

Marketing

Siberian Federal University

Degree or qualification is awarded: **Bachelor**

Language of study: **Russian**

Mode of study: **full-time**

Duration: **4 years**

Availability of free education: **no**

Price: **149 720 RUB per year**

Programme webpage at the university website:

http://edu.sfu-kras.ru/sites/edu.sfu-kras.ru/files/oop/annotations/Annotaciya_OP_VO_38.03.02.04.pdf

Programme curator: **Irina Filimonenko**

Tel.:

E-mail: IFilimonenko@sfu-kras.ru

The aim of the program is to create the 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.

Competitive advantages for a graduate:

knowledge of modern aspects, technologies and marketing tools adapted to the conditions of regional (local) and global (world) markets; knowledge of modern technologies of segmentation of consumers and positioning of goods (services) in competitive markets, skills to develop recommendations for the product range, price, distribution and distribution policies of the enterprise; skills of making individual and group management decisions on business development and teamwork.

Employment:

Private and public companies (inc. 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; or the graduates can be entrepreneurs, creating and developing their own business.

The objects of graduates' professional activity are:

- Management processes of marketing activities of organisations of various legal forms, including industrial enterprises;
- Interoperability of enterprises of various organisational and legal forms in order to efficiently operate on the market, taking into account the requirements of the consumer, the internal capabilities of the enterprise, industry specifics, technology, organisation of production, effective environmental management;
- Processes of state and municipal management, ensuring the competitiveness of territories, creating a positive image

and a favourable climate for attracting investors and improving the quality of life of the population of the territories.

Specializations within this programme