



**THE MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION
FEDERAL STATE BUDGETARY EDUCATIONAL INSTITUTION OF HIGHER EDUCATION
"URAL STATE UNIVERSITY OF ECONOMICS"
(USUE)**

«APPROVED»
Rector of USUE

_____ Y.P. Silin

« 10 » January 2022

REGULATIONS
on the Eurasian Internet Marketing Cup
"Digital Marketing Cup"

Ekaterinburg
2022



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on the Eurasian Internet Marketing Cup
"Digital Marketing Cup"

1st Edition

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1. General provisions

1.1. This Regulation (hereinafter referred to as the Regulation) regulates the procedure for organizing and holding the Eurasian Internet Marketing Cup "Digital Marketing Cup" (hereinafter referred to as the Cup).

1.2. The Cup is held within the framework of the Congress of Entrepreneurship and Engineering of the Eurasian Economic Youth Forum (hereinafter EEYF). The Internet address of the EEYF website is www.eurasia-forum.ru.

1.3. Cup organizers:

– Federal State Budgetary Educational Institution of Higher Education “Ural State University of Economics” (USUE). USUE official website: www.usue.ru.

– Department of Marketing and International Management USUE. The official Web-site of the department: <http://meu.usue.ru>.

– AKAR (Association of Communication Agencies of Russia). Official Web-site of AKAR: <https://www.akarussia.ru>.

1.4. The purpose of the Cup is the development and realization of the intellectual and creative potential of scientific youth, the popularization of professional activities in the field of Internet marketing and digital technologies.

1.5. Objectives of the Cup: to enable participating teams to demonstrate their original tools of marketing in social media, development of digital strategy and digital content marketing within the framework of the Forum; get an objective assessment of the tools and solutions created by the participants of the Cup from qualified experts; share experience with the participants of the Cup.

2. Cup coordinators

2.1. From USUE - Department of Marketing and International Management:

– Professor, Doctor of Economics Kapustina Larisa Mikhailovna, lapustina@bk.ru;

– Associate Professor, Ph.D. Popova Olga Ivanovna, o.popova63@mail.ru.

2.2. From ACAR:

– PR specialist of AKAR Ural, Kocharina Yulia Alekseevna, pr_ural@akarussia.ru

3. Cup participants

Students and undergraduates of colleges, universities, research institutes, as well as employees of other interested organizations aged 18 to 35 can take part in the Cup on a voluntary basis. Participants are united in teams of 3 to 5 people inclusive. The team may include representatives of different universities. Each participant must be registered on the official website of the EEYF www.eurasia-forum.ru.

The Cup is held in one nomination: "The best digital marketing strategy".

The co-organizer AKAR Ural provides special prizes in additional nominations:

– “The best socially oriented project”

– “The best university promotion project”

– The best territory branding project.



4. The order of organization and timing of the Cup

4.1. Stages and dates of the Cup

The Cup is an annual event and is held during the summer semester (March-April). The exact dates of the events of the qualifying stage of the Cup are annually set by the organizers of the Cup.

The dates for the Cup final are set by the order of the rector of the FSBEI HE "Ural State Economic University" and are posted on the Cup page of the EEYF website.

Applications for participation in the Cup are accepted from January to March through the registration system of the EEYF website.

4.2. Algorithm for the implementation of the Cup stages

The Cup is held in two stages: the qualifying stage and the final.

1. **The qualifying stage** begins after the end of the registration of teams on the Forum website. The exact date of the end of registration for participation is annually set by the organizers of the Cup. The stage consists of the sequential implementation of the following stages:

I APPLICATION BY PARTICIPANTS

1. The team determines the topic of the project and develops a description of the case (Appendix 1) for promoting the team's account on the social network <https://www.instagram.com>
2. Each team member submits an application for participation through the registration system of the site. In the field "Subject of work" indicates the name of the team (Appendix 4).
3. The team captain attaches a file with the team name, case (Appendix 1), list of participants and contacts for feedback to the registration form.

