

Department of Marketing and International Management

**Methodical guidelines for term paper**

1-26 80 05  
(specialty code)

Marketing  
(name of specialty)

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by the Department of Marketing and International Management

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## INTRODUCTION

The emerging social and economic conditions for the development of society require high-quality training of competitive marketing specialists who have deep knowledge, the ability to adapt to current market conditions, and who are capable of achieving highly professional, including innovative activities. Writing and defending the Term paper is an important step in the training of highly qualified marketing specialists.

The purpose of these methodical guidelines is to help the student in the correct organization of work and its high-quality performance. A searching examination of the methodical guidelines will help the student to avoid common mistakes in the organization of the Term paper and to make sure that it is properly prepared. Methodical guidelines were prepared in accordance with the Procedure for organizing course design and defense of Course projects in the Educational Establishment "Polesky State University" №17 dated 02.12.2015.

Term paper is performed by students in accordance with the requirements of the higher education standard in specialty 1-26 80 05 "Marketing", as well as the educational plan, and is aimed primarily at acquiring practical skills in the chosen specialty.

The purpose of preparing the Term paper is to systematize, consolidate and deepen the theoretical knowledge acquired by students in the learning process, their application to solve a specific practical problem in accordance with the requirements of competence building in the specialty "Marketing".

Objectives of writing the Term paper are:

- systematization, consolidation and expansion of theoretical knowledge and practical skills in studying a range of general economic and specialized marketing disciplines in the context of solving certain practical problems;
- development of skills in conducting independent work and mastering the methods of research and experimentation in solving developed problems and issues, the development of creative approaches to solving a specific problem;
- development of skills to use reference literature, regulatory, legal, regulatory and technical documentation, to apply modern computational and graphic and economic and mathematical methods, organizational and economic analysis;
- development of independent decision-making and logical thinking skills;
- independent substantiation of ways and means of solving a certain problem;
- establishing internal and external relations between phenomena and processes that are essential for solving a specific practical problem;
- drawing conclusions, recommendations and proposals based on the results of the research;
- acquisition of skills in the design of text and graphic documentation in accordance with established requirements.

The following requirements are imposed on the implementation of the Term paper: precision of structure; logical sequence of material presentation; convincing

argumentation; conciseness and precise formulation, excluding the possibility of subjective interpretation; concreteness of the work results presentation; argumentativeness of work results and conclusions; validity of recommendations.

The implementation of the Term paper consists of the following steps:

- 1) familiarization with the methodical guidelines for the implementation and design of the Term paper;
- 2) selection of the topic from the list proposed by the Department and its coordination with the scientific supervisor;
- 3) selection and research of literature on a selected topic;
- 4) drawing up a work plan and time schedule;
- 5) collection and processing of factual and statistical material;
- 6) adjustment of work plan and coordination with the scientific supervisor;
- 7) writing sections of work, drawing conclusions and generalizations based on its results;
- 8) technical design of the Term paper in accordance with the established requirements;
- 9) submission of the work to the scientific supervisor for review;
- 10) obtaining the written review of the scientific supervisor and eliminating the shortcomings noted by him;
- 11) obtaining admission to the defense of Term paper and its defense.

The work must satisfy not only scientific requirements, but also the requirements of a high design culture.

Term paper design must comply with the interstate standard GOST 7.80-2000 "Bibliographic record. Title. General requirements and compilation rules", interstate standard GOST 7.1-2003 "Bibliographic record. Bibliographical description. General requirements and compilation rules", interstate standard GOST 7.82-2001 "Bibliographic record. Bibliographical description of electronic resources. General requirements and compilation rules", interstate standard GOST 7.12-93 "Bibliographic record. Abbreviation of words in Russian. General requirements and compilation rules", interstate standard GOST 7.11-2004 "Bibliographic record. Abbreviation of words and phrases in foreign European languages", state standard of the Republic of Belarus 7.12-2001 "Bibliographic record. Abbreviation of words in Belarusian. General requirements and compilation rules".

## **1 SELECTION OF TERM PAPER TOPIC. ORGANIZATION OF COURSE DESIGN**

The topic of the Term paper is determined based on the direction of the Master's research.

The topic of the Term paper and the supervisor is fixed in the Department through the registration of the list of students with the topic of work and supervisor's surname, name and patronymic.

The student is obliged to agree on the topic of Term paper with the supervisor. To do this, within the established fixed dates, the student is obliged to provide the supervisor for consideration:

- Outline plan of Term paper;
- Objectives set and ways to achieve them;
- List of analytical material available to the student;
- Description of research design and methods;
- List of possible literature sources on the topic.

The final formulation of the Term paper topic is determined based on the material provided by the student together with the supervisor.

It is not permitted to carry out Term paper on topics which are not agreed with the supervisor and not approved at the Department.

The supervisor of the Term paper is obliged to:

- develop a Master's student assignment for implementation of term paper;
- draw up a time schedule for the Master's student Term paper;
- advise the Master's student on all issues related to the implementation of the Term paper;
- assist the Master's student in the selection of the necessary literature and conducting a patent search;
- control Course design by a Master's student;
- assess the performance of each stage of the Term paper by the Master's student;
- check completed and formalized Term paper and write a review;
- participate in the Commission for the defense of Master's student Term paper.

Course design supervision begins with the handing out of the work assignment. Term paper assignment must be given to a full-time Master's student of higher education in the first two weeks after the start of the term in which the curriculum provides for it.

