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**MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN  
FEDERATION**

**Federal State Autonomous Educational Institution of Higher Education**

**"Moscow Polytechnic University"**

**APPROVED BY**

Vice-President  
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/ I.V. Soppa /



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Head of the Educational and  
Methodological Department  
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**Educational program**

**field of study**

**42.04.01 Advertising and public relations**

**Educational program (profile)**

**"Innovative Marketing in Advertising"**

Education level - Master's degree

Qualification (degree): Master

Full-time form of education, part-time form of education

Start year of training -2021

Moscow 2021

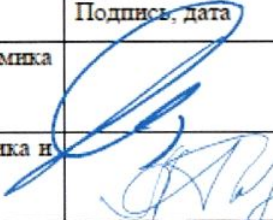

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## ABBREVIATIONS

The following abbreviations are used in this educational program:

VO	-	Higher Education;
z.e.	-	Credit Unit;
OPK	-	General Professional Competence;
PK	-	Professional Competence;
UK	-	Universal Competence;
OPOP	-	Basic Professional Educational Program;
OTF	-	Generalized Labor Function;
PD	-	Professional Activity;
PS	-	Professional Standard;
RPD	-	Work Program of the Discipline;
FOS	-	Assessment Fund;
EIOS	-	Electronic Information and Educational Environment;
FGOS VO	-	Federal State Educational Standard of Higher Education
GIA	-	Final State Examination;
BITS	-	Library and Information Center;
EBS	-	Electronic Library System;
University	-	FGAOU VO "Moscow Polytechnic University"

## **I. Regulatory support for the implementation of the educational program of higher education**

1.1. The basis for the development of the educational program for the Master's program "Innovative Marketing in Advertising" is, approved by order of the Ministry of Education and Science of the Russian Federation No. 528 dated 06.08.2017, the federal state educational standard of higher education - Master's degree in the field of training 42.04.01 Advertising and public relations.

1.2. Professional standard "Information resources specialist", registration number 148, code 06.012, approved by order of the Ministry of Labor and Social Protection of the Russian Federation No. 629n dated 09.08.2014 (job function C – control (management) of information resources).

1.3. Order of the Ministry of Education and Science of the Russian Federation dated 05.04.2017 No. 301 "On approval of the Procedure for organizing and carrying out educational activities in educational programs of higher education - bachelor's program, specialist programs, master's programs."

1.4. Order of the Ministry of Science and Higher Education of the Russian Federation, the Ministry of Education of the Russian Federation dated 05.08.2020 No. 885/390 "On the practical training of students"

1.5. Order of the Ministry of Education and Science of the Russian Federation dated June 29, 2015 No. 636 "On approval of the Procedure for conducting Final State Examination for educational programs of higher education - bachelor's programs, specialist programs, master's programs."

1.6. Order of the Ministry of Education and Science of the Russian Federation of November 29, 2016 No. 1487 "On Amendments to the Procedure for Completing, Recording and Issuing Documents on Higher Education and on Validation and Their Duplicates"

1.7. Local regulatory documents of the university

## **II. General Provisions**

### **Purpose (mission) of the Master's program**

Training under the Master's program "Innovative Marketing in Advertising" is carried out in full-time education.

The master's program has as its goal the development of students' personal qualities, as well as the formation of general cultural, general professional and professional competencies in accordance with the requirements of the Federal State Educational Standard of Higher Education in the field of training 42.04.01 "Advertising and public relations"

In the field of education, the general goals of the main educational program are: the development of students' personal qualities that contribute to their creative activity, general cultural growth and social mobility; purposefulness, organization, hard work, responsibility, independence, citizenship, adherence to ethical values, tolerance, persistence in achieving goals.

In the field of training, the general goals of the main educational program in the field of training 42.04.01 "Advertising and public relations" are: the formation of universal, general professional and professional competencies that allow the graduate to work successfully in the chosen field of activity and be successful in the labor market.

### **Scope of the Master's program**

The complexity of the student's mastering of the educational program of higher education in accordance with the Federal State Educational Standard of Higher Education in this area is 120 credit units, including all types of classroom and independent student work, practice and the time allotted for quality control of the student's mastering of the educational program of higher education.

The volume of the master's program, implemented in one academic year, is no more than 70 credit units, regardless of the form of study, educational technologies used, the implementation of the master's program using the

network form, the implementation of the master's program according to the individual curriculum (excluding accelerated learning), and accelerated learning - no more than 80 credits.

### **The term of obtaining education under the master's program**

The term for obtaining an education under a master's program (regardless of the educational technologies used), including vacations provided after passing the state final certification, is 2 years for full-time education, 2 years 3 months for part-time education.

