

**HIGHER EDUCATIONAL ESTABLISHMENT OF THE
UKOOSPILKA
"POLTAVA UNIVERSITY OF ECONOMICS AND TRADE"
Department of Marketing**

N.V. Karpenko, M.M. Ivanikova

**PROGRAM AND GUIDELINES
Regarding the internship of applicants
higher education 1-4 year of bachelor's degree specialty
075 "Marketing" educational program "Marketing"**

**POLTAVA
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Authors: *N.V. Karpenko*, Doctor of Economics,
Professor, Head of the Department of Marketing;
M.M. Ivanikova, PhD in Economics, Associate Professor of
the Department of Marketing;

Reviewers: *V.V. Pysarenko*, Doctor of Economics, Professor, Head
of the Department of Marketing at Poltava State Agrarian
University;
N. Y. Konovalova, Marketing and Advertising Director,
KyivMall

INTRODUCTION

Production practice of students is an integral part of the practical training of future specialists specialties 075 "Marketing, Bachelor's degree program. According to the curriculum of the The internship is the final stage of mastering the educational components of the professional orientation of the 1st-4th year, which provides an opportunity to fully utilize the acquired knowledge and skills in future professional activities.

The main responsibilities of students are:

- timely arrival at the internship site;
- studying and complying with health, safety, and sanitary regulations;
- holding its activities in accordance with with the internal regulations of the practice base;
- performing all types of work envisaged by the internship program.

The supervisor of the internship from the department is required:

- develop a plan for students' internships;
- familiarize students with the internship reporting system;
- defend the results of the internship.

PURPOSE AND OBJECTIVES OF THE INTERNSHIP

The purpose of the internship is to:

- mastering students modern methods and forms of initial marketing activities;
- deepening and systematizing theoretical knowledge of marketing by solving production and situational problems,
- demonstration on specific practical examples roles marketing specialists in the company's activities;
- development of theoretical knowledge, practical techniques and professional skills of future marketing specialists based on theoretical knowledge gained in higher education.
- During the internship, students get acquainted with the qualification requirements for marketing specialists, the main types, tasks and content of their activities.

CONTENT OF THE INTERNSHIP FOR STUDENTS AND THE COURSE

1. To deepen, learn to apply the theoretical and methodological foundations of studying the marketing activities of an enterprise in the market at the appropriate level;
2. Study the structure of the organization and the peculiarities of its functioning;
3. Study the regulatory framework of the institution where the internship is conducted;
4. To familiarize yourself with the functional responsibilities, features, forms and methods of work of a marketer - an employee of the institution that is the base of practice;
5. To study the requirements for personal qualities and professional activities of a marketer - an employee of the institution that is the base of practice;
6. Form your own view of ethics and culture of professional behavior;
7. Learn to analyze your own professional suitability for the activities of the marketing department at the enterprise;
8. Follow the rules of the institution where the event is held practice;
9. Develop the necessary professional qualities of a future marketing specialist.

CONTENT OF INTERNSHIPS FOR SECOND YEAR STUDENTS

1. Familiarization with the information support of market research, methods of collecting primary information, the main types and sources of secondary information, the theory of selective observation in market research of goods and services used in the enterprise. Suggest your own option.
2. Studying the peculiarities of the functioning of the market for goods or services, studying information on the flow of goods, fulfillment of contractual obligations, dynamics of goods flow, indicators of production of market services.
3. Study of monitoring of commodity market conditions, the system of indicators of market conditions, methods of analysis and forecasting of commodity market conditions.

4. Study of the system of indicators of market information on prices, methods of calculation and structure of consumer prices for certain goods, methods of calculation and analysis of price indices.
5. Study of the system of indicators that characterize consumer behavior in the market of goods and services, the elasticity of demand with respect to price and income, the structure of consumers, their purchasing power and activity, indicators for analyzing the results of consumer behavior in the market.
6. Familiarization with the system of indicators that characterize effectiveness of the company's marketing activities in the market

CONTENT OF INDUSTRIAL PRACTICE FOR STUDENTS OF THE THIRD YEAR

1. Study the company's product range, determine the life cycle stage for each product or service, the competitive properties of each product and service, and decide on assortment management.

2. To develop practical skills in calculating and effectively implementing pricing policy.

Pay special attention to the methods of price setting, settlements with partners, types of prices used in the enterprise, pricing policies of competitors; familiarize yourself with the methods of pricing in the enterprise.

Determine what types of discounts the company uses when selling its own products; determine their effectiveness.

3. Identify the system of organizing communications at the enterprise, types and stages of communication policy.

Determine the effectiveness of choosing advertising media, determining advertising budgets, and media planning; familiarize yourself with the company's advertising campaign.

To get acquainted with the organization of the company's public relations activities, ways of establishing such relations, methods of achieving the greatest efficiency, processes of forming the company's image, etc.

