

Emotional Marketing in the industry of hospitality

Siberian Federal University

Degree or qualification is awarded: **Bachelor degree**

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: <https://gastronomyinstitute.ru/mr>

The program is aimed at training new marketing specialists in the HoReCa field. Bachelors will have the opportunity to delve into either marketing analytics or marketing communications.

Students will receive original courses from teachers, as well as master classes by invited speakers on marketing, omnichannel communications, branding, and new marketing opportunities.

The peculiarity of this program is that the theoretical knowledge gained by the bachelors will immediately be consolidated in practice: 50% of the preparation falls on practice in restaurants and organizations of the HoReCa sphere, in marketing and branding agencies of the full cycle, including in the format of international internships. The partners of the educational program are the Bellini group of companies, the Denis Ivanov restaurant group and the Moscow marketing agency for reputation management "Sidorin Lab".

Specializations within this programme