When training according to an individual curriculum for disabled persons and persons with disabilities, the training period may be extended at their request by no more than six months.

### **Application of e-learning and distance learning technologies**

When implementing the Master's program 42.04.01 "Innovative Marketing in Advertising" the possibility of using e-learning, distance educational technologies is provided. All materials are posted in the SDO of Moscow Poly (<https://lms.mospolytech.ru/>).

### **Network form of implementation of the master's program**

Implementation of the Master's program 42.04.01 "Innovative Marketing in Advertising" using the online form is not provided.

### **Language of education**

Educational activities under the Master's program are carried out in the state language of the Russian Federation - Russian or a foreign language (Order of Moscow Poly of February 04, 2020 No. 180-OD "On amendments and additions to the Order of August 31, 2017 No. 843-OD" On the introduction of regulatory documents on the organization of educational activities, planning the

educational process and educational methodological work at Moscow Polytechnic University ").

### **III. Field and objects of professional activity of the graduate**

*Professional area* the activities of graduates who have mastered the master's program include the field of advertising and public relations, the field of

**06** communications, information and communication technologies (promotion of mass media products, including printed publications, television and radio programs, on-line resources).

The main purpose of the type of professional activity: dissemination of information, advertising of goods and services, information support of business processes of organizations, increasing the efficiency of communications with consumers of products and the development of e-commerce.

Graduates can carry out professional activities in other areas of professional activity and (or) areas of professional activity, provided that their level of education and acquired competencies correspond to the requirements for employee qualifications.

Possible names of positions, professions of a graduate: information resources specialist, content manager, advertising manager, strategic development specialist, head of the strategic development department, head of advertising and information divisions (services), director of development.

*Objects of professional* activities of a graduate who has mastered the master's program are:

life cycle processes of science-intensive and infrastructure innovations, including research and development, inventive activity, engineering cycle processes and business cycle of innovation, including seed and venture capital investments;

the sphere of science-intensive and infrastructural innovations as a socio-economic phenomenon;

socio-economic, mathematical, physical models, methods and means of fundamental and applied research and development in the field of promoting science-intensive and infrastructural innovations in the profile of subject activity,

state structures of the federal, regional and local levels, self-government bodies;

non-governmental, public and commercial institutions and organizations, mass media.

As part of mastering the master's program, graduates prepare for solving professional problems of the following types:

organizational and managerial;

research.

### ***The tasks of the professional activity of the graduate***

A graduate who has mastered the master's program, in accordance with the types of professional activities that the master's program is focused on, must be ready to solve the following professional tasks:

*organizational and management activities:*

development and implementation of innovative projects; organization of work of design teams engaged in the development and mastering of new technologies, objects of new technology, new science-intensive products and services;

design and creation of organizational structures to support science-intensive and infrastructure innovations;

conducting expertise of innovative projects;

research and development management in large companies;

protection of intellectual property;

*research activities:*

theoretical and applied research;

observations and measurements, experiments, data processing;



development of methods, preparation of scientific, technical and analytical reports.

#### **IV. Correlation of professional standards with the Federal State Educational Standard of Higher Education**

The list of professional standards correlated with the educational program in the field of training 42.04.01 - "Advertising and public relations" is given in Table 1. The list of generalized labor functions and labor functions related to the professional activities of a graduate of the master's program in the field of training 42.04.01 - "Advertising and public relations" is presented in table 2.

Table 1 - List of professional standards correlated with the federal state educational standard in the field of training 42.04.01 - "Advertising and public relations"

P / p No.	Professional standard code	Professional standard name
1.	<b>06.013</b>	Information Resources Specialist

***Table 2 - List of generalized labor functions and labor functions related to the professional activity of a graduate of master's programs in the field of training 42.04.01 - "Advertising and public relations"***

Code and name of the professional standard	Generalized labor functions			Labor functions		
	code	name	skill level	name	code	skill level (sublevel)
Information Resource Specialist (06.013)	FRO M	Control (management) information resources	6	Organization of work on creating and editing content	C / 01.6	6
				Information management from various sources	C / 02.6	

## V. Structure and scope of the educational program

The structure of the Master's program includes the following blocks.

Block 1 "Disciplines (modules)".

Block 2 "Practice".

Block 3 "State final certification".

Table 4 - The structure of the master's program in the field of training 42.04.01 - "Advertising and public relations"

Structure of the Master's program		The volume of the master's program and its blocks in h.s.
Block 1	Disciplines (modules)	64
Block 2	Practice	47
Block 3	State final certification	9
Scope of the Master's program		120

The structure of the master's program includes a compulsory part and a part formed by participants in educational relations.

