

Federal State Educational Budgetary Institution of Higher Education «FINANCIAL UNIVERSITY UNDER THE GOVERNMENT OF THE RUSSIAN FEDERATION»

(full name of education institution/branch)

Logistics and Marketing Department_____

(name of department/teaching department)

Karpova Svetlana Vasilyevna, Soldatova Natalia Fedorovna_____

(full name of author/authors)

(subject name)

SYLLABUS

Level of Study: Master's Degree

Field of Study: 38.04.01 «Economics»

*Study Program: *to be defined**

1. Name of a subject **INTERNATIONAL FINANCIAL MARKETING** The working program of the discipline for students studying in the direction of training 38.04.01 «Economics», the focus of the master programs «International Finance/International Finance, international Economics and business engineering (with the partial realization in the English language)», «International Finance and banking (with the partial realization in English), international financial markets: strategies and technologies (with the partial realization in English)»

2. Mapping of learning outcomes (list of competences), with the relevant indicators described and subject learning outcomes indicated

The section lists the graduates' coded competencies that are to be developed during the learning process, indicators that show their development (generalized descriptions of specific actions performed by the graduate that clarify and reveal the competence content), learning outcomes (knowledge, skills) with indicators of competence development (in the form of a table):

For the direction of training 38.04.01 «Economics», the focus of the master's program «*International Finance*»

Table 1

Competence code	Competence	Competence development indicators ¹	Learning outcomes (skills ² , and knowledge) and indicators that show competence development
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¹ To be filled in when the updated Financial University educational standards and federal state educational standards of higher education "3++" are implemented.

² Skills are described when the Financial University educational standards of the 1st generation and federal state educational standards of higher education "3+" are implemented.

GPC-1	Ability to identify problems and trends in the modern economy when solving professional tasks	<p>1. Demonstrates an understanding of the main results of the latest economic research, the methodology of conducting scientific research in the professional field</p> <p>2. Identifies sources and searches for information for conducting scientific research and solving practical problems in the professional field, is able to conduct a comparative analysis of different points of view on solving modern economic problems and justify the choice of effective methods of regulating the economy</p> <p>3. He knows the methods of collective work of experts, universal methods of ranking alternatives, complex expert procedures for assessing trends in economic development at the macro, meso and micro levels</p>	<p>To know:</p> <ul style="list-style-type: none"> - methods and tools for the study of problem situations arising in the development of markets and marketing activities of the organization <p>Be able to:</p> <ul style="list-style-type: none"> - develop design and organize marketing research of target markets <p>Know:</p> <ul style="list-style-type: none"> - modern methods of analyzing the market environment, the specifics of the global modern socio-economic environment <p>Be able to:</p> <ul style="list-style-type: none"> - apply digital technologies in the performance of specific tasks, projects, in the organization of their professional activities and development in the field of marketing <p>To know:</p> <ul style="list-style-type: none"> - the main methods of collective work, the algorithm of expert procedures for assessing market development trends at the macro, meso and micro levels <p>Be able to:</p> <ul style="list-style-type: none"> - apply universal methods of ranking marketing alternatives, marketing methods for assessing trends in the development of organizations in the market
UC-1	Ability to abstract thinking, critical analysis of problem situations based on a systematic approach, development of an action strategy	1. Uses methods of abstract thinking, information analysis and synthesis of problem situations, formalized models of processes and	<p>To know:</p> <ul style="list-style-type: none"> - methods of scientific thinking and cognition, models of marketing processes occurring in the company <p>Be able to:</p> <ul style="list-style-type: none"> - apply methods of segmentation of target markets and be able to