The assignment is signed by the supervisor of the Term paper and the Master's student, the date of issue is indicated and approved by the Head of the Department.

In the course of guiding the Master's student Course design, the supervisor conducts individual and, as necessary, group consultations. During consultations, the supervisor checks the state of work on the work, gives specific instructions on overcoming difficulties, analyzes common mistakes, helps students to find rational ways to solve them. The lecturer also conducts individual Master's students consultations outside extracurricular time. Consultations are permitted by using communication means (telephone, e-mail, etc.).

## 2 PLAN AND STRUCTURE OF TERM PAPER

Term paper should be logical, scientific in its content; it should contain in a systematic form the materials of the research and its results.

The Term paper consists of two parts: an explanatory note and a graphical set, as well as other illustrative material. The general requirements for the Explanatory Note for the Term paper are: clarity and logical sequence of material presentation, conciseness and unambiguousness, concreteness of results presentation, evidence and conclusions. The explanatory note for the Term paper should provide a concise and clear form disclose the creative concept of the work, contain research methods, the calculations themselves, the description of the design options, their analysis and the conclusions on them, a technical and economic comparison of the options and, if necessary, accompanied by illustrations, graphs, sketches, diagrams, schemes, etc.

**The explanatory note for the Term paper** should include:

- cover sheet,
- assignment,
- table of contents,
- list of symbols and terms (if necessary),
- abstract,
- introduction,
- main part,
- conclusion,
- list of cited references,
- annexes (if necessary).

**The cover sheet** is the first page of the Term paper and is prepared in accordance with **Annex A**.

The cover sheet is included in the overall numbering of the Term paper. There is no page number on the cover sheet.

**The assignment form** is not included in the total page numbering and the page number is not stamped on it.

**A table of contents** is given at the beginning of the Master's Thesis and includes the titles of its structural parts. The last word of the title with its corresponding page number in the right column of the table of contents, is connected by a row of dots. The table of contents shall be made in accordance with **Annex B**.

**List of symbols.** Rarely used abbreviations, notation keys, symbols, units and specific terms can be presented as a separate list if necessary.

**The abstract (Annex C)** summarizes the term paper:

- information about the scope of work, the number of illustrations, tables, cited references, annexes;
- list of keywords is 5-10 words or phrases from the text of the Term paper, which most closely characterize its content and provide the possibility of information retrieval;
- research object;
- purpose and objectives of the Term paper;
- research methods;

- obtained results;
- proposals;
- application field;
- cost-effectiveness (practical significance).

The optimal scope of the abstract text is no more than one page of printed text.

The section **"Introduction"** substantiates the relevance of the Term paper topic, its purpose and objectives, object and research methods, summarizes the current state of theoretical research on the selected topic with the names of leading scientists and researchers in this field. The introduction is usually a short section of up to 3 pages.

*Relevance of the topic (rationale for the work).* A student must confidently prove that his appeal to the selected topic is not accidental, but caused by objective reasons (increased interest in society or science, insufficient research, etc.). On this basis, a problem is singled out, to the solution of which the research will be focused. The student's formulation of relevance indicates how correctly he assesses the selected topic in terms of timeliness and social significance, characterizes his scientific maturity and professional training.

*The object of research* is a part of reality to be studied, that is, the process or phenomenon that generates a problem situation and is selected for research.

*The subject of research* is contained within the object and specifies what exactly will be studied in the object.

*The purpose of the Coursework* is to research the problems identified by the selected topic, as well as directions and methods of their solution. The purpose of the work should be concise and specific. It should be based on rationale for the relevance of the topic. Thus, the purpose of the Term paper is to establish, identify scientific facts, formulate regularities, substantiate the most effective ways of researching the topic.

*The objectives of the Term paper* are the successive steps of research work aimed at achieving the purpose. The objectives should reveal, specify and, in general, be adequate for the purpose of the research. Terms such as "analyze", "disclose", "identify", "research", "establish", "find out", "define", "substantiate" and others are used to formulate objectives.

*Research methods.* The Term paper provides a list of the research methods used to achieve this purpose. They should be listed in a concise and meaningful manner, defining exactly what has been researched by one method or another. This will ensure that the selection of these methods is logical and appropriate.

**The main part** of the Term paper contains sections that provide:

- review of literature sources on the topic;
- methods and (or) techniques used;
- own theoretical and experimental research;
- calculation results;
- economic assessment for the decision made;
- determining the cost-effectiveness of implementing the results obtained.

The main part of the Term paper usually contains at least three chapters, each containing at least two sections. The latter, in turn, can be divided into subsections.



In the first (theoretical) chapter of the work, using literary sources of domestic and foreign authors, the student needs to summarize the accumulated experience in the research field, to reveal the essence and content of the concept under research, independently try to determine its place and role in the marketing complex.

In the second (practical) chapter of the work, which is to be written on the materials of a specific organization, the student needs to consider the features of any element of the marketing complex characteristic of the research object, marketing management issues in this organization or disclose another Term paper subject selected by the student using the example of an organization. The analysis results should be summarized in the form of tables, graphs and relevant conclusions on the problem under research.

In the third chapter (calculated) based on the results of the analytical work carried out in the second section, recommendations for improving the subject of the Term paper for the analyzed organization should be developed and substantiated. The recommendations should be primarily practical in nature, economically sound and closely related to the research object.