Types of educational practice: professional and creative practice

Types of industrial practice: research practice, research work, undergraduate practice

Final State Examination contains preparation for passing and passing the state exam and the implementation and defense of the final qualifying work.

The volume of the compulsory part, excluding the volume of the Final State Examination, is 46 percent of the total volume of the master's program.

The University provides people with disabilities and persons with disabilities (at their request) the opportunity to study under a master's program, taking into account the peculiarities of their psychophysical development, individual capabilities and, if necessary, ensuring the correction of developmental disorders and social adaptation of these persons.

## VI. Planned results mastering the educational program

As a result of mastering the master's program, the graduate should have formed the competencies established by the master's program.

Table 5 - Universal competencies of graduates and indicators of their achievement

Competence category	Code and name competence	Competence achievement indicators
Systems and critical thinking	UK-1. Able to carry out a critical analysis of problem situations based on a systematic approach, develop an action strategy	<ul style="list-style-type: none"> <li>- Analyzes the task, highlighting its basic components, decomposes the task;</li> <li>- Finds and critically analyzes the information necessary to solve the problem;</li> <li>- Considers possible options for solving the problem, assessing their advantages and disadvantages;</li> <li>- Competently, logically, reasonably forms their own judgments and assessments. Distinguishes facts from opinions, interpretations, assessments, etc. in the reasoning of other participants in the activity;</li> <li>- Identifies and evaluates consequences possible solutions to the problem.</li> </ul>
Development and implementation of projects	UK-2. Able to manage a project at all stages of its life cycle	<ul style="list-style-type: none"> <li>-Forms within the scope of the project goal aggregate interrelated tasks that ensure its achievement. Determines the expected results of solving the selected tasks;</li> <li>-Designs a solution to a specific project problem, choosing the best way to solve it, based on the current legal regulations and available resources and restrictions;</li> <li>-Solves specific tasks of the project of the declared quality and for the specified time;</li> <li>- Publicly presents the results solving a specific project problem.</li> </ul>
Teamwork and Leadership	UK-3. Able to organize and manage the work of a team, developing a team strategy to achieve a set goal	<ul style="list-style-type: none"> <li>- Understands the effectiveness of using the cooperation strategy to achieve the set goal, defines his role in the team, is able to lead the team's work</li> <li>- Understands the behavioral features of the selected groups of people with whom he works / interacts, takes them into account their activities (the choice of categories of groups of people is carried out by the educational organization depending on the goals of training - by age, ethnic or religious characteristics, socially unprotected segments of the population, etc.);</li> <li>- Anticipates the results (consequences) of personal actions and plans a sequence of steps to achieve a given result;</li> <li>- Communicates effectively with other team members, incl. participates in the exchange of information, knowledge and experience, and</li> </ul>

		presentation of team work results.
Communication	UK-4. Able to use modern communication technologies, including in foreign language (s), for academic and professional interaction	<ul style="list-style-type: none"> <li>- Selects a communicatively acceptable style of business communication, verbal and non-verbal means of interacting with partners in the state and foreign languages;</li> <li>- Uses information and communication technologies when searching for the necessary information in the process of solving standard communication tasks in the state and foreign (s) languages;</li> <li>- Conducts business correspondence, taking into account the peculiarities of the stylistics of official and unofficial letters, sociocultural differences in the format of correspondence in the state and foreign languages;</li> <li>- Demonstrates integrative skills to use dialogical communication for cooperation academic communication communication:</li> <li>- listening carefully and trying to understand the essence of the ideas of others, even if they contradict their own views;</li> <li>- respecting the statements of others in terms of both content and form;</li> <li>- criticizing reasonably and constructively, without hurting the feelings of others; adapting speech and sign language to situations of interaction.</li> <li>- Demonstrates the ability to translate professional texts from foreign to state tongue and back.</li> </ul>
Intercultural interaction	UK-5. Able to analyze and take into account the diversity of cultures in the process of intercultural interaction	<ul style="list-style-type: none"> <li>- Finds and uses the necessary for self-development and interaction with others information about the cultural characteristics and traditions of various social groups;</li> <li>- Demonstrates respectful attitude to the historical heritage and socio-cultural traditions of various social groups, based on knowledge of the stages of the historical development of Russia (including major events, major historical figures) in the context of world history and a number of cultural traditions of the world (depending on the environment and tasks of education), including world religions, philosophical and ethical teachings;</li> <li>- Is able to non-discriminatory and constructively interact with people, taking into account their socio-cultural characteristics in order to successfully fulfill professional tasks and strengthen social integration.</li> </ul>
Self-organization	UK-6. Able to	<ul style="list-style-type: none"> <li>- Applies knowledge about their resources and their limits (personal, situational, temporary, etc.)</li> </ul>

