

Consumer behavior, culture and marketing

Immanuel Kant Baltic Federal University

Language of study: **Russian**

Mode of study: **full-time**

Duration: **2 years**

Availability of free education: **no**

Price: **2 270 USD per year**

This course will allow you to learn more about the field of social relations in the consumer society. You will be able to gain knowledge in the areas of psychology of customer behaviour, marketing communications and research in the field of media sociology. That will allow you to understand the society and culture of the relationship of marketing integration with the demands of society. The Master's Degree in consumer behaviour, culture and marketing is a one-of-a-kind program that combines consumer psychology with sociological research and analytical methods. The training is fully adapted to the strategic business context, which makes it possible to generate and implement ideas, having a real impact on the company's net profit.

Specializations within this programme

What will I study?

- Modern quantitative and qualitative methods of sociological research.
- Consumer behavior.
- Marketing and marketing research and communication
- Modern technologies and data processing packages in sociology.
- Sociology of mass communications
- Network analysis in social sciences