The student is obliged to provide **references to the sources**, materials or individual results **used**, excerpts (quotes) of which are given in his Term paper. If the same material is reprinted repeatedly, reference should be made to the latest edition. Earlier editions can only be referenced if they contain relevant material that is not included in latest editions.

Each chapter and section of the Term paper should conclude with **brief conclusions** summarizing the outcomes of the research steps.

The section "Conclusion" presents the results of the research carried out, the recommendations resulting from the term paper. This is a consistent, logically structured presentation of **the results obtained and their relations with the common goal and specific objectives** that were posed and formulated in the introduction. The conclusions should focus on qualitative and quantitative indicators of the results obtained, substantiate the reliability of the results and the appropriateness of using the author's proposals.

**The list of cited references** should include laws and regulations on the object and subject of the research, textbooks, training aids, monographs and articles of domestic and foreign authors, including in foreign languages. The number of sources must be **at least twenty**.

**The annexes** contain auxiliary and additional material used in the execution of the Term paper. This section is formed when the research content and results need to be more fully disclosed and their scientific and practical relevance assessed. The number of annexes is determined by the author of the Term paper. Annexes may include formulas, calculations; auxiliary tables and illustrations; documents or their copies that confirm the scientific and (or) practical application of research results or recommendations for their use.

**The graphical part** includes graphic material according to the assignment for the Term paper.

### 3 SUBMISSION REQUIREMENTS FOR TERM PAPER

#### 3.1 Submission requirements for Term paper text

The Term paper is printed using a computer and printer on one side of a sheet of A4 white paper (210x297 mm). The typing of Term paper text is carried out using the Word text editor. It is recommended to use fonts of type Times New Roman size 14 points using an interline spacing of 18 points in doc, rtf or odt document formats with the text aligned on the width of the sheet. In the case of insertion into the formula bar, an increase in the interline spacing is allowed.

Paragraph indentation for the main text is 1,25 cm. You can not type more than one space between words, make a discharge with spaces inside the word. Offset paragraphs using paragraph indents, do not separate punctuation marks with spaces from the previous word.

The dimensions of the fields are: top and bottom – 20 mm, left – 25 mm, right – 10 mm.

The Term paper should not exceed 50 pages. The sections "List of cited references" and "Annexes" are not included in the scope of work.

The print font shall be straight, light-numbered, clear, black and equal throughout the entire scope of the Term paper. It is allowed to use computer-based features to focus on definitions, terms, theorems, important features, applying different font styles: italic, bold, italic bold, selection with frames, spacing, underlined.

Typographical errors and graphical inaccuracies found in the text of the Term paper may be corrected by brushing or painting with white paint.

Titles of the structural parts "Table of contents", "List of conventions, symbols and terms", "Introduction", "Chapter", "Conclusion", "List of cited references", print in the middle of the page without a dot at the end, using a bold 16-point font. If the title consists of two or more sentences, they are separated by a dot(s). Chapter titles are also printed. The chapter title is printed with a new line following the chapter number.

The titles of sections, subsections, paragraphs are inserted after their numbers through a space. The section titles are printed in lowercase letters (except the first capital letter) with a paragraph indentation in bold 16-point font, align text to width.

The subsection titles are printed with paragraph indentation in lowercase letters (except the first capital) in semi-bold type size of the main text font.

Titles are separated from the text at the top and bottom by three spaces.

"Annexes" are printed in capital letters in the upper right corner of the page using a 16-point bold font.

Each structural part of the Term paper should be started with a new sheet.

The numbering of the Term paper pages is given in Arabic numerals at the middle of the top field of the page.

The numbering of the chapters, sections, subsections, figures, tables, formulas, equations is given in Arabic numbers without the sign "№".

The chapter number is inserted after the word "Chapter". The structural parts of "Table of contents", "List of symbols", "Introduction", "Abstract", "Conclusion", "List of cited references", "Annexes" have no numbers.

The sections are numbered within each chapter. The section number consists of the chapter number and the section sequence number separated by a dot. For example: 2.3 (third section of the second chapter).

The subsections are numbered within each section. The subsection number consists of the sequence numbers of the chapter, section, subsection, separated by dots. For example: 1.3.2 (second subsection of the third section of the first chapter).

### **3.2 Submission requirements for illustrations**

Illustrations (photographs, pictures, drawings, schemes, diagrams, graphs, maps, etc.) and tables are used to visualize in the Term paper the characteristics of the research objects, the theoretical and (or) experimental data obtained and the detected patterns. It is not permitted to present the same results in the form of an illustration and a table.

Illustrations and tables should be placed in the Term paper directly on the page with the text after the paragraph where they are mentioned for the first time, or separately on the next page. They should be located so that it is convenient to view them without turning the Term paper or with a clockwise rotation. The illustrations that are located on individual worksheets are included in the overall page numbering. It is allowed to use annexes of non-standard size, which when folded correspond to the A4 format.

The illustrations are denoted respectively by the word "Figure" and are numbered sequentially within each chapter. All illustrations should be referenced in the text of the Term paper. The word "Figure" is not abbreviated in the captions to the figure and in the references to them.

The illustration number shall consist of a chapter number and a sequence number of illustration or table, separated by a dot.

For example: Figure 1.2 (second figure of the first chapter).

