the marketing environment (Event Marketing).

The duration of the Research Internship is 4 weeks of full-time first-year learning.

The Research Internship is to be held at public, municipal, commercial and non-profit organizations, as well as University-based units meeting the requirements of the Curriculum Specialization Competency Matrix.

The Research Internship for disabled individuals is arranged proceeding from their specific needs, capabilities and health condition.

### **Purpose of the Research Internship**

The Research Internship aims at the evolution of universal and vocational competences specified by the Curriculum of Major 1-26 80 05 «Marketing», Specialization «Event Marketing» (in English), in their hands-on activity, at mastering the skills of topical social and vocational, research and development (R&D) and applied issues problem-solving, skills of and technology and innovative activity<sup>1</sup>.

### **Objectives of the Research Internship**

To get a deeper insight into event marketing research, to provide solutions to current scientific and applied issues in this field of innovative activity and practice.

The core objectives of the Research Internship include:

- deeper scientific and theoretical knowledge obtained in the study of marketing and communicative disciplines, innovative activity skills;
- skills of independent research through practical participation in research

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<sup>1</sup>Innovation is a new or improved product introduced into circulation or used for personal needs, new or improved technology, new service, new organizational and technical solution to the manufacturing, administrative, commercial or other nature.

Innovative activity is innovation-to-innovation steps.

activity both of professionals and research teams in the relevant area of studies;

- collection, analysis and generalization of scientific material, development of original research proposals and ideas for the Master's thesis.

The Master's Research Internship content and forms are determined by a Master's individual assignment within the framework of the area of studies provided by the relevant department, as well as the Research Practice place and conditions. The focus of Research Internship involves the evolution of universal and vocational competencies specified by the Specialization Curriculum.

### **Research Internship Arrangements**

The Research Internship is to be held at public, municipal, commercial and non-profit organizations, as well as University-based units and comply with the area of a Master's Student research thesis.

The Major Department is to render general methodical supervision and arrangements for the Research Internship.

A supervisor (a faculty member) is assigned for each master student for the research internship direct monitoring. The supervisor is to clarify the internship details taking into account the organization or unit specifics, to articulate the individual assignment, to monitor the course of research internship and to advise on the content, arrangements and progress report.

At the beginning of the research internship, a master student is instructed in safety and labor protection, gets acquainted with the host (base) unit of the organization or university, the workplace and the organization's supervisor (if any). The base unit may represent a Bureau, a Department or Marketing Service, a Foreign Economic Activity Department, or an International Marketing Management Service in an organization. If there are no specific departments, other units performing the functions of marketing and / or event marketing are allowed.

The Research Internship stipulates the master student to:

- efficiently and timely perform tasks stipulated by the research Internship Program and individual assignment;
- follows the internal rules established in the organization;
- is responsible for the work performed;
- fills out the log to fix the current work

The supervisor is to provide a daily monitoring and assistance to the master student in collecting the materials needed. At the end of the research internship, the supervisor checks the report, confirms it with the signature and writes a review.

At the end of the research internship, the master student is to submit the log and the progress report to the Major Department. On completion the internship, the Major Department organizes the defense of progress reports with a differentiated assessment.

## **2. RESEARCH INTERNSHIP CONTENT**

### **2.1. Basic Activities**

In the course of research internship, the master student is expected to consolidate the knowledge and skills gained, to master the skills of investigating scientific and applied issues, problem-solving of social and vocational issues, applying innovative technologies, etc.; to study event marketing features and modes of implementation. The problem-statement by the supervisor is to proceed from the specifics of research internship organization or unit.

The Research Internship is to be held at public, municipal, commercial and non-profit organizations (hereinafter – the Organization), as well as University-based units (hereinafter – the University) is to conform with the vocational competences pursued by master students within the framework of the specialization curriculum.

#### **Organization**

1. Research and analysis of areas and forms of event-marketing activities in the organization. Defining the tasks and functions of the marketing service unit, its interaction with other services.

2. Classification and characteristics of the main customers, the marketing communication forms and channels.

3. Analysis of the strategic and organizational context of all marketing communications by the organization in order to prepare an event integrated into the marketing communications plan.

3. Forms and methods of arrangements and conducting an event with the implementation of event marketing tasks.

4. Innovative activity study and analyses examples, social and vocational problem-solving, applying innovative technologies to organizational purposes.

#### **University**

The Research Internship may flow as:

1. Implementation of a *research project*, thematically related to the master's thesis and R&D area of the department;

2. *Individual assignment*, determined by the supervisor and thematically related to the master's thesis.

The individual assignment is to be understood as one of the following activities:

a) writing of a part of a research project, the theme of which is related to the selected topic of the master's thesis and the department research areas;

б) development of a report consistent with master's thesis theme (on the department research areas) for contribution to a scientific conference;

в) writing a paper consistent with the master's thesis theme (on the

department research areas);

г) oral presentation on the research theme in the framework of the scientific and methodological seminar of the department;

д) compiling a detailed bibliography on the thesis research theme;

е) compiling a bibliography with brief annotations on the thesis research theme, etc.

## 2.2. Report Contents

### **Recommended Content of the Research Internship Report on Organization**

#### Section 1. General Description of the Organization

1.1. A brief description of the research internship workplace: full name, location, organizational form, ownership, field of activity, number of employees

1.2. Study the organization's statutory documents. Formulate the goals and objectives related to marketing activities.

1.3. A brief description of the organization major activities, determine the role of marketing activities and event marketing.

1.4. If available, indicate the areas, forms and units that manage innovations in the organization.

#### Section 2. Event Management in an Organization

2.1. Describe the structure of enterprise management and indicate the departments and services that perform event marketing and / or international marketing management functions.

