

# Marketing

Siberian Federal University

Degree or qualification is awarded: **Master in management**

Language of study: **Russian**

Mode of study: **full-time**

Duration: **2 years**

Availability of free education: **no**

Price: **166 246 RUB per year**

Programme webpage at the university website:

[http://edu.sfu-kras.ru/sites/edu.sfu-kras.ru/files/ooop/annotations/Annotaciya\\_OP\\_VO\\_38.04.02.06.pdf](http://edu.sfu-kras.ru/sites/edu.sfu-kras.ru/files/ooop/annotations/Annotaciya_OP_VO_38.04.02.06.pdf)

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## **The aim of the program:**

creating conditions for students to acquire the necessary level of knowledge and skills for carrying out professional activities in the field of marketing, developing marketing thinking in matters of effective business management in regional and international markets, for training modern management researchers with strong analytical, leadership and teamwork skills that allow solving the tasks of increasing the competitiveness of one's own organisation, region and economy of the country of the twenty-first century.

## **Program objectives:**

- the development of students' personal qualities, allowing them to work as performers or managers in various services of the administrative apparatus, business structures, institutions of the vocational education system, research organisations;
- the formation of graduates' professional competence (knowledge, skills), necessary and sufficient for the implementation of organisational and management activities for business development based on the principles of marketing; carrying out applied and scientific research on current problems of organisations in regional and international markets.

## **Peculiarities of the program:**

- an interdisciplinary program based on a complex of modern knowledge and market management principles for the development of competitive strategies and competitive products, taking into account the development trends of the world economy, the patterns of consumer behavior and the internal potential of enterprises;
- the opportunity to study at the Russian-Dutch Marketing Program RIMA (obtaining double degree diplomas) in cooperation with InHolland University (Amsterdam, Holland) and the State University of Management under the Government of the Russian Federation;
- the formation of practical skills in the Center for marketing research using modern software and computer technology.

## **Competitive advantages for a graduate:**

- knowledge of modern aspects, technologies and marketing tools adapted to the conditions of regional (local) and global (world) markets, consumer segmentation; competitive positioning of goods / services and companies; strategic positioning of the regions; branding; the creation of innovative products; evaluation of the effectiveness of marketing programs; formation of a marketing metrics system; making individual and group

- management decisions on business development and teamwork;
- experience of teachers in the Senior Executives Retraining Program for National Economy organisations of the Russian Federation (Presidential program), major in Marketing since 1996; teaching experience in the Russian-Dutch Marketing Program for marketing of RIMA, since 1998;
- experience in carrying out research projects on grants from the Krasnoyarsk Regional Fund for the Support of Scientific and Technological Activities since 2011;
- carrying out master's theses taking into account the specifics of the workplace and the field of activity of undergraduates with the assistance of visiting professors of the Russian Presidential Academy of National Economy and Public Administration; Analytical Center under the Government of the Russian Federation; Bauman Moscow State Technical University; Russian Association of Business Education;
- international accreditation of the program 38.04.02.06 «Marketing» by the European Council of Business Education (ECBE).

**Employment: graduates of the program 38.04.02.06 «Marketing» can work as:**

- managers, developers and experts in marketing departments of companies and non-profit organisations, brand managers;
- consultants, analysts and project managers in specialized marketing services companies (market research, public relations, consulting);
- experts and specialists in government bodies, funds, and state institutions in charge of business structures;
- research assistants in research organisations;
- staff in higher professional educations.

**Job placement:**

- organisations of any legal form (commercial, non-profit, state, municipal), in which graduates work as executives or junior level managers in marketing services, departments of strategic development, services for working with clients, etc.;
- public administration;
- structures in which graduates are entrepreneurs, creating and developing their own business;
- research organisations related to solving management problems;
- institutions of higher, secondary and further vocational education.

**Specializations within this programme**