Federal State-Funded Educational Institution of Higher Education «Financial University under the Government of the Russian Federation» (Financial University)

Faculty «Higher School of Management»

Department of marketing

INDIVIDUAL STUDENT ASSIGNMENT

Related to on-the-job practical training

(specify the type/ types of practical training)

student of year student group

(full name)

Major/concentration 38.03.02 Management

(code major/concentration)

Program /major "Bachelor of Business Administration (ВВА)" (Marketing Management)

(name)

Place of practical training

(name)

Practical training duration from «\_\_» \_\_\_\_\_\_ 20\_\_ to «\_\_» \_\_\_\_\_\_\_\_ 20\_\_\_

|  |  |  |
| --- | --- | --- |
| No. | The content of the individual student assignment | The planned outcomes of the practical training |
| 1 | 2 |  |
| 1. | Collection and systematization of information on key customers of \_\_\_\_ LLC. Getting information on key customers of LLC "\_\_\_\_\_\_\_". | Getting information on key customers of LLC "\_\_\_\_\_\_\_". |
| 2. | Analysis of the competitive environment of \_\_\_\_ LLC. Obtaining the results of the analysis of the competitive environment of LLC "\_\_\_\_". | Obtaining the results of the analysis of the competitive environment of LLC "\_\_\_\_". |
| 3. | Research of the marketing activity management process of LLC "\_\_\_\_" and determination of its effectiveness. The results of the evaluation of the effectiveness of the management of marketing activities of LLC "\_\_\_\_\_". | The results of the evaluation of the effectiveness of the management of marketing activities of LLC "\_\_\_\_\_". |
| 4. | Participation in the implementation of the marketing strategy of LLC "\_\_\_\_\_\_\_\_". Development of a competitive marketing strategy of \_\_\_\_\_\_ LLC. | Development of a competitive marketing strategy of \_\_\_\_\_\_ LLC. |
| 5. | Making proposals to improve the process of managing the marketing activities of \_\_\_\_\_ LLC. Development of proposals to improve the process of managing the marketing activities of \_\_\_\_\_ LLC. | Development of proposals to improve the process of managing the marketing activities of \_\_\_\_\_ LLC. |

The practical training supervisor representing  
Department of marketing

of the Faculty «Higher School of Management» \_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(signature) (full name)

The assignment was accepted by (the student) \_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(signature) (full name)

The practical training supervisor

representing the organization:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(name of the institution/organization)(signature) (full name)