

# Economics and National Economy Administration (Marketing)

Far Eastern Federal University

Degree or qualification is awarded: **Candidate of Sciences**

Language of study: **Russian**

Mode of study: **full-time, part-time**

Duration: **3 years**

Availability of free education: **yes**

Price: **305 000 rub per year (full-time) / 150 000 rub per year (part-time)**

Programme webpage at the university website:

<https://www.dvfu.ru/upload/medialibrary/a06/%D0%9F%D0%B5%D1%80%D0%B5%D1%87%D0%B5%D0%BD%D1%8C%20%D0%BF%D1%80%D0%BE%D0%B3%D1%80%D0%B0%D0%BC%D0%BC%20%D0%B0%D1%81%D0%BF%D0%B8%D1%80%D0%B0%D0%BD%D1%82%D1%83%D1%80%D1%8B,%20%D0%BE%D0%B1%D1%8A%D1%8F%D0%B2%D0%BB%D0%B5%D0%BD%D0%BD%D1%8B%D1%85%20%D0%B2%20%D0%BD%D0%B0%D0%B1%D0%BE%D1%80%202020%20%D0%B3%D0%BE%D0%B4%D0%B0.pdf>

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The goal of the major professional educational program is to develop the competences in the following research activities: supply and demand; market structure and development; market positioning of products and companies; competitiveness and competition; marketing concepts; methods and forms of marketing activity management in the organization under the current conditions of the Russian economy development and markets globalization, as well as competences in developing marketing solutions.

The comprehensive nature of the theoretical and practical skills acquired in the field of marketing activity management ensures the demand for specialists of this specialty on the current labour market, and opens wide opportunities for the career growth not only in the marketing and sales entities of the Russian and foreign companies, but also in the departments of the strategic development, as well as in the consulting and research organizations.

Graduates of this postgraduate program have the prospects for employment in the state and local government bodies; research institutions; educational institutions; enterprises of all sectors of the national economy of various organizational and legal forms; project and investment organizations and other entities.

Scientific supervisors are: Irina M. Romanova - Doctor of Economic Sciences, Professor;

Elena V. Noskova - Candidate of Economic Sciences, Associate Professor;

Elena B. Kmet- Candidate of Economic Sciences, Associate Professor.

## **Specializations within this programme**