		<p>phenomena in professional activity</p> <p>2. Demonstrates ways of understanding and critical analysis of problem situations</p> <p>3. Offers non-standard solutions to problems, new original projects, develops a strategy of actions based on a systematic approach</p>	<p>evaluate alternative positioning schemes of the company's products</p> <p>To know:</p> <ul style="list-style-type: none"> - theoretical provisions of the system approach in the organization's marketing management <p>Be able to:</p> <ul style="list-style-type: none"> - develop a strategy of marketing actions, choosing the best ways and methods of achieving solutions to non-standard problems <p>To know:</p> <ul style="list-style-type: none"> - modern approaches in the development and management of the marketing strategy of a company operating on the international market <p>Be able to:</p> <ul style="list-style-type: none"> - formulate non-standard ways to solve problems, plan the trajectory of marketing activities of a company operating on the international market
UC-7	The ability to conduct scientific research, evaluate and formalize their results	<p>1. Applies the methods of applied scientific research</p> <p>2. Independently studies new methods and research methods, including in new types of professional activities</p> <p>3. Puts forward independent hypotheses</p>	<p>To know:</p> <ul style="list-style-type: none"> - modern methods of scientific research in marketing <p>Be able to:</p> <ul style="list-style-type: none"> - apply theoretical knowledge in the practice of applied marketing research of the market, consumers <p>To know:</p> <ul style="list-style-type: none"> - modern methods of research of global markets, international markets <p>Be able to:</p> <ul style="list-style-type: none"> - apply modern digital technologies of marketing research, digital technologies of promotion of the organization and its product portfolio <p>To know:</p> <ul style="list-style-type: none"> - methodological tools that organize the process of research in marketing on the global market <p>Be able to:</p> <ul style="list-style-type: none"> - independently generate scientific hypotheses and make a

		4. Prepares research results in the form of analytical notes, reports and scientific articles	choice from alternative marketing hypotheses Know: - modern methods of conducting marketing research on global and international markets Be able to: - to present the results obtained based on the results of the conducted marketing research
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For the direction of training 38.04.01 «Economics», the focus of the master's program «International Economics and business Engineering (with partial implementation in English)»

Competence code	Competence	Competence development indicators ³	Learning outcomes (skills ⁴ , and knowledge) and indicators that show competence development
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³ To be filled in when the updated Financial University educational standards and federal state educational standards of higher education “3++” are implemented.

⁴ Skills are described when the Financial University educational standards of the 1st generation and federal state educational standards of higher education “3+” are implemented.

ACO-1	The ability to organize and conduct research on the international market, evaluate and identify trends in the development of the market as a whole and its individual components, make operational and strategic decisions to change activities in accordance with market conditions	<ol style="list-style-type: none"> 1. Collects information about the state of potential foreign sales markets, purchases of products 2. Analyzes the state of market conditions 3. Develops and critically evaluates proposals for the development and optimization of activities in accordance with the state and forecasts of market conditions 	<p>To know:</p> <ul style="list-style-type: none"> - methods and tools of international market research <p>Be able to:</p> <ul style="list-style-type: none"> - develop the design of marketing research and organizes the study of international markets, choosing the best ways and methods to achieve them <p>To know:</p> <ul style="list-style-type: none"> - modern methods of analysis of the international financial market conjuncture <p>Be able to:</p> <ul style="list-style-type: none"> - organize a marketing study of the state of the international financial market conjuncture <p>To know:</p> <ul style="list-style-type: none"> - methods of justification and evaluation of organizational and managerial decisions in the field of marketing activities <p>Be able to:</p> <ul style="list-style-type: none"> - apply marketing management tools when performing specific tasks
ACO-6	The ability to build hypotheses and theoretical models, to determine the prospects and trends of the development of the international economy based on the analysis of the conjuncture and market trends	<ol style="list-style-type: none"> 1. Searches and processes information to determine the prospects and trends in the development of the international economy based on the analysis of market conditions and trends in market development 2. Demonstrates the skills of building hypotheses about the prospects for the development of the international economy and international business 	<p>To know:</p> <ul style="list-style-type: none"> - the main methodological approaches to the analysis of the conjuncture and trends in the development of the international financial market <p>Be able to:</p> <ul style="list-style-type: none"> - apply modern digital technologies of marketing research, digital technologies of promotion of the organization and its product portfolio <p>To know:</p> <ul style="list-style-type: none"> - methodological tools that organize the process of research in marketing on the global market <p>Be able to:</p> <ul style="list-style-type: none"> - independently generate scientific hypotheses and make a

		3. Demonstrates the ability to build theoretical models of possible consequences of management decisions made in the field of international business based on the analysis of market conditions and trends in market development	choice from alternative marketing hypotheses To know: - theoretical approaches to modeling the development of the international market in a complex and dynamic environment Be able to: - develop and justify their organizational and managerial decisions, taking into account the achievement of economic, social and environmental efficiency
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For the direction of training 38.04.01 «Economics», the focus of the master's program «International Finance and Banking (with partial implementation in English)»

Competence code	Competence	Competence development indicators ⁵	Learning outcomes (skills ⁶ , and knowledge) and indicators that show competence development
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⁵ To be filled in when the updated Financial University educational standards and federal state educational standards of higher education “3++” are implemented.