To familiarize yourself with the sales promotion system, identify methods of incentivizing staff, intermediaries, consumers, suppliers, as well as the successive stages of sales promotion of the enterprise.

Familiarize yourself with the organization of personal sales and outreach at the enterprise, if they exist.

CONTENT OF INTERNSHIP FOR FOURTH YEAR STUDENTS

1. Consider the types of distribution channels that exist at the enterprise: horizontal, vertical, direct, mixed, forward, reverse, etc. Identify the intermediaries used by the company and the specifics of working with them.

Participate in the evaluation of the effectiveness of distribution channels, determine

permanent partners, familiarize yourself with the system of concluding agreements and their legal force.

2. To familiarize yourself with the system of enterprise plans, the process of choosing a marketing strategy, the formation of a strategic plan of the enterprise, as well as a marketing strategic plan.

Determine on what basis an operational marketing plan is formed, what sections it consists of, and what are the specifics of calculating each of its indicators. Evaluate the effectiveness of the marketing plan and think about why some plans are drawn up separately, although they show the process of planning an advertising campaign, a plan for developing new products, a plan for public relations activities, etc.

3. Research the activities of the enterprise in the Internet environment. Develop and propose an action plan to promote the company on the Internet.

4. To evaluate innovative marketing tools used by enterprises in their activities.

DOCUMENTATION AND DEFENSE OF THE RESULTS OF THE INTERNSHIP

The general organization and control of the internship is carried out by the supervisor from the PUET Marketing Department.

The student fills in the internship diary (Appendix B). Based on the results of the internship program,

the head of the practice from the marketing department conducts an analysis of the student's internship, regarding the implementation of

of the internship program, determines the student's ability to apply theoretical knowledge in practice, and deficiencies in the student's theoretical training identified during the internship.

Summarizing the results (defense) of industrial practice is conducted in the form of an interview with students under the internship program. The results are evaluated by the Marketing Department after reviewing the report submitted by the intern.

The total number of points for the internship is entered in the student's academic record and academic record book and is certified by the signatures of the department head.

REQUIREMENTS FOR THE REPORT PREPARATION

Report structure:

- 1) Cover sheet (Appendix A).
- 2) Content.
- 3) Introduction (purpose and objectives of the internship).
- 4) The main part.
- 5) Conclusions.
- 6) List of references.

The main part of the report is divided into sections, a list and the sequence of which is determined by the content of the practice program. The pages of the report must be numbered; the first page is the title page, and no page number is put on it. The report is made using computer equipment and printed out in A4 sheet format, Times New Roman font, size 14, spacing 1.5. Margins: left, top, bottom - 20 mm; right - 10 mm. The volume of the report is 15-20 pages.

**SCALE FOR EVALUATING STUDENTS' KNOWLEDGE BASED
ON THE RESULTS OF THE PRACTICE**

AMOUNT OF POINTS	RATING ON A SCALE ECTS*.	ASSESSMENT ACCORDING TO THE NATIONAL SCALE
90-100	A	excellent
82-89	B	well
74-81	C	
64-73	D	satisfactorily
60-63	E	
35-59	FX	unsatisfactorily
1-34	F	

* ECTS - European Credit Transfer and Accumulation System

Appendix A

Sample cover page of the internship report

APPROVED Order of the Higher
Educational Institution of the
Ukoopspilka
"Poltava University of Economics and
Trade" July 08, 2015 No. 152-N Form
No. P-1.14

HIGHER EDUCATIONAL INSTITUTION OF THE
COOPERATIVE UNION
"POLTAVA UNIVERSITY OF ECONOMICS AND
TRADE"

Department of Marketing

PRACTICE REPORT

Allowed for protection " _ " _____ 20__ p.

Supervisor _____

(signature) (initials, surname)

Grade _____

Members of the commission _____

(signature) (initials, surname)

Performed by the student(s) of the gr. _____

specialties _____

(FULL NAME)

Supervisor _____

(NAME,

_____ academic degree, academic title)

Appendix B
Higher educational institution of the Ukoopspilka
"POLTAVA UNIVERSITY OF ECONOMICS AND TRADE"

PRACTICE DIARY

student _____ (type and name of practice)

faculty _____ (last name, first name,
patronymic)

department _____

educational and qualification level _____

field of study _____

specialty _____

(name)

_____ course, group _____

MARKS OF INTERNSHIP COMPLETION

Student _____
(last name, first name, patronymic)

arrived at an enterprise, organization, or institution _____

" ____ " _____ 20 ____ years

(signature) (position, name and initials of the responsible person)

MP.

Left an enterprise, organization, or institution

" ____ " _____ 20 ____ years

(signature) (position, name and initials of the responsible person)

MP.

Feedback from persons who checked the internship

Conclusion of the university supervisor on the internship

Date of the test " _____ " _____ 20__ year

Grade:
on the national scale _____
(in words)

number of points _____
(in numbers and
words) according to the ECTS scale _____

Head of practice from a higher education institution

(signature) (last name and initials)