2.2. Study the regulations on the structural unit where the research internship takes place and describe the job responsibilities of employees who carry out the functions of event marketing.

2.3. Explore the interaction order and channels between event marketing management and other structural units, identify the communication flowchart.

2.4. Evaluate the effectiveness of event marketing management in the organization: the management structure, distribution of functions, and management of communication and information flows.

## **Recommended Content of the Research Internship Report on University**

### **Section 1. General Description of the University**

1.1. A brief description of the research internship workplace: full name, location, organizational form, ownership, field of activity, number of employees

1.2. A brief description of the university basic activities: education, R&D, publishing, international relations and ideology. If available, indicate the areas, forms and units that manage innovations, their position in the university structure.

### **Section 2. Research and Development Activity**

2.1. Describe the R&D activity at the university, determine the place of research in the field of event marketing.

2.2. Study available information in English about the department where the research internship takes place. Analyze the areas of scientific research, participation in relevant events and the main publications of the department staff related to the master's thesis theme. Highlight the topics related to university innovations.

2.3. Analyze the topics and plans of the scientific-methodological and scientific-practical seminars of the department, study the abstracts related to the master's thesis theme. Highlight the topics related to university innovation.

### **Section 3. Individual Assignment Progress**

3.1. Define the name of *the research project*, or an *individual research internship assignment* defined by the supervisor. Describe how it relates to the selected research theme of the master's thesis.

3.2. Formulate a logical sequence of your research steps within the specified *research project / individual assignment*.

3.3. Describe the *research project / individual assignment* methodology.

3.4. Describe the progress of work on the *research project / individual assignment*, difficulties in work and how they were resolved.

3.5. Present a list and give a brief description of the information sources used to obtain the results on the *research project / individual assignment*.

3.6. Describe the content and forms of consultations received during the work on the *research project / individual assignment* at the department.

3.7. Provide a comparative description of the expected and the actual outcomes of the *research project / individual assignment*. Analyze the difference and the reasons.

3.8. Provide a brief description of the results obtained (e.g. in graphical form) and explain their significance for your master's research thesis.

3.9. Formulate and analyze the acquired competencies / the degree of their evolution in the course of research internship. Evaluate the effectiveness of the internship in terms of its contribution to research competency in general.

### **3. INFORMATION AND METHODOLOGICAL SUPPORT**

#### **3.1. Rights and obligations of the research internship university supervisor**

- initiates arrangements for the research internship for the master's student assigned (advisory, paper work on filling-out the required documentation, and statement of purposes for individual assignment in the Research Internship Log);
- addresses institutional issues arising in the course of research internship;
- provides methodological guidance and control over the course of internship;
- gives consultations on problematic issues, on collecting and processing of materials, preparing and writing a report;
- presents the research internship outcomes to the department;
- checks the master's student's progress report and writes feedback on the progress obtained in the Research Internship Log;
- takes the research internship test of a master's student and writes a report for the department in a timely manner.

#### **3.2. Rights and obligations of the research internship organization supervisor**

- draws up a schedule and states the assignment for research internship in the organization;
- provides the master's student with all necessary details relating to the assignment;
- instructs on the assignment, monitors how the master's student follows the internal rules and discipline;
- advises the master's student on any emerging issues relating to the assignment;
- reviews the master's student's progress report and certifies it with a signature;
- writes a feedback and assessment on the research internship in the Research Internship Log.

#### **3.3. Summary of Research Internship**

After completing the research internship, the master's student is to submit the Research Internship Log and the Progress Report to the department by the date fixed by the curriculum.

After checking the Progress Report, the master's student passes a differential test to the research internship supervisor assigned by the department.

Evaluation tools should provide an assessment of the ability of master's students to creative activity, their willingness to search for solutions to new problems associated with lack of specific expertise and widely accepted algorithms. In accordance with the Educational Standard of the specialty, the Evaluation Tools Fund, which is part of the internship program, includes:

- list of competencies formed in the course of research practice, indicating the stages of their formation;
- description of indicators and criteria for assessing competencies, description of



assessment scales;

- typical assessment materials necessary for assessing knowledge, skills, and / or experience that characterize the stages of formation of competencies in the course of internship;
- methodological materials that determine the procedures for assessing knowledge, skills and (or) experience, characterizing the stages of formation of competencies.

In case of untimely submission of the report in English or unsatisfactory assessment, the question of the further study at the university in accordance with applicable regulations is considered.

### 3.4. Report Text Requirements

The content of the report in English should be consistent with the Program of Research Internship. A report on the research internship is compiled individually by each student in a computer version (approximate volume of 10-15 pages, font 14, spacing 1.5):

- report includes numbered and signed tables, graphs, appendices with sample materials, descriptive and analytical parts;
- title page is drawn up in accordance with Appendix A;
- title page is followed by the content;
- each section of the report (paragraph) begins with a new page;
- list of references is given at the end of the report before the applications;
- the report is signed by the master student, the head of the enterprise and / or the head of research internship from the department.

*APPENDIX A*

MINISTRY OF EDUCATION OF  
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UNIVERSITY

Department\_\_\_\_\_

**PROGRESS REPORT**

**Master's Research Internship**

from\_\_\_\_\_ till \_\_\_\_\_ 20\_\_\_\_  
at\_\_\_\_\_  
(name of organization/company)

Done by Master's Student\_\_\_\_\_

(First and Family Name)

(signature)

Group

BSEU Supervisor\_\_\_\_\_

(First and Family Name)

(signature)

(Academic Title and Degree)

Organization/Company Supervisor \_\_\_\_\_

(First and Family Name)

(signature)

20\_\_\_\_\_