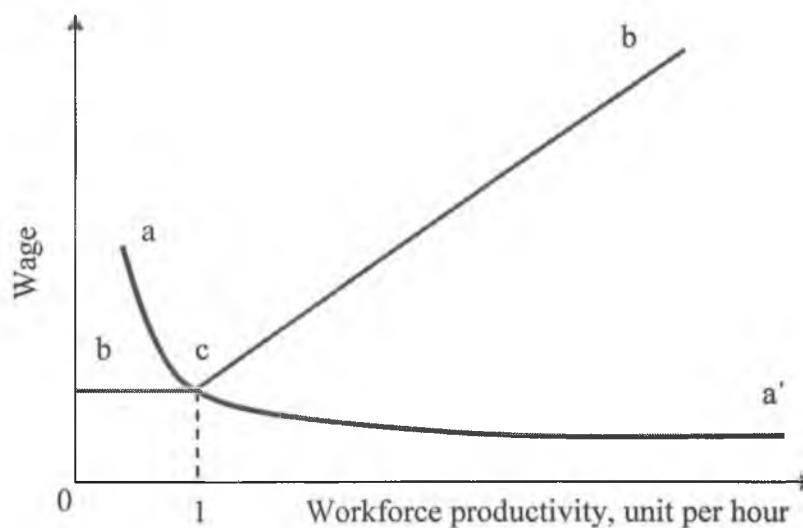
If only one illustration is shown in the chapters of the Coursework, they shall be numbered sequentially within the whole Coursework.

For example: Figure 1, Figure 2.

Illustrations shall be done using computer technology. It is permitted to use printouts from devices and colour illustrations as illustrations.

Illustrations usually have a name and explanatory data (caption text) centered on the page. The explanatory data shall be placed under the illustration and the word "Figure" shall be followed by the number and the name of the illustration, separating the number from the name by a dash mark. A dot is placed at the end of the numbering of the illustrations, without a dot at the end of the names. Word wrapping in the name of a drawing is not permitted. The word "Figure", its number and the name of the illustration are printed in bold 12-point font, its explanatory data is printed in regular 12-point font.

It is recommended to use a 12-point font for the drawing with single interline spacing. A note is placed directly under the title of the figure, centred.



*aa'* – employee's wage per unit of production;  
*bcb'* – employee's wage per hour

**Figure 1.2. – F. Halsey's wage system: a principle diagram**

Note – Source: [1, p. 25]

Schemes, diagrams and figures should be made using pattern-filled manner and have no color selections (for black and white printing).

### 3.3 Submission requirements for tables

The digital material of the Term paper is drawn up in the form of tables. Each table should have a short title consisting of the word "Table", its sequence number and a name separated from the number by a dash mark. The title should be placed above the table on the left, without paragraph indentation. The table title is printed in a regular 12-point font. The table number must consist of the chapter number and the table sequence number separated by a dot.

If only one table is listed in the chapters of the Term paper, they shall be numbered sequentially within the whole Term paper.

Example of table design:

Table 1.2. – F. Halsey's wage system

Number of hours to perform the "lesson"		Basic wage of an employee, currency units (column 2 * hourly wage <sup>1)</sup> )	Bonus pay, currency units {(column 1 – column 2) × 60 <sup>1)</sup> × 0,25 <sup>2)</sup> }	Employee's wage for "lesson", currency units (column 3 + column 4)	Hourly wage of employee, currency units (column 5 : column 2)
planned	actual				
1	2	3	4	5	6
100	100	6000	0	6000	60
100	90	5400	150	5550	62
100	80	4800	300	5100	64

Continuation of table 1.2

1	2	3	4	5	6
100	70	4200	450	4650	66
100	60	3600	600	4200	70
100	50	3000	750	3750	75
100	40	2400	900	3300	83
100	30	1800	1050	2850	95
100	20	1200	1200	2400	120
100	10	600	1350	1950	195
100	1	60	1485	1545	1545

<sup>1)</sup> The hourly wage in this example is 60 currency units.  
<sup>2)</sup> In this example, the bonus pay is calculated as a percentage of the hourly wage rate of 25 per cent (i.e., 0.25) according to the time saved.

Note – Source: developed by the author based on the enterprise data.

The following rules shall govern to the presentation of the tables:

- it is allowed to use a 12-point font in the table;
- should not be included in the table column "Number in order". If the numbering of the indicators in the table is necessary, sequence numbers shall be shown in the side of the table immediately before their name;
- the table with large number of lines can be transferred to the next sheet. When transferring a part of the table to another sheet, its title is indicated once above the first part, and the word "Continuation" is written on the left above the other parts. If there are several tables in the Term paper, the number of the table shall be indicated after the word "Continuation", for example: Continuation of table 1.2;
- a table with a large number of columns is allowed to divide into parts and place one part under another within one page, repeating a sidewall in each part of the table. The title of the table is placed only above the first part of the table, and above the rest the words "Continuation of the table" or "End of the table" are written with an indication of its number;
- a table with a small number of columns can be divided into parts and placed side by side on one page, separated by a double line and repeated in each part of the title of the table. If the title is large, it is allowed to avoid repeating it in the second and subsequent parts, replacing it with the corresponding column numbers. In this case, the columns are numbered with Arabic numerals;
- if the text repeating in different lines of the table column consists of a single word, it may be replaced by quotation marks after the first writing; if from two or more words, then it is replaced with the words "The same" at the first repetition, and then with quotation marks. It is not allowed to put quotation marks instead of repeated digits, stamps, signs, mathematical, physical and chemical symbols is not permitted. If no digital or other data is provided in a line of a table, a dash shall be inserted;
- the titles of the columns and the lines should be written with a capital letter in the singular number, and the subtitles of the columns should be written with a lowercase if they constitute a single sentence with a title, and with a capital if they have an independent value. Columns may be numbered in Arabic numerals if it is necessary to refer to them in the text of the Term paper;