and self-development (including health saving)	determine and implement the priorities of his own activities and ways to improve it based on self-esteem	to successfully complete the assigned work; - Understands the importance of planning the long-term goals of their own activities, taking into account the conditions, means, personal capabilities, stages of career growth, the time perspective of the development of activities and the requirements of the labor market; - Implements the intended goals of the activity, taking into account the conditions, means, personal capabilities, stages of career growth, the time perspective of the development of activities and the requirements of the labor market; - Critically evaluates the efficiency of using time and other resources in solving assigned tasks, as well as in relation to the result obtained; - Demonstrates interest in learning and uses the provided opportunities to acquire new knowledge and skills.
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Table 6 - General professional competencies of graduates and indicators of their achievement

Competence category	Code and name competence	Competence achievement indicators
Product of professional activity	OPK-1. Able to plan, organize and coordinate the process of creating media texts and (or) media products, and (or) communication products demanded by society and the industry, track and take into account changes in the norms of Russian and foreign languages, features of other sign systems	<p><b>knows:</b> essence, content features of preparation of a complex advertising campaign campaigns; methods and models of organizing and conducting complex advertising campaigns and events; information the basic principles of organizing and conducting complex advertising campaigns and events.</p> <p><b>knows how:</b> influence the market and consumer demand using the capabilities of a comprehensive advertising campaign and the latest PR technologies; provide targeted management of the process of developing a comprehensive advertising campaign.</p> <p><b>owns:</b> skills in applying methods in practice and principles of managing an advertising campaign and a public relations company and a separate advertising and PR-event.</p>
Society and state	OPK-2. Able to analyze the main trends in the development of public and state institutions	<p><b>knows:</b> features of managing the process of protecting the results of intellectual activity and the impact of this process on the efficiency of the company</p> <p><b>knows how:</b></p>

	for their diverse coverage in the created media texts and (or) media products, and (or) communication products	make management decisions based on various forms and technologies for protecting the results of intellectual activity of an enterprise <b>owns:</b> skills in the practical application of forms and technologies for protecting the results of intellectual activity
Culture	OPK-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	<b>knows:</b> the main types and features of communicative communication in different countries; the causal relationship between culture and communication; the most important values (including communicative ones) of various cultures (Western European, Eastern, Russian, etc.) that determine the communicative behavior of their carriers. <b>knows how:</b> navigate the problems of intercultural communication; to adequately interpret the specific manifestations of the communicative behavior of representatives of other cultures in verbal, non-verbal, emotional, emotive communication; choose the optimal strategy and tactics of behavior, taking into account the purpose of communication and the culture of the interlocutor; adapt your behavior to the behavior of a foreign cultural interlocutor <b>owns:</b> methods of establishing and maintaining productive intercultural communication; the formation of the skills of a respectful and careful attitude to the historical heritage and cultural traditions of the peoples of Russia and abroad, tolerantly perceive social and cultural differences
Lecture hall	OPK-4. 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	<b>knows:</b> the main provisions of the theory for creating the image of scientific and technical development <b>knows how:</b> analyze the needs of society and the interests of the audience in order to forecast and meet the demand for media texts and (or) media products in relation to image management in promoting scientific and technical developments <b>owns:</b> methods and techniques for the development of image technologies in the promotion of scientific and technical developments
Media	OPK-5. Able to make	<b>knows:</b>

