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

WORK SCHEDULE (PLAN)

of 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

(major/concentration)

Program /major/concentration «Bachelor of Business Administration (ВВА)» (Marketing Management)

(name)

Place of practical training

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

|  |  |  |
| --- | --- | --- |
| No. | Stages of practical training aimed at carrying out the practical training plan and doing the individual student assignment | Duration of each stage of the practical training  (days) |
| 1 | 2 | 3 |
| Main stage | | |
| 1. | Collection and systematization of information on key customers of the organization |  |
| 2. | Conducting an analysis of the competitive environment of LLC "\_\_\_" |  |
| 3. | Research of the marketing activity management process of LLC "\_\_\_\_" and determination of its effectiveness |  |
| 4. | Participation in the implementation of the marketing strategy of \_\_\_\_ LLC and making proposals to improve the marketing process of the organization |  |
| 5. | Determining the effectiveness of the organization's current marketing activities, making proposals for marketing development |  |
| Final stage | | |
| 1. | Preparation and presentation of accounting documentation on practice |  |
| 2. | Defense of the practice report |  |

The practical training supervisor representing

Department of marketing  
of the Faculty «Higher School

of Management»: \_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(signature) (full name)

The practical training supervisor

representing the organization:

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

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