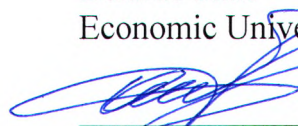


MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUS STATE ECONOMIC UNIVERSITY

APPROVED:

Vice-Rector for Academic Activities
Belarus State
Economic University

 O.A. Morozevich
«02» 02 2024
Reg. No. 243-24

RESEARCH INTERNSHIP PROGRAM

Major 7-06-0412-04 Marketing
Profilization Event Marketing (in English)
(Master's Degree Program)

1. EXPLANATORY NOTE

Research Internship Program is based on OCBO (Higher Education Standard) for specialty 7-06-0412-04 Marketing (profilization Event Marketing (in English) of 31.05.2023 No.163, BSEU Curriculum for specialty 7-06-0412-04 Marketing (profilization Event Marketing (in English) of 23.05.2023 No. 43MTP-23, BSEU Provision on Internship of 13.09.2023 No. 672.

Research Internship Program is designed for Master students specializing in Marketing (profilization Event Marketing (in English).

1.1. The Objectives of Research Internship:

- developing the universal, in-depth professional and specialized competencies specified by the OCBO (Higher Education Standard) and the Curriculum for the specialty 7 in their hands-on activities;
- mastering the skills of research of the topical event marketing scientific and application issues.

1.2. The Main Tasks of Research Internship:

- obtaining the theoretical knowledge about marketing and the skills of innovative marketing activities;
- developing the skills of independent research in the relevant area of studies;
- collection, analysis and generalization of the research data related to the Master's thesis.

1.3. The Duration of Research Internship

The four-week research internship is held for full-time Master students in the public, commercial and non-profit organizations or at the university.

The research internship for disabled persons is arranged proceeding from their individual abilities and health condition.

1.4. The Requirements for Research Internship

are determined by the Master student's individual assignment within the framework of the profilization of the Master's program as well as the research internship place and conditions.

The labor input of the research internship accounts to six credits.
A credit is used as a form of the midterm assessment.

2. THE CONTENTS OF RESEARCH INTERNSHIP

The research internship is held in a public, commercial and non-profit organization (hereinafter – Organization) as well as a higher education institution (hereinafter – University), the activities of which provide the development of the universal, in-depth professional and specialized competencies specified by the BSEU Curriculum for specialty 7-06-0412-04 Marketing (specialization Event Marketing (in English)).

2.1. The Main Activities in the Organization

The main activities in the Organization include the following:

1. the research and analysis of the areas and forms of event-marketing activities in the Organization, defining the tasks and functions of the Marketing Department as well as its communications with other departments;
2. the classification and description of the main customers, the marketing communications forms and channels;
3. the analysis of the strategic and organizational context of the Organization's marketing communications for developing the event for its marketing communications plan;
4. the description of the forms and methods for preparing and holding the marketing event;
5. the analysis of the cases of innovative activities, social and professional issues solving, applying innovative technologies in the Organization.

2.2. The Main Activities at University

The research internship at University includes

- the implementation of a research project thematically related to the master's thesis and R&D activities of the Department;
- the completion of the individual assignment suggested by the supervisor and thematically related to the master's thesis.

3. INFORMATION AND METHODOLOGICAL SUPPORT

3.1. The Requirements for the Individual Assignment

The individual assignment is formulated by the internship supervisor and it is based on the specifics of the research internship organization or department.

The individual assignment may include:

- writing a part of the research project thematically related to the selected topic of the master's thesis (the Department's research activities);
- making a report thematically related to the topic of the master's thesis (the Department's research activities) for participation in a scientific conference;
- writing a paper thematically related to the selected topic of the master's thesis (the Department's research activities);
- oral presentation on the research topic in the framework of the scientific and methodological seminar of the Department;
- compiling a detailed bibliography on the thesis topic;
- compiling a bibliography and brief annotations on the thesis topic. The general methodological supervision for the research internship is rendered by the Major Department.