communication system	professional decisions to analyze current trends in the development of media communication systems in the region, country and the world, based on the political and economic mechanisms of their functioning, legal and ethical regulation	<ul style="list-style-type: none"> <li>- basic methods of solving communication problems,</li> <li>- the basis for assessing the effectiveness of the developed marketing support for innovative processes;</li> </ul> <p><b>knows how:</b></p> <ul style="list-style-type: none"> <li>- to think creatively, economically on the issues of ongoing innovations at the enterprise, innovative processes in the country and abroad, to give a correct assessment of the measures of innovation policy, based on the analysis of market conditions, to find innovations, new solutions, to be able to apply the knowledge gained to solve practical problems of the business of innovation.</li> <li>- use modern technical means and information technologies when solving communication problems <ul style="list-style-type: none"> <li>- to use domestic and international experience in developing marketing support for innovative projects, introducing innovations, obtaining positive results with access to world markets;</li> </ul> </li> </ul> <p><b>owns:</b></p> <ul style="list-style-type: none"> <li>- the skills of reading, understanding and compiling scientific, analytical, statistical reports in the field of professional activity,</li> <li>- skills for an independent, methodologically correct solution of communication problems</li> </ul>
Technology	OPK-6. Able to select and implement modern technical means and information and communication technologies into the media production process	<p><b>knows:</b></p> <p>text PR technologies; technologies for the use of special PR-events in the promotion of scientific and technical developments</p> <p><b>knows how:</b></p> <p>apply text PR technologies (press release, press kit, etc.), technologies of special PR events (conference, round table, etc.) in the promotion of scientific and technical developments;</p> <p><b>owns:</b></p> <p>skills in the use of PR text technologies (press release, press kit, etc.), skills in the use of technologies for special PR events (press conference, "round table", etc.) in the promotion of scientific and technical developments</p>
Effects	OPK-7. Able to assess and predict possible effects in the media sphere, following the principles of social responsibility	<p><b>knows:</b></p> <p>features of evaluating the effectiveness of various types of advertising and PR;</p> <p>features of various methods for evaluating the effectiveness of advertising and PR.</p> <p><b>knows how:</b></p>

		evaluate the effectiveness of advertising products and advertising campaigns; evaluate the effectiveness of public relations activities. <b>owns:</b> practical skills in assessing the effectiveness of advertising and PR.
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Table 7 - Professional competencies of graduates and indicators of their achievement

PD	Object or area of knowledge (if necessary)	Code and name competence	Indicator code and name achieving competence	Basis (PS, experience analysis)
<b><i>Profile "Innovative Marketing in Advertising"</i></b>				
<b><i>Professional activity type:</i></b> Organizational and management activities				



Organize and manage (management) of information resources	42 advertising and public relations	PK-1 Organization of work on the creation and editing of content	<ul style="list-style-type: none"> <li>- plans work on filling the site,</li> <li>- prepares assignments for performers,</li> <li>- carries out the distribution of work on the creation and editing of content,</li> <li>- coordinates the work on the creation and editing of content,</li> <li>- monitors and evaluates the results of work performance, formulates comments,</li> <li>- documents information about the processes and results of work performed by various performers</li> <li>- knows how to draw up work plans, evaluate their content and the complexity of implementation, depending on qualifications,</li> <li>- knows how to work with large amounts of information,</li> <li>- knows how to keep documentation on projects and works</li> <li>- owns the basic principles and technologies of project management,</li> <li>- knows the content and methods of solving problems of creating and editing content,</li> <li>- knows the basics of management</li> </ul>	PS 06.013, experience analysis
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		PK-2 Information management from various sources	<ul style="list-style-type: none"> <li>- Forms requests and receives information from employees of the organization;</li> <li>- coordinates and approves information materials;</li> <li>- organizes the transfer of information materials, comments, corrections between specialists in information resources and employees of other categories,</li> <li>- monitors the emergence of new or necessary information within the organization, on the Internet and other sources,</li> <li>- forms an overall assessment of the significance and priority of the information received,</li> <li>- knows how to work with large amounts of information,</li> <li>- owns software and hardware for regular communication, monitoring information on the Internet,</li> <li>- knows the structure of the organization, areas of responsibility and functions of departments,</li> <li>- knows the internal rules for the coordination and approval of documents,</li> <li>- Works with news aggregators, e-subscriptions, social networks, forums</li> </ul>	
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The professional competencies established by the Master's program are formed on the basis of professional standards.

The set of competencies established by the master's program provides the graduate with the ability to carry out professional activities in at least one area of professional activity and the area of professional activity and the ability to solve problems of professional activity of at least one type.

The totality of the planned learning outcomes in disciplines (modules) and practices ensures the formation of all the competencies established by the master's program in the graduate.

## **VII. Methodological support for the implementation of the master's program**

The curriculum determines the list and sequence of mastering disciplines, practices, intermediate and state final certification, their labor intensity in credits and academic hours, the distribution of contact work between students and the teacher (including lecture, practical, laboratory classes, consultations) and independent work of students

The curriculum and the curriculum, defining the terms and periods of the implementation of the types of educational activities and the periods of holidays are presented in Appendix No. 1.

The matrix of correspondence of competencies to disciplines of the curriculum is presented in Appendix No. 2

Work programs of disciplines are presented in Appendix No. 3. Practical programs are presented in Appendix No. 4.

