

Trading Business

Far Eastern Federal University

Degree or qualification is awarded: **Bachelor**

Language of study: **Russian**

Mode of study: **full-time**

Duration: **4 years**

Availability of free education: **yes**

Price: **210 000 rubles per year**

Programme webpage at the university website:

<https://www.dvfu.ru/upload/medialibrary/169/2hqhsmdv6mgs86pbow5p5fo4tt7hv3m/%D0%9F%D0%B0%D1%81%D0%BF%D0%BE%D1%80%D1%82%20%D0%9E%D0%9F%2038.03.01%20%D0%AD%D0%BA%D0%BE%D0%BD%D0%BE%D0%BC%D0%B8%D0%BA%D0%B0.%20%D0%A2%D0%BE%D1%80%D0%B3%D0%BE%D0%B2%D0%BE%D0%B5%20%D0%B4%D0%B5%D0%BB%D0%BE.pdf>

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The educational program is aimed at training bachelors who are able to: conduct market segmentation; position goods, services, companies; analyze consumer behavior and increase their loyalty; develop promotion strategies, including using digital technologies; manage logistics processes; manage commercial activities of trading companies; choose e-commerce channels; evaluate the effectiveness of management decisions.

Key disciplines of the program:

Fundamentals of Project Activity, Marketing, Commercial Activity, Logistics, Sales management, Consumer Behavior, Digital marketing, marketing Research and Benchmarking/market Analysis Technologies, International marketing/Marketing by Application, Marketing Communications/innovation Marketing, Procurement and Transport logistics/Transport systems management, Marketing management/Trade Marketing; warehousing Logistics and inventory/distribution logistics, branding/merchandising.

Partners and experts involved in the implementation of the program:

Coca-Cola NBC Eurasia LLC; Elbi-Generation LLC; "Vladivostok-2000" LLC; Russian Technopark; AYUSS-VSTK LLC; "Ratimir" LLC; "VMTP" PJSC; "Fesco" SC LLC; DV Region Communication Company.

Specializations within this programme