⁶ Skills are described when the Financial University educational standards of the 1st generation and federal state educational standards of higher education “3+” are implemented.

ACO-2	He is able to apply a number of corporate financial strategies that integrate capital raising, modeling of cash flows and payments to investors in the context of globalization	<p>1. Identifies appropriate corporate financial strategies that integrate capital raising</p> <p>2. Performs cash flow modeling and forecasts payments to investors in the global economy, taking into account the peculiarities of the country's regulation – the operations of banks and financial companies</p>	<p>To know:</p> <ul style="list-style-type: none"> - modern corporate strategies implemented in the global financial market <p>Be able to:</p> <ul style="list-style-type: none"> - develop and justify marketing solutions aimed at implementing a corporate strategy in the field of international business based on the analysis of market conditions and trends in market development <p>To know:</p> <ul style="list-style-type: none"> - the main marketing metrics and methods of their calculation, allowing to evaluate the economic, communicative effectiveness of marketing solutions <p>Be able to:</p> <ul style="list-style-type: none"> - evaluate the economic and communicative effectiveness of marketing solutions, projects, plans in the field of international business
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ACO-4	He is able to apply the conceptual foundations of portfolio theory and the mechanisms of influence of various management styles of the company on the sphere of international finance and assess their consequences for international currency, credit and financial relations	<p>1. Forms and applies comprehensive approaches to the implementation of the conceptual foundations of portfolio theory and the mechanisms of influence of various management styles of the company on the sphere of international finance</p> <p>2. Assesses the consequences of the implementation of international strategies, taking into account the peculiarities of international monetary, credit and financial relations</p>	<p>To know:</p> <ul style="list-style-type: none"> - conceptual foundations of portfolio theory, project approaches and methods of product portfolio management, pricing, distribution and promotion of products in the field of international business <p>Be able to:</p> <ul style="list-style-type: none"> - develop and apply project approaches and methods for managing the product portfolio, pricing, distribution and promotion of products in the field of international business <p>To know:</p> <ul style="list-style-type: none"> - methodology for evaluating international marketing strategies, taking into account the peculiarities of international business <p>Be able to:</p> <ul style="list-style-type: none"> - evaluate the economic and communicative effectiveness of marketing strategies in the field of international business based on the analysis of market conditions and trends in market development
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For the direction of preparation 38.04.01 «Economics», the focus of the master's program «International financial market: strategies and technologies (with partial implementation in English)»

Competence code	Competence	Competence development indicators ⁷	Learning outcomes (skills ⁸ , and knowledge) and indicators that show competence development
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⁷ To be filled in when the updated Financial University educational standards and federal state educational standards of higher education “3+” are implemented.

⁸ Skills are described when the Financial University educational standards of the 1st generation and federal state educational standards of higher education “3+” are implemented.

GPC-1	Ability to identify problems and trends in the modern economy when solving professional tasks	<p>1. Demonstrates an understanding of the main results of the latest economic research, the methodology of conducting scientific research in the professional field</p> <p>2. Identifies sources and searches for information for conducting scientific research and solving practical problems in the professional field, is able to conduct a comparative analysis of different points of view on solving modern economic problems and justify the choice of effective methods of regulating the economy</p> <p>3. He knows the methods of collective work of experts, universal methods of ranking alternatives, complex expert procedures for assessing trends in economic development at the macro, meso and micro levels</p>	<p>To know:</p> <ul style="list-style-type: none"> - methods and tools for the study of problem situations arising in the development of markets and marketing activities of the organization <p>Be able to:</p> <ul style="list-style-type: none"> - develop design and organize marketing research of target markets <p>Know:</p> <ul style="list-style-type: none"> - modern methods of analyzing the market environment, the specifics of the global modern socio-economic environment <p>Be able to:</p> <ul style="list-style-type: none"> - apply digital technologies in the performance of specific tasks, projects, in the organization of their professional activities and development in the field of marketing <p>To know:</p> <ul style="list-style-type: none"> - the main methods of collective work, the algorithm of expert procedures for assessing market development trends at the macro, meso and micro levels <p>Be able to:</p> <ul style="list-style-type: none"> - apply universal methods of ranking marketing alternatives, marketing methods for assessing trends in the development of organizations in the market
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ACO-1	The ability to analyze the state of the international financial market, assess efficiency, identify the main trends in its development and make management decisions on the implementation of operations in all segments and with all products and cross-products of the international financial market	<p>1. Applies theoretical knowledge and economic laws to analyze and describe the main strategies and technologies of the international financial market, identify the main trends in its development</p> <p>2. Substantiates decisions on the implementation of operations in all segments and with all products of the international financial market</p>	<p>To know: - methods and tools of research of international financial markets, modern methods of analysis of the international financial market conjuncture</p> <p>Be able to: - develop the design of marketing research and organizes the study of international markets, choosing the best ways and methods to achieve them</p> <p>To know: - methods of segmentation of target markets and positioning of the company's products</p> <p>Be able to: - apply project approaches and methods of managing the product portfolio of an organization operating in the international financial market</p>
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3. Place of the subject in the curriculum

