

NATIONAL RESEARCH UNIVERSITY HIGHER SCHOOL OF ECONOMICS

Graduate School of Business

Application portfolio and assessment criteria
Master's Programme

“Marketing: Digital Technology and Marketing Communications”

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: Digital Technology and Marketing Communications”**

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	15
Essay on the given topic «Трансформация маркетинга в условиях глобальных изменений»	The following is assessed: comprehensive approach to the topic; quality of arguments, including the supporting proofs and examples from business practice; level of understanding of the subject area of the program, ability to logically present thoughts, develop story line and make reasonable conclusions; originality of thinking; accuracy of citation (absence of plagiarism), well-developed structure and composition of the text, including introduction, main part and conclusion.	20

Oral interview (in Russian)	During the interview, the key assessed characteristics of the candidate are: professional skills, communication skills, analytical thinking and motivation of the candidate. The sequence, methodology and criteria for evaluating these characteristics are determined by the interviewer in an expert manner. It is allowed to test the candidate's knowledge by asking questions on the prerequisites of the Program that require analytical justification. The candidate's ability to conduct a dialogue with the interviewer on a given topic using professional terminology and basic concepts in the Program profile is also taken into account.	35
<i>Additional documents</i>		
Documents on additional education	The applicant's interest in expanding his or her knowledge and obtaining additional education, especially in the areas, relevant to the specifics of the Program; the level and scope (in academic hours) of completed additional education programs; internships, the level and status of the organization where the internship was completed (mobility program, etc.), the compliance of the diploma, certificate or other document to the specifics of the Program.	10
Diplomas and/or certificates of individual achievements	The level and status of the event or organization where a diploma, certificate or other document on the individual achievements of the applicant is obtained, the fit of the diploma, certificate or other document to the specifics of the Program, the level of the diploma, certificate or other document (for example, 1st place in the competition).	

Professional certificates, case championships	The level and recognition of the certificate or organization that issued the professional certificate is taken into account, as well as the compliance of the certificate with the profile of the Program. A victory or passage to the second round in major case championships (for example, Changallenge Cup Moscow) is taken into account.
Applicant's publications	The level of the publication (professional, academic, periodic) of the applicant (printed or accepted for publication). The levels of publications vary and may affect the maximum score. The relevance of the research topic;
Certificates/confirmation of individual scholarships	The scholarships or grants for academic, research or project work, as well as the educational or academic results, achieved by the recipient of the scholarship or grant, and their fit to the Program are taken into account.
GMAT / GRE certificate	The GMAT score of at least 500 points / GRE score of at least 165 points is taken into account.

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
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