

# Marketing, Advertising and Market Analysis (4 ECTS)

National Research University – Higher School of Economics

Degree or qualification is awarded: **Transcript of records, certificate**

Language of study: **English**

Mode of study:

Duration: **2 weeks**

Availability of free education: **no**

Price: **78 000 RUB per course**

Programme webpage at the university website: <https://spb.hse.ru/io/sumsch/marketing>

Programme curator: **Ksenia Antoshko / Daria Zaitseva**

Tel.: **+7 (812) 644 59 11 (ext. 61593 / 61562)**

E-mail: [spbsummerschool@hse.ru](mailto:spbsummerschool@hse.ru)

Place of education:

- **National Research University – Higher School of Economics in St.Petersburg**  
Offices 214-216, 123 Naberezhnaya Kanala Griboedova, St. Petersburg, Russia, 190068  
**+7 (812) 644-59-11**  
[internationaloffice@hse.ru](mailto:internationaloffice@hse.ru)  
<http://spb.hse.ru/en/>

The course provides students with knowledge and tools to prepare themselves for a career in market research and product development. Introducing hands-on approaches to solving marketing problems, the course covers quantitative (statistical analysis of substantial volumes of sales/survey/customer data, etc.) and qualitative (in-depth interviews, content analysis, etc.) methods.

## Specializations within this programme