- the titles of a column are usually written in parallel to the lines of a table. If necessary, it is allowed to place the column titles parallel to the table columns;
- tables should be inserted, not drawn from autoshape lines; cannot align columns and cells with spaces or tabs;
- the table title is separated by a line from the rest of the table. The table is also bounded by lines on the left, right and bottom. Horizontal and vertical lines dividing lines and table columns may be omitted if reading the table is not difficult;
- it is not permitted to separate the titles and subtitles of the side head and the columns by diagonal lines;
- if the table is interrupted and part of it is moved to the next page at the end of the first part of the table, the bottom line limiting it shall not be carried out.

### 3.4 Submission requirements for formulas and equations

The following rules shall be observed when formulating formulas and equations:

- formulas and equations should be separated from the text into a separate line. One free line should be kept above and below each formula and equation;
- if the formula or equation does not fit into a single line, they must be moved after the equal sign (=) or after the plus (+), minus (-), multiplication (×) and division (:). In this case, the sign is repeated at the beginning of the next line;
- formulas containing special characters must be typed as a Microsoft Equation object; each formula should be inserted as an independent object in the center of the line;
- references to formulas in the text of the Term paper are given in brackets;
- the explanation of the values of symbols and numerical coefficients in the formula or equation should be given directly below the formula or equation in the order in which they are given in the formula (equation). The value of each symbol and numerical coefficient should be given on a new line. The first line of the explanation begins with the word "where" without the colon;
- formulas and equations (if more than one) are numbered within a chapter by Arabic numerals. The number of the formula (equation) consists of the chapter number and the sequence number of the formula (equation) in a chapter separated by a dot. The numbers of the formulas (equations) are written in parentheses on the right-hand side of the sheet at the formula (equation) level. When transferring the formula number, it is placed at the level of the last line. The number of the fractional formula is given at the level of the main horizontal line of the formula.

For example:

$$K_3 = \frac{B_{rx} \times 100}{BПC \times CH_{cp}}, \quad (3.1)$$

where  $K_3$  – load factor of hotel room capacity, %;

$B_{rx}$  – revenue of the hotel industry from from operating the hotel room capacity, rubles;

$BПC$  – possible capacity, room night;

$CH_{cp}$  – average room price, rubles.

The general rule of punctuation in a formula text is as follows: the formula is included in the sentence as its equal element. Therefore, at the end of formulas and in the text in front of them, punctuation marks are placed in accordance with the punctuation rules. Colon before the formula is placed only in cases provided for by punctuation rules: a) there is a generalizing word in the text before the formula; b) this is required by the construction of the text preceding the formula. Punctuation marks between formulas, which are sequential and not separated by text, may be a comma or semicolon directly according to the formula with its number.

### **3.5 Submission requirements for notes**

If necessary, explanations or reference data should be given to the content of the illustration (table) or text directly in the form of notes, which are immediately below. If there is only one note, a dash shall be inserted after the word "Note" from the paragraph indentation and the note shall be written with the capital letter. In the case of several notes, each is printed from a new paragraph indentation line and numbered in Arabic numerals. A figure note is centered directly below its title (see clause 6).

The word "Notes" and its contents are printed in regular 12-point font.

### **3.6 Submission requirements for references**

List of cited references should be made in the work to the sources, materials or individual results, from which extracts (quotes) are given in his Term paper or on the ideas and conclusions of which problems, tasks and topics are developed, the research of which is devoted to the Term paper. Such references provide an opportunity to find relevant sources and verify the validity of the citation, as well as the necessary information about the source (its content, language, scope, etc.). If the same material is reprinted repeatedly, reference should be made to the latest edition. Earlier editions can only be referenced if they contain relevant material that is not included in latest editions.

References to sources in the text of the Term paper are carried out by bringing the number according to the list of cited references. The source number in the list is enclosed in square brackets.

For example: [14, p. 26] (here 14 is the source number in the list of cited references, 26 is the page number).

Information on sources used in the Term paper are described in the section "List of cited references". It is allowed to cite the same source in the list only once.

The list of cited references is compiled in the order of appearance of references in the text of the Term paper, either in alphabetical order of the surnames of the first authors and (or) titles, or in chronological order.

In the list of cited references, the source information is numbered in Arabic numerals.

For example:

1. Kuznetsov, O. P. Design features....

The source information is printed from a paragraph indentation. A dot is placed after the number in the list of cited references. Information about sources is drawn up

in accordance with the interstate standard GOST 7.80-2000 "Bibliographic record. Title. General requirements and compilation rules", interstate standard GOST 7.1-2003 "Bibliographic record. Bibliographical description. General requirements and compilation rules", interstate standard GOST 7.82-2001 "Bibliographic record. Bibliographical description of electronic resources. General requirements and compilation rules", interstate standard GOST 7.12-93 "Bibliographic record. Abbreviation of words in Russian. General requirements and compilation rules", interstate standard GOST 7.11-2004 "Bibliographic record. Abbreviation of words and phrases in foreign European languages", state standard of the Republic of Belarus STB 7.12-2001 "Bibliographic record. Abbreviation of words in Belarusian. General requirements and compilation rules". The content of information about cited references should correspond to the examples in accordance with Annex D.

