

Marketing and Project Management

Ural Federal University named after the first President of Russia B.N. Yeltsin

Degree or qualification is awarded: **Master's Degree**

Language of study: **Russian**

Mode of study: **full-time**

Duration: **2 years**

Availability of free education: **yes**

Price: **Non-FSU citizens: 193 100 RUB per year. FSU citizens: 148 600 RUB per year. Discounts apply.**

Programme webpage at the university website: <https://programs.edu.urfu.ru/en/10110/>

Programme curator:

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The Master's programme Marketing and Project Management aims to train project managers and marketing professionals who are focused on career success, employer's business capitalisation growth and development of relevant tools to achieve these goals.

The programme objective is to provide students with in-depth professional education in the field of business management based on the marketing concept, as well as knowledge of project management methodology to implement marketing strategies for a business.

Learning and teaching design ensures that graduates have a number of marketing and project management competencies necessary for developing marketing and project strategies both offline and in the digital environment. This provides our graduates with a competitive advantage on the labour market and gives all required skills to be effective in the professional community.

Specializations within this programme