The discipline «International financial Marketing» refers to the disciplines chosen by the direction of training 38.04.01 «Economics», the focus of the master's degree programs «International Finance», «International Economics and Business Engineering (with partial implementation in English)», «International Finance and Banks (with partial implementation in English)», «International financial market: strategies and technologies (with partial implementation in English)». The program of studying the discipline is compiled taking into account the requirements established by the relevant federal state educational standard of higher education.

4. Workload in credits and academic hours, with class work (lectures and seminars) and self-study indicated

For the direction of training 38.04.01 «Economics», the focus of the master's program «International Finance».

Type of work	Total (in credits and hours)	Semester (Module)5 (in hours)
Overall workload	3 / 108	108
Class work	32	32
<i>Lectures</i>	8	8
<i>Seminars, practicals</i>	24	24
Self study	76	76
Formative assessment	control work	control work
Summative assessment	test	test

For the direction of training 38.04.01 «Economics», the focus of the master's program «International Economics and business Engineering (with partial implementation in English)»

Table 2

Type of work	Total (in credits and hours)	Semester (Module) 6 (in hours)
Overall workload	3 / 108	108
Class work	30	30
<i>Lectures</i>	10	10
<i>Seminars, practicals</i>	20	20
Self study	78	78
Formative assessment	control work	control work
Summative assessment	test	test

For the direction of training 38.04.01 «Economics», the focus of the master's program «International Finance and Banking (with partial implementation in English)»

Table 2

Type of work	Total (in credits and hours)	Semester (Module) 6 (in hours)
Overall workload	3 z.e. / 108	108
Class work	32	32
<i>Lectures</i>	8	8
<i>Seminars, practicals</i>	24	24
Self study	76	76
Formative assessment	control work	control work
Summative assessment	test	test

For the direction of preparation 38.04.01 «Economics», the focus of the master's program «International financial market: strategies and technologies (with partial implementation in English)»

Table 2

Type of work	Total (in credits and hours)	Semester (Module) 6 (in hours)
Overall workload	3 / 108	108
Class work	32	32
<i>Lectures</i>	8	8
<i>Seminars, practicals</i>	24	24
Self study	76	76
Formative assessment	control work	control work
Summative assessment	test	test

5. Subject content (with the thematic components indicated).

Topic 1. Concepts of international financial marketing

The essence and features of the international financial product/service, the international financial market. Goals, objectives, and structure of strategic decisions in international financial markets. The specifics of the international financial market and international business, the concept of global financial marketing. The evolution of the concept of international financial marketing (International Marketing Concept Evolution). The main stages of the transition to global marketing. Modern activities of multinational companies (TNCs) and banks (TNB). Innovative types and tools of marketing, their implementation in the international financial markets. The structure of the financial market. Features of the development of international banking, insurance and investment marketing, international marketing on the securities market. Modern marketing trends in the financial market. International marketing environment: economic, political, legal, socio-cultural.

Topic 2. Research in international financial marketing

Marketing Information System (Marketing Information System). Features of collecting internal and external information in the financial markets. The concept, essence and features of international market research of financial products and services (International Market Research). Introduction of new technologies and digital platforms for conducting marketing research in financial markets. Marketing assessment of the reliability of foreign business partners. Types and methods of research in international financial markets. Stages of conducting research on international financial markets. Segmentation of international financial markets. Features of the behavior of consumers of financial services in the foreign market. Positioning and repositioning in the international financial market.