II DOING TEAM WORK: PROMOTING ACCOUNT

The start date of the task is set annually by the cup organizers and is the same for all teams.

4. The team creates a page/group on the Instagram social network, taking into account the rules for creating groups and pages.
5. Send a screenshot and a link to the page to the e-mail of the competition coordinator Olga Ivanovna Pova o.popova63@mail.ru.
6. Fills it with content within the period specified for the competition.

III EVALUATION BY EXPERTS OF COMPLETED ASSIGNMENTS

7. Experts evaluate the work of the team according to the criteria presented in Appendix 2.

1. Final: the organizing committee publishes the lists of Cup finalists invited to participate in the final events of the Forum on the competition page.

To participate in the Cup final and determine the winners, each team must develop a landing page for the organizer's case on the free platform <https://tilda.cc/ru>

The competitive work will be judged according to the criteria presented in Appendix 3.

The Cup final and the awarding of the winners are held in full-time format. Due to the difficult epidemiological situation, online participation of experts and winners in the awards ceremony is possible.

Expenses for accommodation of non-resident participants, food and transportation costs for participation in the full-time stage of the Cup are paid by the participants themselves, or by sending organizations.



4.3. Cup procedure

The qualifying and final stages of the Cup are planned to be held on the basis of the Ural State Economic University and the ACAR.

The main events that determine the holding of the Cup final are:

- information work on holding the Cup with universities, colleges, as well as other organizations and institutions of Russia and Eurasian countries;
 - organizing the processing of competitive works, registration of mandatory and additional documentation for participants in the Cup final;
 - formation of the composition of the expert commission of the Cup final;
 - examination of competitive works by an expert commission;
 - hosting the Cup final;
 - coordination of the awarding of the Cup winners;
 - consideration of other issues arising during the preparation and holding of the Cup final.
- The Ural State University of Economics is responsible for carrying out the above activities.

5. Requirements for work

Entries will be judged according to the criteria presented in Appendix 1-3.

6. Cup Management

The expert commission of the Cup final is formed by the organizers from among highly qualified teachers, leading specialists from the professional field from the Cup organizers, as well as invited experts from universities, academic institutions, other organizations and institutions. The composition of the expert commission is approved by the order of the rector of USUE and published on the Cup page of the EEYF website.

The duties of the members of the expert committee include:

- verification of compliance of competitive works with the specified criteria during the correspondence stage;
- determining the winners of the Cup;
- Keeping cup minutes.

The Commission makes a decision by a majority vote based on the total points received by the participants. The Commission has the right to allocate special nominations.

7. Summarizing procedure

The results of the submitted works are summed up on the basis of the evaluation sheets submitted by the experts of the competition, and are approved by the Protocol of the meeting of the expert commission (Appendix 5).

According to the decision of the expert commission, I, II, III places are assigned. All participants are awarded diplomas and special prizes by decision of the expert commission.



Appendix 1 Structure of the application case

1. Object
2. Subject
3. Target audience.
4. Issues (big idea)
5. Purpose of the project
6. Tasks of the project.
7. Solutions, tools.
8. Creative idea.
9. Results in accordance with the objectives.
10. Brief description of the project.



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Appendix 2 Criteria for evaluating a page on the social network Instagram

Indicator	Number of points	Evaluation criterion	Basis for evaluation
Creativity	20	Originality of the semantic message of the content and its compliance with the Big Idea of the project	Jury opinion
Variety of content formats	10	Availability of images in the account, video and short-term content	Jury opinion
Variety of content types	10	Availability of entertaining, educational, interactive, selling and reputational content	Jury opinion
Copywriting quality	20	Evaluation of compliance of text content with the following points: Lack of officialdom, user orientation 1. Taking into account the rule of "short posts" 2. Personal appeal to the reader 3. Feedback request 4. Outwardly convenient design of posts (title, intervals, division of sections, lists, numbers)	Jury opinion
Contagious content	20	Assessing the use of "contagiousness" in the content: 1. Social capital 2. Triggers 3. Strong emotions 4. Herd mentality 5. Practical value 6. Interesting story	Jury opinion
Quantitative indicators	20	The ratio of subscribers and terms of account maintenance; Engagement metrics (likes, shares, comments, direct messages)	Account metrics
Bonus	10	Special opinion of the jury member	
TOTAL:	110		