For the state final certification, the following have been developed:

- program of the state final certification: including the program of preparation for passing and passing the state exam (Appendix No. 5) (if any); program for the implementation and defense of the final qualifying work (Appendix No. 6);

Evaluation means are presented in the form of assessment fund means for intermediate attestation of students and for Final State Examination. The assessment fund tools for intermediate certification of students in a discipline (module) or practice is included in the corresponding work program of the discipline (module) or practice program.

## **VIII. Recommendations for the educational, methodological, material and technical support of the master's program**

Each student during the entire period of study is provided with individual unlimited access to the electronic information and educational environment of the University, including several electronic library systems (electronic libraries),

from any point where there is access to the information and telecommunication network "Internet" (hereinafter - the network "Internet"), both on the territory of the University and outside it.

There is free access to electronic catalogs of university libraries and the largest libraries in Moscow (<http://window.edu.ru>). Each student and teacher is provided with individual unlimited access to the electronic libraries of the university (el.lib.mgup; lib.mami.ru/lib/content/elektronyy-katalog) to the electronic library systems (electronic libraries):

No. p / p	Electronic resource	Agreement No. Access validity period	Collection names
1.	<b>EBS "University Library Online"</b> ( <a href="http://www.biblioclub.ru">www.biblioclub.ru</a> )	Contract No. 201_388.223.EP / 21 dated 05/27/2021 with Direct-Media LLC. Validity - from 05/29/2021 to 05/28/2022	Basic collection - about 100,000 titles
2.	<b>EBS "Lan Publishing House"</b> ( <a href="http://e.lanbook.com">e.lanbook.com</a> )	Contract No. 202_390.223.EP / 21 dated 05/27/2021 with EBS LAN LLC. Validity - from 16.06.2021 to 15.06.2022	Engineering and technical sciences - Publishing house "Mechanical engineering"; Engineering and technical sciences - Publishing house of MSTU im. N.E. Bauman; Engineering and technical sciences - Fizmatlit Publishing House; Economics and Management - Flint Publishing House; - 34 books from other sections of the EBS (see the university website, library section)
3.	<b>EBS "ZNANIUM.COM"</b> ( <a href="http://www.znanium.com">www.znanium.com</a> )	Contract No. 25-05 / 2021 dated 05/27/2021 with ZNANIUM LLC. Validity - from 08/01/2021 to 07/31/2022 Access to 21 editions from different EBS collections	Contract No. 25-05 / 2021 dated 05/27/2021 with ZNANIUM LLC. Validity - from 08/01/2021 to 07/31/2022 Access to 21 editions from different EBS collections
4.	<b>URIGHT educational platform</b> ( <a href="http://www.urait.ru">www.urait.ru</a> )	Contract No. 224_345.223.EPI / 21 dated 01.06.2021 with LLC Electronic Publishing House URAYT. Validity - from 09/01/2021 to 08/31/2022 Package "Basic" - 9700 textbooks for HE and	Contract No. 224_345.223.EPI / 21 dated 01.06.2021 with LLC Electronic Publishing House URAYT. Validity - from 09/01/2021 to 08/31/2022 Package "Basic" - 9700 textbooks for HE and SPE.

SPE.

5.	<b>Presidential Library B.N. Yeltsin</b> ( <a href="http://www.prlib.ru">http://www.prlib.ru</a> )	Cooperation Agreement dated October 25, 2018 Presidential	The Presidential Library collects and stores in digital form printed and archival materials, audio recordings, video and other materials reflecting the centuries-old history of Russian statehood, theory and practice of law, culture, etc.
6.	<b>National Electronic Library (NEB)</b>	Agreement No. 101 / NEB / 2450 dated 11.10.2017 with FSBI "RSL" - the term of the agreement is 5 years	NEL (neb.rf) unites the funds of public libraries of Russia at the federal, regional, municipal levels, libraries of scientific and educational institutions, as well as copyright holders, lawfully translated into digital form.
7.	<b>Scientific electronic library "KYBERLENINKA"</b> ( <a href="http://www.cyberleninka.ru">www.cyberleninka.ru</a> )	Free access	1134165 scientific articles
eight.	<b>Scientific electronic library e.LIBRARY.ru</b>	Free access	More than 3000 titles of Russian magazines in open access
nine.	<b>EBS "Polpred"</b> ( <a href="http://polpred.com">polpred.com</a> )	Free access	Media review (archive of publications for 15 years)
ten.	<b>Access to electronic resources of SpringerNature publishing house</b>	Letter to the Federal State Budgetary Educational Institution "Russian Foundation for Basic Research" dated 06.08.2018 No. 20-21-18 / 3874 with an attachment.  From 01.04.2018 - indefinitely Sublicense agreement No. Springer / 129 dated December 25, 2017 with the State Public Scientific and Technical Library of Russia. The term is from 12/25/2017 to 12/31/2018, and in terms of using access to	SpringerJournals; Springer Journals Archive; SpringerProtocols; SpringerMaterials; SpringerReference; zbMATH; Nature Journals; NanoDatabase  Access to electronic editions of the SpringerNature e-books database for the period 2011 - 2017. (full-text collection of 46332 books).

