

NATIONAL RESEARCH UNIVERSITY HIGHER SCHOOL OF ECONOMICS

Graduate School of Business

Application portfolio and assessment criteria
Master's Programme

“Marketing Management”

Moscow, 2023

List of documents for passing the entrance test in the form of competitive selection (portfolio) for foreign applicants entering as part of a separate competition, and criteria for evaluating the portfolio

**Master’s Programme
“Marketing Management”**

Portfolio components	Comments	Maximum points
<i>Mandatory documents</i>		
Copy of diploma and official transcript, or an official document, issued by the higher education institution, confirming program completion or indicating the number of degree credits earned to date	The grades of the applicant for the period of study, the average diploma score, diploma with honors, the profile of education, the disciplines, corresponding to the specifics of the Program.	10
Motivational letter in a video-format (The letter should be in Russian)	The content of the letter is assessed (including the reasons why the applicant wants to study in the Program, academic and professional interests, related to the Program, as well as professional plans), its structure, style of presentation	35
<i>Additional documents</i>		
Documents confirming the applicant’s practical experience in the Program field	The volume, quality and complexity of the work experience or project experience, fit of experience to the Program specifics, roles in projects, and the degree of project success are taken into account.	10

Documents confirming individual achievements	<p>The candidate's interest in expanding his knowledge and obtaining additional education is taken into account, as well as his ability to undergo training in English in certain disciplines</p> <p>The presence in letters of recommendation of instructions for completing specific projects, achieving KPIs, etc. is taken into account.</p> <p>level and status of the event or organization where received diploma, certificate or other document about individual achievements of the participants, compliance of the diploma, certificate or other document with the specifics of the educational program</p>	10
Marketing case solution	<p>The completeness of disclosure of specified problems in the case is assessed;</p> <p>ability to apply methods reasonably and competently</p> <p>marketing and strategic analysis; quality and</p> <p>the persuasiveness of the arguments, including the presence of evidence expressed judgments with examples from business practice;</p> <p>the ability to logically express one's thoughts and make reasonable conclusions; originality of thinking;</p> <p>purity of citation (no plagiarism), structure and composition of the text, including including the presence of an introduction, main part and conclusion;</p> <p>use of words and phrases included in the lexical minimum in the chosen field of study, as well as</p> <p>basic grammatical forms and lexical structures, characteristic of professional speech.</p>	35