When formed in alphabetical order, the list of cited references is presented in three parts. The first part contains bibliographical sources in which the Cyrillic alphabet is used, the second part contains the Latin alphabet, and the third part contains a different graphics (hieroglyphics, Arabic letters). If different diagrams are used to describe the data, an English translation is given in parentheses after the original bibliographic data.

### **3.7 Submission requirements for annexes**

The "Annexes" section is completed at the end of the work. Annexes are placed in the order in which references to them appear in the text of the Term paper. Materials not referenced in the text of the work may not be included in the annex.

Each annex should start on a new sheet with the word "ANNEX" in capital letters in the upper right corner. The annex should have a meaningful title which is placed from a new line in the center of the sheet with a capital letter.

Annexes are designated by the capital letters of the English alphabet beginning with A, except for letters I and O, such as "ANNEX A", "ANNEX B".

If the annex is located on several pages, the word "continuation" are placed in the following pages in parentheses, with the new line in the center of the sheet, printed in lower case letters of the regular style.



## 4 REVIEW AND DEFENSE ORGANIZATION OF TERM PAPER

Term paper is delivered on time to the Department, where on the cover sheet of the project (work) a note is made about the pass date.

The term papers received at the Department are registered in the register of the review of the Term paper and are transmitted to the supervisor for review.

The supervisor of the Term paper within ten days from the date of registration is obliged to check the submitted work, prepare a written review and, subject to compliance with the design requirements and positive assessment of the content, admit the Term paper to the defense.

The assessment of Term paper takes into account: content, relevance, degree of independence, originality of conclusions and proposals, quality of material used, as well as level of literacy (general and professional). Special attention is paid to the presence of borrowing and plagiarism. Plagiarism testing is carried out using antiplagiat.ru information resource. The originality of the Term paper must be at least 50 per cent. The supervisor of the Term paper will include a plagiarism test report in the Term paper.

The supervisor's review assesses the compliance of the work with the established requirements, the content and structure of the work, the degree of independence, the theoretical and practical significance of the conclusions and proposals, as well as the level of literacy (general and special). At the same time, the scientific supervisor notes the positive aspects and shortcomings and, if necessary, indicates what needs to be improved. The review ends with a conclusion as to whether the Term paper can be admitted to the defense.

If, in the opinion of the reviewer, the Term paper deserves unsatisfactory grade and is subject to revision, the review shall indicate shortcomings, gives recommendations for their elimination, and also sets a deadline for revision of the Term paper.

The coursework not admitted to the defense is returned to the Master's student, and after the elimination of the shortcomings is submitted for a re-review with a mandatory first review.

If several Term papers with identical content are submitted, which does not reflect the degree of independence of the work, all of it are returned to the performers for revision.

A mark about admission of Term papers to the defense is displayed on the cover sheet signed by the supervisor with the date, as well as in the register of the Term papers review.

Term paper must be defended before the start of the examination session.

The Dean of the Faculty establishes an individual period for passing current qualifying examination for Master's students who fail to defend their Term paper within the scheduled date for valid reasons (illness, family circumstances, natural disasters, etc.), as documented.

According to the decision of the Head of the Department, scientific research, experimental design and creative works, successfully completed by Master's students and corresponding to the requirements of educational programs, can be presented for defense as Term papers.

The term paper is defended before the Commission, which is formed by the Head of the Department consisting of at least two persons with the participation of the supervisor of the Term paper. It is permitted to defend the Term papers in the presence of the entire study group.

The defense of Term papers completed on a group assignment is performed in one day.

At the defense, the Master's student must summarize the content of the work, the calculation methods and other design methods, the results obtained, give comprehensive answers to the comments of the reviewer and questions of the members of the Commission. The report may be accompanied by a student-designed presentation.

Term paper is assessed by the Commission on a ten-point scale based on the results of the defense and the quality of the work performed. The criteria for assessing Term papers are determined by the Department and brought to the attention of Master's students at the beginning of the term.

Retaking of an unsatisfactory grade obtained during the defense of a Term paper is permitted once. A commission consisting of at least three persons is appointed by the Dean of the Faculty to re-defend the Term paper and sets the period of its work, which the Master's student must be acquainted with. If a student receives an unsatisfactory grade or fails to appear for the re-defend of the Term paper, the Master's student is deemed not to have liquidated the academic debt within the fixed dates.

A Master's student fails to submit a Term paper within the fixed dates or fails to defend it for an disrespectful reason is considered to have academic debt.

The best Term papers, which are of theoretical and practical interest, are recommended to be submitted to the competition of student scientific works.

Control over the organization and quality of course design is assigned to the Head of the Department.

## **5 CRITERIA FOR ASSESING AND DEFENDING OF TERM PAPER**

The implementation and defense of Term paper is assessed on a 10-point scale in the following order:

A student receives a grade of 10 for Term paper that comprehensively and deeply discloses the content of the chosen topic, conclusions and proposals are clearly formulated and reasoned, contains elements of scientific research in theoretical aspect and a certain practical result. The work contains references to the legal and regulatory framework, statistical and factual data are presented, performed accurately and correctly according to the requirements.

A student receives a grade of 9 for Term paper in which all the above requirements are met, but there are some stylistic or methodological shortcomings, insufficiently reasoned conclusions and proposals. This work must be done correctly and accurately.