3.2. The Requirements for the Contents and the Structure of the Research Internship Report

The contents of the report on research internship undertaken in the Organization may include the following sections and subsections:

- 1 General Description of the Organization
 - 1.1 Research Internship Organization's Characteristics (the full name, location, organizational form, ownership, field of activities, the number of employees)
 - 1.2 The Organization's Statutory Documents, Goals and Tasks
 - 1.3 The Organization's Major Activities and Marketing
 - 1.4 The Areas, Forms and Units Related to the Organization's Innovations
- 2 Event Management in the Organization
 - 2.1 The Organization's Management Structure. The Functions of the Marketing Department
 - 2.2 The Regulations for the Employees Responsible for Marketing
 - 2.3 Communications among the Organization's Units
 - 2.4 Evaluation of Event Marketing Management in the Organization

The contents of the report on research internship undertaken at University may include the following sections and subsections:

1 General Description of the University

1.1 The University's Characteristics (the full name, location, organizational form, ownership)

1.2 The Basic Activities (education, research, publishing, international relations and ideology. If available, the areas, forms and units related to innovations, their position in the University structure)

2 Research and Development (R&D)

2.1 The University's R&D in the Field of Marketing

2.2 The Internship Department's R&D (the areas of research, participation in the research activities, the main publications of the Department staff related to the master's thesis topic, the issues related to the University innovations)

2.3 The Issues for the Department's Scientific-Methodical Seminar Related to the Master's Thesis Topic, the University's Innovations

3 Individual Assignment Progress

This section is to include:

- the name of the research project, or an individual research internship assignment defined by the supervisor that is related to the selected research topic of the master's thesis;
- the steps taken within the specified research project / individual assignment;
- the research project / individual assignment methodology;
- the progress on the research project / individual assignment, problems and the ways to solve them;
- the list of the sources used to obtain the results on the research project / individual assignment;
- a brief description of the results obtained while doing the research project / individual assignment and their significance;
- the acquired competencies and their development.

The contents and the structure of the Research Internship Report is to correspond to the Research Internship Program. The report is submitted in printed form by a master student (10-15 pages, 14 pt, 1.5 spacing).

The report may include the numbered tables, graphs, appendices with the sample materials.

The title page is drawn up in accordance with Appendix A and is followed by the contents, the descriptive and analytical units, the list of the references and the appendices (if there are any).

The report is signed by the master student, the Head of the Organization, the

Organization's Supervisor and the Department's Supervisor.

3.3. The Obligations of the Intern Master Students

At the beginning of the research internship, a master student is instructed in safety and labor protection. The master student studies the specifics of the activities of the base department of the organization or University and its management structure. Either the Marketing Department or the Foreign Economic Activities Department, or the International Marketing Department of the company is to be used as the base department. If there are no specific departments the others that perform the marketing functions are to be used for research internship.

The intern master student is to:

- efficiently and timely perform the tasks stated in the Research Internship Program and individual assignment;
- follow the rules followed in the organization;
- be responsible for the work performed;
- keep the Internship Log to inform about the current activities.

After completing the research internship, the master student is to submit the Internship Log and the Research Internship Report to the Major Department by the deadline specified.

After checking the Research Internship Report, the master student passes a differential test to the research internship supervisor assigned by the Department.

3.4. The Obligations of the Department's Research Internship Supervisor

A Department (University) staff member is assigned for the supervision of the master student's research internship. The Department's research internship supervisor is to

- initiate arrangements for the master student's research internship (advisory, paper work on filling-in the documents required as well as the statement of the individual assignment in the Internship Log);
- address the issues arising out of the master student's research internship;
- provide the methodological guidance and control over the master student's research internship;
- consult on the issues arising as well as on collecting, processing the data and preparing the Research Internship Report;
- inform the Department about the master student's research internship progress;
- check the master student's Research Internship Report and write a review in the Internship Log;
- take the research internship test of the master student and submit the report to the Department as scheduled.

3.5. The Obligations of the Organization's Research Internship Supervisor

The Organization's research internship supervisor is to control and assist the master student in collecting the data needed. The supervisor is to

- draw up a schedule and state the assignment for the master student' research internship in the Organization;
- provide the master student with all the necessary data related to the assignment;
- instruct on the assignment, monitor the master student's performance;
- advise the master student on the issues related to the assignment;
- review the master student's Research Internship Report and sign it;
- write a review on the master student' research internship in the Internship

Log.

The supervisor's review should give emphasis to the master student's creative activities as well as the ability to solve the non-standard tasks.

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS

BELARUS STATE ECONOMIC UNIVERSITY

International Economic Communication Department

APPROVED

Head of the Organization

«__» _____**RESEARCH INTERNSHIP REPORT**

from «__» _____ 20 to «__» _____ 20

(the full name of the Organization)

Master Student

(signature)

(first and family name)

Group _____

Department Supervisor

(signature)

(first and family name)

Organization Supervisor

(signature)

(first and family name)

2024