**For practical training in a project format**

**(as per the initiative of HSE University staff[[1]](#footnote-2))**

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| Practical training element | **Project** / internship / expedition |
| Project type (if a project) | Research / **applied** / service |
| Project name | SBS Marketing strategy in the media space (USA & European markets). SBS - Управленческий Консалтинг - Стратегические Бизнес Решения (sbs-consulting.ru) |
| Subdivision - project initiator |  |
| Project head | Iya Churakova |
| Main place of the project head’s employment at HSE University | Associate professor, Department of Finance |
| Supervisor’s contact details (e-mail) | iychurakova@hse.ru |
| Project co-heads at HSE University *(if any)* |  |
| Contact details of co-heads at HSE University (e-mail) |  |
| Key project idea / description of the problem under consideration | The business case 'Developing a marketing strategy in the media space for a strategic company' |
| Goal and objectives of the project | To investigate the media behaviour of a company in the USA & European markets market, based on market analysis of consulting services |
| Project assignment | a) To analyze the map of the international consulting services market (BIG 3, BIG 4, TIER 2). Evaluate the advantages (chips) and "vulnerable zones" of the main players in the strategic consulting market. Compare products, methods of their promotion (media, social networks, associations, presence in ratings) and approximate cost.  b) How are they differentiated in front of the customer? Compare BIG 3, BIG 4, TIER 2 strategies on the international market.  c) Find customer journey analytics in Yandex-metrics or Google-metrics, evaluate correlations. |
| Project deliverables, special or functional requirements regarding project outcomes | The result of the project should be presented in the form of a report, a presentation and an interactive dashboard. |
| Starting date of project | 01.03.2023 |
| Final date of project | 20.04.2023 |
| Workload (hours per week) per participant | *4* |
| Anticipated number of participants (vacancies) on project team | *5* |
| Vacancies (roles), short description of tasks, number of credits assigned, and qualification criteria for project participants *(description of a single vacancy will be sufficient, if all participants perform similar works)*  *Credits per participant shall be calculated as: the duration in weeks \* the project’s workload in hours / 25* | Vacancy No.1: project team member  Tasks:  1. collection and processing of information on the marketing services market; 2. creation of an analytical framework for tracking the effectiveness of service launches in Excel; 3. creation of a dashboard template to analyse the market for similar services; 4. creation of a report and presentation.  Credits: 2  Qualification criteria:  1. Being a student of the "Management and Analytics for Business";  2. knowledge of MSExcel, MSWord,MSPower Point, R, Stata; 3. communication skills;  4. effective time-management; 5. desire to gain experience with real business. |
| Total credits | *10* |
| Final assessment format | **Pass/fail** for projects for one and two credits |
| Format of results subject to assessment | A1 - project report; A2 - presentation of results in English; A3 - Excel template for data collection and calculation of analytical indicators; A4 - Excel dashboard for market analysis of similar services. |
| Formula for resulting grade, possible assessment criteria, including all requirements and parameters | Score = A1\*0.4+A2\*0.2+A3\*0.2+0.2\*A4 |
| Retakes in case of unsatisfactory grades | Yes/**no** |
| Anticipated educational outcomes of the project | 1. *Development, implementation and evaluation of the effectiveness of projects aimed at the development of the organization;* 2. *search and evaluation of new market opportunities, development of business models and business plans;* 3. *development of methodological support for consulting activities, including on the basis of ongoing research.* |
| Special aspects of the project implementation: territory, time, information resources, etc. | The project is implemented online.  https://www.sbs-consulting.ru/  ПОБЕДИТЕЛЯМ КЕЙСА - пропуск этапов CV скрининг и HR интервью  при отборе в команду Research Team  SBS Consulting <https://fut.ru/programs/sbs/> |
| Recommended educational programmes | Masters in Management and Analytics for business |
| Students submits a CV (resume) | **Yes**/no |
| Students submit a motivation letter | **Yes**/no |

1. Project work initiated by HSE University’s staff can be organized jointly with partner organizations. [↑](#footnote-ref-2)