Grades 7-8 are received by the student for the Term paper, in which the results of the research are not sufficiently disclosed in the conclusions and incompletely reasoned recommendations, along with the availability of normative and statistical data, factual data are partially used, there are shortcomings in the Term paper design.

Grades 5-6 are received by a student whose work contains insufficient elements of scientific research, theoretical issues are not fully disclosed, conclusions and proposals are insufficiently substantiated and reasoned, partially devoid theoretical and practical value, and the achievements of modern science and practice are insufficiently used, an incomplete analysis is carried out the actual state of the research problem, the design does not fully meet the requirements.

A student receives a grade of 4 for work which contains insufficient elements of scientific research, theoretical issues are not fully disclosed, conclusions and proposals are insufficiently substantiated, do not contain theoretical and practical value, the student is not very familiar with the problems under research when defending his work, the achievements of modern science and practice are insufficiently used, insufficient consideration has been given to the legal framework on the problems of the work, an incomplete analysis is carried out the actual state of the research problem, the design does not fully meet the requirements.

A student receives a grade of 3 for work in which the content fully reveals its topic, but there is no logical connection between parts of the work, the analysis and assessment of specific areas of the research object is partially carried out, conclusions and proposals require correction, there are lack of references to literary sources, inadequate design requirements.

A student receives a grade of 1-2 for Term paper in which the content does not correspond to the plan, does not reveal the essence of the selected topic, its internal structure and logic of the research, there are no elements of scientific research in the theoretical aspect and the practical result, the analysis hasn't been made of the actual state of the problem under study on the basis of examples of specific industries, there are no conclusions and proposals, there are stylistic or methodological shortcomings, there are no materials from literary sources, there is untidy design.

## 6 WIDESPREAD STUDENT'S MISTAKES IN WRITING TERM PAPER

When writing a Term paper, students should be more careful to avoid mistakes that could affect their grades.

One of the common mistakes when writing the Term paper is a misunderstanding of the theoretical analysis method, when the whole work comes down to rewriting material from 2-3 sources. In order to avoid a high level of uniqueness, you should provide references to sources that are the basis of the development. Moreover, it shouldn't be a textbook. Writing a Term paper involves a deeper research of the selected topic than it is revealed in a textbook or manual.

There are also a number of other widespread mistakes:

- the content of the research does not correspond to the plan of the Term paper or superficially reveals the topic;
- the sections developed by the author do not reflect the real problem situation, the state of the object or subject;
- the purpose of the research is not related to the problem, is formulated abstractly and does not reflect the specificities of the object and subject of research;
- the objectives set in the introduction are not fully or fully disclosed and do not correspond to the research problems;
- lack of a comprehensive analysis of existing official and regulatory legal documents, as well as modern specialized literature on the research topic;
- analytical review of domestic and foreign publications on the paper topic in the form of an annotated list and does not reflect the level of research problem;
- the end result does not correspond to the research purpose and the conclusions do not correspond to the objectives set;
- conclusions and proposals unrelated to the main part of the Term paper;
- there are no references in the work or not those of which the material was used are indicated;
- bibliographic description of sources in the list of cited references is given in arbitrary form, without complying with the requirements of the State standard;
- scope and design of work do not meet the requirements; the work is done sloppy and contains many mistakes.

**ANNEXES**

**MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS  
EDUCATIONAL ESTABLISHMENT  
"POLESSKY STATE UNIVERSITY"**

Faculty \_\_\_\_\_  
 Department \_\_\_\_\_  
 Specialty \_\_\_\_\_  
 Specialization (direction of specialty) \_\_\_\_\_

Registration date \_\_\_\_\_

**TERM PAPER**

on the topic " \_\_\_\_\_ " " "

Master's student	_____	Name and surname
_____	(signature)	_____ 20__
(specialty, course, group)		

Scientific Supervisor	_____	Name and surname
_____	(signature)	_____ 20__
(post, degree, academic rank)		

PINSK 20\_\_

**Sample design of Term paper table of contents**

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**Sample design of Term paper abstract****ABSTRACT**

Term paper: 56 pages, 11 figures, 12 tables, 20 references, 5 annexes.

MARKETING COSTS, MARKETING, MARKETING COST STRATEGY,  
COMMERCIAL ACTIVITY.

The object of the research is...

The subject of the research is...

The purpose of the work...

When performing the work, the methods were used...

The following research and development were carried out in the process of  
work...

Elements of scientific novelty of the results obtained are...

Field of possible practical application is...

The author of the work confirms that the calculation and analysis findings  
provided in it correctly and objectively reflects the state of the research process, and  
all theoretical, methodological and methodic provisions and concepts borrowed from  
literary and other sources are accompanied by references to their authors.

---

Student's signature



## Sample design of Term paper references

### Recommendations for the design of the list of cited references

#### BOOK DESCRIPTION PATTERN

Surname, first names the author. Title proper: title information / statement of responsibility. Place of publication: Publisher, date of publication. Scope.

General pattern of the bibliographical description of the separately issued document includes the following mandatory elements:

1. Surname, first names the author (surname, name, patronymic of the author or the first of the authors, if there are two or three, except when the description is written under the title).
2. Title (book title shown on the cover sheet).
3. Title information (reveal the subject, type, genre, assignment of the document).
4. Statement of responsibility (contain information about authors, compilers, editors, translators, etc., about organizations on whose behalf the document is published).
5. Publisher information (contain data on the repetition of the publication, its revision, etc.)
6. Place of publication (name of city where the document was issued).
7. Publisher or publishing organization.
8. Date of publication (the year in which the book was published).
9. Scope (information about the number of pages, sheets)

The information source for the description is the cover sheet or other parts of the document replacing it.

