

THE TASK OF PROFESSIONAL PRACTICE

FOR THE STUDENTS OF MARKETING MANAGEMENT SPECIALIZATION

Student's name, surname and group

Title: *Professional practice*, code: VVVKB17085

Period of practice: Internship starts from 2019-12-02 to 2020-01-26

Value of the practice: 12 credits.

Form of reporting: Report.

Form of evaluation: Grade.

The objective of the practice: Acquisition of comprehension in practical applications and peculiarities of marketing management in VGTU.

1.1. Expected results: The knowledge of modern marketing management, applied seeking to organise and administrate marketing activity, considering the experience of progressive marketing management and marketing innovation development. The ability to collect data about stages of marketing strategies, marketing activity and advertisement development projects and their practical realisation and to analyse collected and systematised data seeking to select the ways to prepare and implement these projects.

The internship location: Practice is conducted at VGTU.....

The tasks of the practice:

1. Describe the organization where the practical work is accomplished, evaluating overall marketing management principles applied in the organization.
2. Analyse marketing researches executed by the organization.
3. Recognize the academic theories and methods applied in organization activities developing marketing strategies for various economical activities.
4. Describe the practical solutions applied in organization executing the matter of international marketing targets.

Requirements for the practice report:

1. Professional practice report should reflect the objective and the tasks of the internship – the performed activities has to be presented and described.
2. The amount of internship is around 15-20 A4 format pages (font 12 pt.; range 1.5 pt. ; margin - 3 cm on the left, followed by 2 cm at the top and bottom, 1.0 cm - on the right).
3. The structure of internship report: titular page, task of internship, introduction, report, conclusions and suggestions, references and appendices.
4. Practice report must be properly illustrated with tables, charts, graphs, and so on.
5. Writing the report one may follow formatting requirements (in Lithuanian language):
<http://leidykla.vgtu.lt/lt/knyga/vadyba-ir-administravimas/559.html?Itemid=15>
6. The review of the supervisor designated in the internship location.

Recommended literature:

1. Brace, Ian. Questionnaire design: how to plan, structure and write survey material for effective market research. London: Kogan Page, 2013, 288 p.
2. Usunier, Jean-Claude. Marketing across cultures. Harlow: Pearson, 2013, 478 p.
3. Blythe, Jim. Essentials of marketing. Harlow: Pearson, 2012, 340p.
4. Sally Dibb. Marketing: concepts and strategies. Andover: Cengage Learning, 2012, 815 p.
5. Kotler, Philip. Marketing management. Harlow: Pearson Education, 2012, 806 p.
6. Joseph F. Hair. Essentials of marketing research. New York (N.Y.): McGraw-Hill Irwin, 2013, 414 p.
7. Naresh K. Malhotra, David F. Birks, Peter Wills. Marketing research: an applied approach. Harlow: Pearson, 2012. 1037 p.

Requirements for report of the practice:

1. The trilateral internship agreement has to be assigned and registered in Management department 2 week before starts the internship practice location has to be attached to the practice report (the review has to be signed by supervisor and approved by the seal of organization and it has to be written on the corporate blank).
2. The report has to be submitted three days before assessment of the practice.
Structure of the internship report: introduction, teaching, conclusions and suggestions, list of used literature, appendixes
3. The practice report must be adequately illustrated by tables, diagrams, diagrams, etc. Submitted (included in the report) a report from the supervisor appointed at the place of practice (the signature of the manager is stamped or the response is written on the organization's corporate form). Writing a practice report can be guided by the requirements of the job placement:
<http://leidykla.vgtu.lt/lt/knyga/vadyba-ir-administracija/559.html?Itemid=15>

Terms of reports:

I – from 2020-01-20 to 2020-02-02;

I additional– from 2020-02-03 to 2020-02-09;

II (paid with permission of Dean) from 2020-02-10 to 2020-02-16.

The university mentor of the internship:

Valentina Peleckiene

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[Department of Management](#)

Name, surname and signature of student trainee Dovilė Jodenytė

Student's telephone and email