		electronic publications - indefinitely.
eleven	<b>Abstract scientometric electronic database "Scopus"</b>	Appendix 1 to the RFBR letter dated June 10, 2021 by Elsevier BV No. 619. Validity period - from January 1, 2021 to December 31, 2021 Access to the content of the Scopus database
12.	<b>Polythematic-ferative-bibliographic and scientometric database Web of Science</b>	Appendix 1 to the RFBR letter dated 15.06.2021 No. 632. Validity period - from 01.01.2021 to 31.12.2021 Access to the Clarivate Analytic Web of Science database
13	<b>Access to electronic resources of Elsevier publishing house</b>	Appendix 1 to the RFBR letter dated June 10, 2021 No. 620. Validity period - from January 1, 2021 to December 31, 2021 Freedom Collection database - access to electronic journals via www.sciencedirect.com

Licensed software used in the educational process:

<b>Software name</b>	<b>Contract number</b>
APM WinMachine 11	FO-469/2014 of 03.24.2014, indefinitely
Adobe creative cloud	16315-M87 dated 04.08.2015, indefinitely
CorelDraw X4	24/08 from 19.05.2008, indefinitely
MathCad 14	24/08 from 19.05.2008, indefinitely
Microsoft Office Access 2007	1981-M87 dated 03.02.2014, indefinitely
Microsoft Office Project 2007	1981-M87 dated 03.02.2014, indefinitely
Consultant +	223876, unlimited
STATISTICS	24/08 from 19.05.2008, indefinitely
Microsoft Office Standard 2007 (word, excel, powerpoint)	24/08 from 19.05.2008, indefinitely
MatLab R2009a	24/08 from 19.05.2008, indefinitely

The electronic information and educational environment of the University provides:

- access to curricula, work programs of disciplines (modules), practices, publications of electronic library systems and electronic educational resources specified in work programs of disciplines (modules), practice programs;

- the formation of an electronic portfolio of the student, including the preservation of his work and grades for these works.

In the case of the implementation of the master's program in the field of training 42.04.01 - "Advertising and public relations" using e-learning, distance learning technologies, EIOS of the University additionally provides:

- fixing the course of the educational process, the results of intermediate certification and the results of mastering the master's program;

- conducting training sessions, procedures for assessing learning outcomes, the implementation of which is provided with the use of e-learning, distance learning technologies;

- interaction between participants in the educational process, including synchronous and (or) asynchronous interaction through the Internet.

The functioning of the EIOS is ensured by appropriate means of information and communication technologies and the qualifications of workers who use and maintain it. The functioning of the electronic information and educational environment complies with the legislation of the Russian Federation.

For the implementation of the educational program in the field of training 42.04.01 - "Advertising and public relations" (Innovative marketing in advertising), the list of material and technical support includes classrooms for conducting training sessions of all types provided for by the master's program in the field of training 42.04.01 - "Advertising and public relations"

Equipping with equipment, technical teaching aids, licensed software and library and information support is indicated in the working programs of the disciplines of the educational program.

Information on the material and technical support of the main educational master's program in the field 42.04.01 - "Advertising and Public Relations" of higher education is presented in Appendix No. 7

Students from among the disabled and persons with disabilities (if any) are provided with printed and (or) electronic educational resources in forms adapted to the limitations of their health.

Financial support for the implementation of the master's program is carried out in the amount not lower than the values of the basic standards of costs for the provision of public services for the implementation of educational programs of higher education - master's programs and the values of correcting coefficients to the basic standards of costs determined by the Ministry of Science and Higher Education of the Russian Federation

### **IX. Features of the organization of the educational process for people with disabilities and people with disabilities**

For this educational program of the field of training 42.04.01 - "Advertising and public relations", it is possible to implement the organizational model of inclusive education - ensuring equal access to education for all students, taking into account the diversity of special educational needs and individual opportunities.

The term for obtaining higher education when studying according to an individual curriculum for people with disabilities and persons with disabilities may, if necessary, be extended, but not more than six months. The decision to extend the term of study is made on the basis of the student's personal application.

