

# Digital Marketing

National Research Tomsk Polytechnic University

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

Language of study: **Russian**

Mode of study: **full-time**

Duration: **2 years**

Availability of free education: **yes**

Price: **211 500 rubles per year**

Programme webpage at the university website: <https://abiturient.tpu.ru/en/direction/270405>

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Technological entrepreneurs able to organize their own and capture value for existing businesses, separate in-house lines of business, as well as managers in various fields.

## **Program Overview:**

Innovation studies is a promising area for running innovations in commercial and non-commercial areas. Through this program, you will receive both deep engineering knowledge and entrepreneurial competencies. You will explore the way scientific and technological solutions are transformed into new technologies. Learn to analyze the relevance and viability of business projects, come up with ways to promote them and find sources of funding. With the knowledge acquired, you can launch your own startup.

After graduation, the students will be able to develop technological strategies for companies, work in marketing, innovation centers, government agencies and establish their own profit-making companies.

## **Specializations within this programme**