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

REPORT

of educational practical training

(specify the type/ types of practical)

Major/concentration 38.03.02. Management

(code of major/concentration)

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

(name)

Made by:

student of \_\_\_ year \_\_\_\_ student group\_\_\_\_

(signature) (full name)

Agreed:

The practical training supervisor

representing the organization:

(job title) (full name)

(signature)

LS

Moscow – 20 \_\_

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## Introduction

Me, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, student of the \_ \_ \_ year of the Bachelor's degree program "Marketing Management" of the Faculty "Higher School of Management" of the Financial University under the Government of the Russian Federation, during the period of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_completed a training internship in the Limited Liability Company\_ \_ \_ \_ \_ \_» (LLC\_\_\_). Head of the practice from the organization – Head of the marketing department Ivanov Andrey Ivanov. Head of the practice from the Financial University - Candidate of Economic Sciences, Associate Professor \_\_\_\_\_\_\_\_\_\_\_\_\_\_..

Educational practice is one of the most important components of the educational process, it is aimed at transferring the acquired knowledge and skills from the field of theory to the field of everyday professional activity, developing analytical abilities, and making independent decisions in the process of implementing official powers. The training program helps to realize the correctness of the professional choice made, checks the assimilation of theoretical knowledge acquired during university studies.

The purpose учебной of practical training is to systematize, generalize, consolidate, deepen the theoretical and practical knowledge and skills acquired during the development of the educational program "Marketing" in the direction of "Management", as well as the implementation of theoretical knowledge obtained during the development of academic disciplines in practice. The general objectives of practical training are:

1. familiarization with the content of the main works and research, including on the issue of marketing strategies;
2. acquisition of skills in comparative analysis, competitor analysis, and marketing performance;
3. study of the documentation development process;
4. familiarization with key electronic resources that are used in solving marketing tasks.

## Characteristics of the activity of LLC"\_\_\_".

## Theoretical aspects of marketing activities

## LLC"\_\_\_\_\_"

## Content of marketing research

## Content of analysis of the marketing process and competitors

## Conclusion

During the course учебной of practical training, the main types of work planned in the Individual Task were completed and the following results were obtained:

## List of sources used

## Appendices

**Appendix 1**