

# Marketing in commerce

Siberian Federal University

Degree or qualification is awarded: **Bachelor**

Language of study: **Russian**

Mode of study: **full-time, part-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/33.03.06.02\\_Annotaciya\\_OP\\_ot\\_28.08.pdf](http://edu.sfu-kras.ru/sites/edu.sfu-kras.ru/files/oop/annotations/33.03.06.02_Annotaciya_OP_ot_28.08.pdf)

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38.03.06 Commerce, specialization 38.03.06.02 Marketing in Commerce, is aimed to develop the students' personal qualities and cultural and professional competencies in accordance with the federal state educational standard and allows graduates to work in their chosen field becoming in-demand competitive specialists in the labour market. Within the program, students acquire skills, knowledge, and experience to carry out further professional activity in process management in marketing branding, advertising, and trade mediation activities.

## **Tasks of the educational program:**

- Training high-level specialists with a high level of theoretical knowledge and methodical and practical skills in marketing, modern advertising and PR-communications, and sales;
- Developing competences in marketing management, design and implementation of marketing strategies, brand management, media planning, development of advertising campaigns, knowledge of methods and models of predicting consumer behaviour.

**Competitive advantages for the graduates:** knowledge of management process, technologies and tools of marketing, processes of implementation of marketing concept at enterprises.

**Employment:** graduates can work in trading (wholesale and retail) companies in the position of marketing specialist, leading specialist, head of sales and advertising units, deputy director for marketing. The graduates are also trained to work in regional and municipal administration in the sphere of commerce and foreign trade relations, as well as in research organisations dealing with problems solution for consumer markets.

## **Specializations within this programme**