#### DESCRIPTION PATTERN OF ARTICLE FROM PERIODIC PUBLICATION, COLLECTED BOOK, THE CHAPTER OF THE BOOK

Information about consistuent part of the document // Information about the document containing the constituent part.

(continuation)

Types	Example of a bibliographic description
Publications with one, two and three authors	Rips, L. J. Lines of thought: central concepts in cognitive psychology / L. J. Rips. – New York ; Oxford : Oxford Univ. Press, 2011. – XXII, 441 p.
	Rüthers, B. Rechtstheorie: Begriff, Geltung und Anwendung des Rechts / B. Rüthers, Ch. Fischer. – 5. Aufl. – München : Beck, 2010. – 665 p.
Publications with four or more authors	Elternbasierte Sprachförderung im Vorschulalter / F. Petermann [et al.]. – Göttingen [etc.] : Hogrefe, 2009. – 150 p.
	Language, society and power: an introduction / L. Thomas [et al.] ; ed.: I. Singh, J. S. Pececi. – 2nd ed. – London : Routledge, 2004. – XXIV, 239 p.
Publications with a collective author	Encyclopedia of social work : in 4 vol. / ed.: L. E. Davis, T. Mizrahi. – Oxford : Oxford Univ. Press, 2011. – Vol. 4. – 564 p.
Part of book	Nedobega, Y. Conflicts of interests of companies and regional governments in Ukraine / Y. Nedobega // Confligo: Conflict in a Society in Transition: monography / [Edited by Doris A.Segal and Istvan Andras]. – Hungary: Dunaujvaros College Press, 2011. – P. 183-199.
	Vemić, M. Reflections on the EU innovation experiences: concepts and proposals for Belarus as an EU'S eastern partnership country / M. Vemić, O. Hrechyshkina, M. Samakhavets // Strukturne promene i razvoj : monografija / Univerzite "Union-Nikola Tesla" u Beogradu, Fakultet za poslovne studije i pravo; urednik Branko Tešanović. - Beograd: NNK Internacional, 2021. - [Одељак 3]. - P. 65-103.
Collected papers	Political philosophy in the twenty-first century : essential essays / ed.: S. M. Cahn, R. B. Talisse. – Boulder : Westview Press, 2013. – VII, 291 p.
Conference papers	Personal papers in history : papers from the 3rd Intern. conf. on the history of rec. a. arch., Boston, 27–29 Sept. 2007 / Univ. of Texas ; ed.: B. L. Craig [et al.]. – Austin : Univ. of Texas, 2009. – 155 p.
	Nedobiega, O. Conflict of interests and balance of interests are integral components of Ukrainian tax system // Towards Understanding Conflicts, Aggression, Violence and Peace: XXXVI CICA Conference: Program and abstracts, Heviz, 23-26 June 2013 év. / Edited by J. Martin Ramirez, Camilla Pagani. – Hungary, 2013. – P. 41-43.
	Hrechyshkina, O. Assessment of Foreign Trade Development of the Republic of Belarus / O. Hrechyshkina // Modern management - directions, challenges and changes : 1st Inter Science-International Conference on Social Sciences, 29-30 November 2019 / Faculty of Management. - Lodz : University of Lodz, 2019.
Article	Hrechyshkina, O. Merchandise trade in the EAEU integrating environment / O. Hrechyshkina, M. Samakhavets // Quaestiones Geographicae : The journal of Adam Mickiewicz university. – 2019. – Vol. 38, is. 4. – P. 163–174.
	Samakhavets, M. Main characteristics of the foreign investment development of Belarus / M. Samakhavets, O. Hrechyshkina // Bulletin of Geography. Socio-economic Series. - 2020. - № 48. - S. 129-139.
	Opportunities of Digital Technologies in Leveling Financial and Socio-economic Exclusion Problems / V. Druzhynina [et al.] // Tem journal: Technology, Education, Management, Informatics: the scientific journal. - 2021. - Volume 10, Issue 1. - P. 113-120.

(continuation)

<b>Electronic resources of remote access</b>	Reforming the United Nations for peace and security [Electronic resource] : proc. of a workshop to analyze the rep. of the High-level Panel on Threats, Challenges, a. Change / Yale Center for the Study of Globalization. – New Haven : Yale Center for the Study of Globalization, 2005. – Mode of access: <a href="http://www.ycsg.yale.edu/core/forms/Reforming_un.pdf">http://www.ycsg.yale.edu/core/forms/Reforming_un.pdf</a> . – Date of access: 20.02.2014.
	Cryer, R. Prosecuting international crimes : selectivity and the international criminal law regime / R. Cryer // Peace Palace Library [Electronic resource]. – The Hague, 2003–2005. – Mode of access : <a href="http://catalogue.ppl.nl/DB=1/SET=3/TTL=11/SHW?FRST=12">http://catalogue.ppl.nl/DB=1/SET=3/TTL=11/SHW?FRST=12</a> . – Date of access : 04.01.2006.
	UNBISnet [Electronic resource] : UN Bibliogr. Inform. System. – Mode of access: <a href="http://unbisnet.un.org">http://unbisnet.un.org</a> . – Date of access: 24.06.2016.