When drawing up an individual training schedule, various options for conducting classes may be provided:

- in an academic group or individually;
- at home using e-learning and distance learning technologies (DOT).

When carrying out current control, intermediate and final certification, the faculty / institute and the heads of departments take into account the peculiarities of the nosology of the disabled and persons with disabilities (including the



implementation of control measures, if necessary, and the presence of an appropriate student application in a distance format).

EBS used at the university allow realizing the possibilities of inclusive education

The form of the intermediate and Final State Examination for students with disabilities and persons with disabilities is established taking into account individual psychophysical characteristics (orally, in writing on paper, in writing on a computer, in the form of testing, etc.).

## **X. Personnel conditions for implementation educational program**

The implementation of the Master's program is provided by the University's leading and scientific-pedagogical workers, as well as by persons involved in the implementation of the Master's program on the terms of a civil law contract.

The qualifications of the teaching staff of the Organization must meet the qualification requirements specified in the qualification reference books and (or) professional standards (Professional standard "Product manager in the field of information technology", registration number 147, code 06.012, approved by order of the Ministry of Labor and Social Protection of the Russian Federation dated 20.11.2014 No. 915H).

The qualifications of the management and scientific-pedagogical workers of the University must comply with the qualification characteristics established in the Unified Qualification Handbook of the Positions of Managers, Specialists and Employees, the section "Qualification characteristics of the positions of managers and specialists of higher professional and additional professional education", approved by the order of the Ministry of Health and Social Development of the Russian Federation dated January 11, 2011 N 1n (registered by the Ministry of Justice of the Russian Federation on March 23, 2011, registration N 20237), and professional standards (Professional standard No.

1134 "Marketer", approved by the Order of the Ministry of Labor and Social Protection of the Russian Federation dated 04.06.2018 No. 366n).

93 percent of the number of teaching staff of the Organization participating in the implementation of the Master's program, and persons involved by the Organization in the implementation of the Master's program on other conditions (based on the number of substituted rates reduced to integer values) must conduct scientific, educational and methodological and (or) practical work corresponding to the profile of the taught discipline (module)

45 percent of the number of teaching staff of the Organization participating in the implementation of the master's program, and persons involved by the Organization in the implementation of the master's program on other conditions (based on the number of substituted rates, reduced to integer values), must be managers and (or) employees of other organizations implementing labor activity in a professional field corresponding to the professional activity for which graduates are preparing (have at least 3 years of work experience in this professional field)

76 percent of the number of teaching staff of the Organization and persons involved in the educational activities of the Organization on other conditions (based on the number of substituted rates reduced to integer values) must have an academic degree (including an academic degree obtained in a foreign state and recognized in the Russian Federation ) and (or) academic title (including academic title obtained in a foreign state and recognized in the Russian Federation)

The general management of the scientific content of the master's program should be carried out by a scientific and pedagogical worker of the Organization who has an academic degree (including an academic degree awarded abroad and recognized in the Russian Federation), carrying out independent research (creative) projects (participating in the implementation of such projects) in the field of training, having annual publications on the results of the specified research (creative) activity in leading domestic and (or) foreign peer-reviewed

scientific journals and publications, as well as carrying out annual approbation of the results of the specified research (creative) activity at national and international conferences

The average annual number of publications of scientific and pedagogical workers of the organization for the period of implementation of the master's program per 100 scientific and pedagogical workers (based on the number of substituted rates reduced to integer values) is more than two in journals indexed in the Web of Science or Scopus databases, or more than 20 in journals indexed in the Russian Science Citation Index

Information on the staffing of the program is presented in Appendix No. 8.

## **XII. Mechanisms for assessing the quality of educational activities and training students under the program**

The quality of educational activities and training of students under the Master's program in the field of training 42.04.01 - "Advertising and public relations" is determined within the framework of the internal assessment system, as well as the external assessment system.

In order to improve the educational program, when conducting a regular internal assessment of the quality of educational activities and training students under the master's program in the field of training 42.04.01 - "Advertising and public relations" involves employers and (or) their associations, other legal entities and (or) individuals , including teaching staff of other universities.

Within the framework of the internal quality assessment system for the Master's degree program, students are given the opportunity to assess the conditions, content, organization and quality of the educational process as a whole and individual disciplines (modules) and practices.

External quality assessment of the Master's degree program as part of the state accreditation procedure is carried out in order to confirm the compliance of educational activities under the Master's program with the requirements of the Federal State Educational Standard of Higher Education.