Qualification requirements for the level and nature of knowledge and skills required for a marketing agency for the study of international financial markets. Indicators of the effectiveness and efficiency of marketing activities. The specifics of the use of international financial marketing tools in Russia.

Topic 3. Organization, control and regulation of international financial marketing

Setting marketing Goals, the concept of mission (Mission, Vision), the essence and types of international marketing strategies in financial markets. Factors determining the choice of an international financial marketing strategy. Strategic, operational and tactical planning in financial marketing. Organizational forms of access to international financial markets. Marketing support of international commercial operations of financial

organizations. Key Success Factors in international financial marketing. Competition and competitiveness in the international financial market. The model of the five forces of M. Porter (Michael Porter's Model).

Topic 4. Marketing tools in the management of international financial marketing activities

The concept of the complex of international financial marketing and its tools: commodity, price, distribution and communication policies.

The specifics of the global financial product (Global product). Development and management of the financial assortment. Standardization and adaptation of goods in international marketing. The product Life Cycle. Features of financial brand management. International branding and rebranding. International financial brands. Features of international marketing of services.

Pricing methods and factors for making a price decision for the external market. Types of pricing policy of a financial organization when entering the foreign market (Global Pricing). Features of the formation of export prices in the conditions of economic sanctions, tougher competition, in a crisis, in conditions of uncertainty.

Selection of distribution channels and their management in international financial marketing. Factors influencing the choice of an international distribution channel in the financial markets. Integrated logistics in international financial marketing. Participants of the international distribution channel and features of their relationships. Conflicts in the international distribution channel and strategies for their resolution.

The structure and features of the communication complex in international financial marketing. Integrated Marketing Communications (IMC), the basic principles and modern approaches to their formation in the international financial markets. International advertising (international advertising), direct marketing (direct marketing), public Relations system (public Relations), sales promotion (sales promotion).

International financial advertising. The AIDA model for international financial markets.

Direct marketing tools in international financial markets. Personal sales and national business communication styles.

International PR events in the financial markets.

Features of building a sales funnel for financial products. Features of sales promotion in international financial markets.

Features of digital channels of promotion and sales in the international financial market.

6. List of teaching and methodological materials needed for the students self-study

6.1. List of questions for student self-study and types of out-of-class activities

Itemized subject content	Questions the students should answer within the self-study process	Types of out-of-class activities
1.	<p>Characteristics of the international marketing environment: macro-and micro-environment of international marketing The concept of "green marketing and green finance" in international markets. Consumerism, protectionism and consumer rights protection. The concept of social and corporate responsibility in international markets. The main directions of development of individual international markets. SMART and IRAC criteria in marketing planning. Lateral, neuromarketing, digital and Internet marketing.</p>	<ul style="list-style-type: none"> - Working with the lecture notes; - working with the electronic library system; - preparation of a plan and abstracts of answers to control questions; - preparation for independent work; - preparation of reports and multimedia presentations; - preparation for participation in the discussion; - familiarization with the case and preparation of answers to questions;
2.	<p>International research organizations. Study of Incoterms legislation. Culturological features of consumer behavior models. The specifics of collecting and processing marketing information.</p>	<ul style="list-style-type: none"> - Working with the lecture notes; - working with the electronic library system; - preparation of a plan and abstracts of answers to control questions; - preparation for independent work, test; - preparation of reports and multimedia presentations; - preparation for participation in the discussion; - work with legal systems, study of Incoterms legislation; - working with the case and preparing answers to questions;
3.	<p>Transformation of international marketing strategies: factors determining the processes. Features of the organization and regulation of marketing activities in international markets. Sales as the main indicator of the activity of a commercial enterprise.</p>	<ul style="list-style-type: none"> - Working with the lecture notes; - working with the electronic library system; - preparation of a plan and abstracts of answers to control questions; - preparation for participation in the discussion; - preparation for solving situational tasks; - preparation for independent work;

4.	The specifics of marketing services on the international market. Marketing of impressions. The development of mobile marketing in the markets of developed countries. Trends and prospects of international branding in the financial markets.	<ul style="list-style-type: none"> - Working with the lecture notes; - working with the electronic library system; - study of the legislation of the Russian Federation on the topic; - preparation for the project task; - preparation for independent work; - execution of reports and presentations; - performing home control work.
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6.2. List of questions/assignments/topics for students' preparation to formative assessment

An approximate list of topics for the control work

Home control work is performed on the topic chosen by the student:

1. Conducting international marketing research:

- in the insurance services market;
- in the banking services market;
- in the investment services market;
- on the securities market.

