

**Federal State Autonomous Educational Institution of Higher Education**

**NATIONAL RESEARCH UNIVERSITY  
«HIGHER SCHOOL OF ECONOMICS»**

Faculty of Business and Management  
School of Business and Business Administration

**The consistency and criteria for evaluating the portfolio for  
admission to the master's education program**

for foreign citizens applying for the Master's educational programme

**«Marketing: Digital Technologies and Marketing  
Communications»**

In the field of 38.04.02 Management

**The Academic Supervisor of the educational program: Vetrova Tatiana**

**Moscow 2019**

**MASTER'S EDUCATIONAL PROGRAMME  
«MARKETING: DIGITAL TECHNOLOGIES AND MARKETING  
COMMUNICATIONS»**

**Portfolio (admission of 2020)**

**1. Documents for participation in the portfolio competition**

Documents prepared to the portfolio contest are submitted in electronic form by posting scans of the necessary documents in the applicant's personal account which is available on the corporate website.

Documents received during the period of studies at a university are accepted for consideration, excluding the school period.

Mandatory documents without which the portfolio is not considered: diploma, text of a graduation thesis, CV and motivation letter.

The competition is carried out in accordance with the decision of the examination committee based on the consideration of scans of provided documents in the following positions:

- 1.1. *A document confirming the level of education (diploma of education or certificate + insert with grades).*** If you have several diplomas of higher education, documents for each of them are provided. The honors degree, GPA and education profile are taken into account.
- 1.2. *Additional documents of education (diplomas, certificates)*** confirming the study of individual training courses, trainings, advanced training (outside the higher education programme, including online) in thematic areas close to the profile of the programme - management, marketing and marketing communications.
- 1.3. *Documents confirming research achievements in the profile of the programme:*** availability of scientific publications, speeches at conferences, participation in competitions of scientific works, olympiads, etc.
- 1.4. *Resume describing work experience, professional achievements, participation in internships, case championships, etc.***
- 1.5. *Motivation letter,*** which should reflect the reasons why the candidate wants to study the master's programme «Marketing: Digital Technologies and Marketing Communications», scientific and professional interests related to the study of the programme's disciplines as well as professional plans for the future.
- 1.6. *Letters of recommendation*** (from an employer and/or a scientific supervisor).
- 1.7. *Valid international certificates confirming the level of proficiency in Russian and English.***

**2. Portfolio evaluation criteria**

**2.1. Portfolio is evaluated in accordance with a 100-point system** in the following positions:

<b>№</b>	<b>Criteria</b>	<b>Maximum points</b>
<b>1.</b>	Basic education	<b>25</b>
<b>2.</b>	Additional education	<b>10</b>
<b>3.</b>	Research achievements	<b>20</b>
<b>4.</b>	CV demonstrating work experience and professional achievements	<b>15</b>
<b>5.</b>	Motivation letter	<b>10</b>
<b>6.</b>	Recommendation letters	<b>10</b>
<b>7.</b>	Valid international certificates confirming the level of proficiency in Russian and English	<b>10</b>
	<b>In summary</b>	<b>100</b>

**2.2.** In case of a dispute or in order to clarify the data, ***applicants can be invited for an interview***, the results of which influence the final scores. The interview is a personal meeting or an online interview via Skype.

The Academic Supervisor of the Master's Programme  
«**Marketing: Digital Technologies and Marketing Communications**»

Tatiana V Vetrova, PhD, Associate professor