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Appendix 3 Landing Page Evaluation Criteria

Indicator	Number of points	Evaluation criterion	Basis for evaluation
Creative idea and concept	20	Originality of the semantic message of the content and its compliance with the Big Idea of the project	Jury opinion
Compliance with the stated purpose	20	Compliance of all structural elements and content with the goal of the project	Jury opinion
Clear landing page structure:	20	The presence of mandatory thematic blocks: – Cover: short offer or USP; – Demonstration: details and benefits of the offer; – STA: call to action; – Testimonials, social proof; Jury opinion	Jury opinion
Visual design:	20	– Uniform style. – Individuality of design	Jury opinion
Text design:	20	– Layout. – Uniform style. – Literacy. – Punctuation marks.	Jury opinion
Bonus	10	Special opinion of the jury member	
TOTAL:	110		



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Appendix 4 Participant Application

PARTICIPANT'S APPLICATION
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Please accept my work for participation in the Eurasian Internet Marketing Cup Digital Marketing Cup. I provide the following information about myself:

<i>Participant/ Captain teams/ Team member</i>	Surname	
	Name	
	Patronymic	
	Date of Birth	
	Place of work/study	
	Position/group, course	
	Faculty	
	department	
	Direction / Specialty, specialization	
	contact number	
	e-mail	
	Work theme	
<i>Scientific supervisor</i>	Surname	
	Name	
	Patronymic	
	Academic degree, title	
	University (organization)	
	contact number	
e-mail		

* Each team member submits an application for participation through the registration system of the EEFYF website. In the field "Subject" indicates the name of the team.

The team captain attaches a file with the name of the team, case (Appendix 1), list of participants and contacts for feedback to the registration form.

Appendix 5 Minutes of the meeting of the expert commission

On determining the winners and prize-winners

Eurasian Cup on Internet Marketing
"Digital Marketing Cup"

« ____ » _____ 2022г.

№ _____

Ekaterinburg city

Composition of the expert commission:

Chairman of the expert commission: Full name - position

Co-Chairman of the Expert Commission: Full name - position

Members of the expert commission: Full name - position

Agenda of the meeting of the expert commission:

Determining the winners and prize-winners of the Eurasian Internet Marketing Cup "Digital Marketing Cup" as part of the final (final) stage.

According to the results of the qualifying round of the Eurasian Internet Marketing Cup "Digital Marketing Cup", _____ works of participants were admitted to the final.

After evaluating the presented scientific works, the commission decided:

1. Set the following marks for the participating teams:

Table 1 - Average grades

team number	FULL NAME team members	Name of university, organization	Number of points scored

2. In accordance with the points scored, assign the following award documents to each team of the final (final) stage of the Cup:

Table 2 - Award documents of teams

team number	FULL NAME team members	Name of university, organization	Type of award document, amount of cash prize



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2. Recognize as a winner
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Team name / University	Full name team members

3. Recognize as a winner (II place)
Eurasian Internet Marketing Cup "Digital Marketing Cup"

Team name / University	Full name team members

Recognize as a winner (III place)
Eurasian Internet Marketing Cup "Digital Marketing Cup"

Team name / University	Full name team members

Chairman of the expert commission _____ / FULL NAME.
Signature

Co-chairman of the expert commission _____ / FULL NAME.
Signature

Member of the expert committee _____ / FULL NAME.
Signature

_____ / FULL NAME.
Signature

_____ / FULL NAME.
Signature

_____ / FULL NAME.
Signature

Secretary _____ / FULL NAME.
Signature