2. Innovative methods of international marketing research.

3. The role of international financial institutions in regulation.

4. International marketing strategies for financial markets (comparative analysis).

5. Formation of an international marketing plan for financial organizations.

6. Specifics of marketing of financial products and services (tools of the marketing complex).

7. Branding and rebranding of financial products and services.

8. Formation of international strategies by financial organizations in the development of pricing policy.

9. Pricing strategies of international financial organizations.

10. Intermediaries in the international financial market.

11. Positioning strategies in the international financial market.

12. Repositioning on the international financial market.

13. Organization of marketing activities in international financial organizations.

14. Marketing control in international financial organizations.

15. Application of marketing innovations in the international market of services.

7. Mandatory and optional reading list

Basic and additional educational literature

Basic literature:

1. Innovative marketing: a textbook for universities / S. V. Karpova [et al.]; under the general editorship of S. V. Karpova. - 2nd ed., reprint. and additional-M.: Yurayt Publishing House, 2021. - 474 p – - (Higher education). - EBS Yurayt. - URL: <https://urait.ru/bcode/468986> (accessed: 29.03.2021). - Text : electronic.

2. Marketing for masters: textbook/ V. V. Sinyaev [et al.]; Financial University; edited by I. M. Sinyaeva. - M.: University textbook, 2016 – - 368 p. - Text: direct. - The same. - 2018.

- EBS ZNANIUM.com. - URL: <https://znanium.com/catalog/product/937984> (accessed: 29.03.2021). - Text : electronic.

3. International marketing: textbook and workshop for universities / A. L. Abaev [et al.]; edited by A. L. Abaev, V. A. Aleksunin. - Moscow: Yurayt Publishing House, 2021. - 362 p — - (Higher education). - ABS Urite. - URL: <https://urait.ru/bcode/468845> (accessed: 01.07.2021). - Text : electronic.

4. Strategic marketing for masters: textbook / O. N. Zhiltsova [et al.]; Financial University; edited by O. N. Zhiltsova. - M.: University textbook: INFRA-M, 2016 -- 316 p. - Text: direct. - The same. - 2019. - EBS ZNANIUM.com. - URL: <https://znanium.com/catalog/product/1016616> (accessed: 29.03.2021). - Text: electronic.

Additional literature:

5. Guseva, I. A. Financial markets and institutions : a textbook and a workshop for universities /I. A. Guseva. - Moscow: Yurayt Publishing House, 2021. - 347 p — - (Higher education). - ABS Urite. - URL: <https://urait.ru/bcode/469564> (accessed: 01.07.2021). - Text : electronic.

6. Internet marketing: a textbook for universities / O. N. Zhiltsova, O. A. Artemyeva, D. A. Zhiltsov [et al.]; under the general editorship of O. N. Zhiltsova. - 2nd ed., reprint. and add. - Moscow: Yurayt Publishing House, 2020 — - 301 p — - (Higher education). - ABS Urite. - URL: <https://urait.ru/bcode/450115> (accessed: 14.04.2021). - Text : electronic.

7. Information technologies in marketing: textbook and workshop for universities / S. V. Karpova [et al.]; under the general editorship of S. V. Karpova. - M.: Yurayt Publishing House, 2020 – - 367 p – - (Higher education). - ABS Urite . - URL: <https://urait.ru/bcode/450114> (accessed: 29.03.2021). - Text : electronic.

8. Karpova S. V. Marketing analysis. Theory and practice: a textbook for universities / S. V. Karpova, S. V. Mkhitaryan, V. N. Rusin; under the general editorship of S. V. Karpova. - Moscow: Yurayt Publishing House, 2021 -- 181 p -- (Higher education). - EBS Yurayt. - URL: <https://urait.ru/bcode/472642> (accessed: 29.03.2021). - Text : electronic.

9. Karpova, S. V. International marketing: textbook / S. V. Karpova. - 6th ed., reprint. and add. - Moscow: Dashkov and K, 2021. - 296 p – - EBS ZNANIUM.com. - URL: <https://znanium.com/catalog/product/1232137> (accessed: 01.07.2021). - Text : electronic.

