

# Marketing and Logistics in Commerce

Ural Federal University named after the first President of Russia B.N. Yeltsin

Degree or qualification is awarded: **Bachelor**

Language of study: **Russian**

Mode of study: **full-time, part-time**

Duration: **4 years**

Availability of free education: **yes**

Price: **Non-FSU citizens: 207 400 RUB per year. FSU citizens: 159 600 RUB per year. Discounts apply.**

Programme webpage at the university website: <https://programs.edu.urfu.ru/en/9808/>

Programme curator:

Tel.: **+7 (343) 375-41-93**

E-mail: [admission@urfu.ru](mailto:admission@urfu.ru)

A graduate of the program is a specialist in the organization of processes related to the purchase and sale, exchange and promotion of goods from producers to consumers in order to meet consumer demand and generate profit.

Students will learn organizational processes related to the sale, purchase and sale goods and services, marketing, warehousing and secured goods and services stable implementation of these operations. And this activity can be carried out not only within the same territory, but also on national and international markets. Bachelor of Commerce takes central role in the market relationship system between producers of goods, services and their consumers, in various entrepreneurial areas activities (production, trade, marketing, logistic, banking, insurance, social).

Study at the educational program "Marketing and Logistics in Trade" will provide an opportunity to work in

- commercial organizations
- retail and wholesale enterprises
- specialized advertising agencies, consulting firms,
- information and analytical research centers
- market, marketing services, advertising groups, departments
- sales of enterprises, logistics companies.

Merchant is one of the most prestigious economic professions on the world level.

The logistician's work provides lines of inter-company interaction.

The work of a marketer allows you to promote the products and services of an enterprise and organization to the end user

Reasons to enroll in an educational program:

Marketing, logistics, Commerce, Trade – – the most popular areas of activity and the risk of being out of work even in a crisis-no

The opportunity to work not only in solid commercial organizations, but also to conduct their own business activities

We will teach You to establish contacts, be active and sociable, and have emotional stability.

The purpose of the educational program is to train highly qualified specialists in the trade business, marketing, logistics and trade, who have the most popular competencies on the market.

#### Program objectives

formation of an economic Outlook;

development of practical skills in analysis, planning and justification of economic policy in the field of trade and commercial activities;

study of domestic and foreign experience in various areas of commercial activity;

mastering the most important methods of practical and economic activity in the field of Commerce.

The field of professional activity of bachelors: organization, management and design of processes in the field of commercial activity, marketing, trade advertising, logistics in trade, commodity science and examination of goods, logistics and sales, trade and intermediary activities.

#### Brief description of the program

The educational program "Marketing and logistics in Commerce" of the direction 38.03.06 "trade business" provides students with a full-fledged economic training.

Students will learn how to organize processes related to the sale, purchase and sale of goods and services, marketing, warehousing and transportation of goods and services to ensure the stable implementation of these operations. Moreover, this activity can be carried out not only within one territory, but also on national and international markets. The bachelor of Commerce occupies a Central place in the system of market relations between producers of goods and services and their consumers, in various spheres of business (production, trade, marketing, logistics, banking, insurance, social).

Received education in the educational program "Marketing and logistics in Commerce" will give you the opportunity to work in commercial organizations, retail and wholesale trade enterprises, specialized advertising agencies, consulting firms, information and analytical centers for market research, marketing services, advertising groups, sales departments of enterprises, logistics companies.

For students, training is organized according to individual trajectories:

- Commerce
- Marketing
- Logistics

Acquired profession: who to work with

The graduate will be able to perform professional activities at enterprises and organizations in the service sector, wholesale and retail trade, supply and sales, logistics and marketing departments of large enterprises, small and medium-sized businesses (including enterprises where he is an entrepreneur who creates and develops his own business in the field of trade).

The graduate in accordance with the bachelor's qualification will be able to carry out professional activities in the field of: organization, management and design of processes in the field of commercial activities, marketing, trade advertising, logistics in trade, commodity science and examination of goods, logistics and sales, trade and intermediary activities.

Objects of professional activity:

- consumer and industrial goods;
- sales, logistics, and advertising services for customers;
- commercial, trade and technological, marketing, logistics processes, identified and formed needs, advertising tools, methods and means of testing and quality control of goods
- material flows, logistics chains and systems.

A sales Manager will always find something to do in a separate store (for starters), then you can continue working in a company that owns a network of retail outlets. And the production company also employs trade managers. Depending on the functions assigned to it, the trade organization specialist can develop market research plans, control the store or chain divisions, and deal with the logistics of the company.

The marketer will be able to develop and implement a set of measures and approaches to business, ensuring the creation and effective management of marketing activities of the enterprise.

A logistics specialist can deal with logistics tasks or warehouse, participate in hiring specialists-sellers, warehouse employees, and other managers.

Field of professional activity:

- Organization, management and design of processes in the field of trade and commercial activities
- Organization of logistics and sales
- Organization of trade and intermediary activities
- Examination and certification of goods

- Marketing and advertising
- Managing the logistics service
- Business Analytics
- Continuing education in the specialty

After completing the bachelor's degree, you can study further in the master's program in the same direction, or enroll in another direction.

### **Specializations within this programme**