10. Customer orientation: research, strategies, technologies: monograph / L. S. Latyshova, I. V. Lipsits, O. K. Oiner [et al.]. - Moscow: INFRA-M, 2021 -- 241 p. - (Scientific thought). - ABS ZNANIUM.com. - URL: <https://znanium.com/catalog/product/1284031> (accessed: 30.03.2021). - Text: electronic.

11. Marketing: theory and practice: a textbook for bachelors, training. by economy. for example, and special / Financial University ; Russian Marketing Association; call. author under the general ed. of S. V. Karpova. - Moscow: Yurayt, 2015. - 408 p. - Text: direct. - The same. - EBS Yurayt: - 2019. - URL: <https://www.biblio-online.ru/bcode/425233> (accessed: 01.07.2021). - Text: electronic.

12. International marketing: textbook and pratikum for universities /I. V. Vorobyova, N. V. Goncharenko, M. A. Gubina [et al.]; edited by I. V. Vorobyeva, K. Petsoldt, S. F. Sutyurin. - Moscow: Yurayt, 2020. - 398 p.- (Higher education). - Text: direct. - The same. - ABS Urite. - URL: <https://urait.ru/bcode/450356> (accessed: 01.07.2021). - Text : electronic.

13. Marketing in industries and spheres of activity : textbook and workshop for universities / S. V. Karpova [et al.]; under the general editorship of S. V. Karpova, S. V. Mkhitaryan. -

Moscow: Yurayt Publishing House, 2021. - 396 p — - (Higher education). - ABS Urite. - URL: <https://urait.ru/bcode/484237> (accessed: 01.07.2021). - Text : electronic.

14. Modern architecture of finance in Russia: a monograph /M. A. Eskindarov, V. V. Maslyannikov, M. A. Abramova [et al.]; Financial University; edited by M. A. Eskindarov, V. V. Maslennikov. - Moscow: Kogito-Center, 2020. - 487 p. - Text: direct. - The same. - EB of the Financial University. - URL: http://www.fa.ru/science/Documents/publications/_8.pdf. - Text: electronic.

15. Marketing management: textbook and workshop: for use in the educational process of educat. institutions that implement higher education programs on, for example, training. "Trade business", "Management" (bachelor's degree level) / D. V. Tyurin [et al.]; Guild of Marketers; under the general editorship of S. V. Karpova, D. V. Tyurin. - Moscow: Dashkov and K, 2017. - 366 p. - Text: direct. - The same. - ABS ZNANIUM.com. - URL : <http://znanium.com/catalog/product/937261> (accessed: 29.06.2020). - Text: electronic.

Periodicals

1. Marketing.
2. Marketing in Russia and abroad.
3. Marketing and marketing research.
4. Practical marketing.

Foreign periodicals

1. BusinessWeek.
2. Journal of Marketing.
3. The Economist.

The list of resources of the information and telecommunications network «Internet», necessary for the development of the discipline

1. Alpina Digital Business Online Library – <http://lib.alpinadigital.ru>.
2. Famous brands and brand promotion – <http://www.brandtop.ru>.
3. Scientific electronic Library – eLibrary.ru <http://elibrary.ru>.
4. National Electronic Library – <http://НЭБ.рф>.
5. Website of the Guild of Marketers – <http://www.marketologi.ru>.
6. The website of the encyclopedia of marketing – <http://www.marketing.spb.ru>.
7. Electronic Library of the Financial University (EB) – <http://elib.fa.ru>.
8. Electronic library system BOOK.RU – <http://www.book.ru>.
9. Electronic library system "University Library ONLINE" – <http://biblioclub.ru>.
10. Electronic library system Znanium – <http://www.znanium.com>.
11. Electronic library system of the publishing house "YURAYT" – <https://www.biblio-online.ru>.
12. Electronic Library – <http://grebennikon.ru>.
13. Electronic Library of Dissertations of the Russian State Library – <https://dvs.rsl.ru>.

8. List of IT resources, incl. the list of software, information and reference systems (as appropriate).

8. 1. Software:

1. Windows, Microsoft Office software;
2. ESET Endpoint Security antivirus software; etc.

8.2. Databases and information and reference systems

E.g.

1. Garant information and reference system;
2. Consultant Plus legal information system;
3. <http://ru.wikipedia.org/wiki/Wiki> e-encyclopedia;
4. <http://www.skrin.ru/> database; etc.

8.3. Certified software/hardware used for information protection

If no such software/hardware is used, there is a special mark.

