

SMART-Marketing: Data, Analysis, Insight

National Research University – Higher School of Economics

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

Language of study: **Russian, English**

Mode of study:

Duration: **2 years**

Availability of free education: **no**

Price: **75 000 – 150 000 RUB per year**

Programme webpage at the university website: <https://perm.hse.ru/en/ma/smart>

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Technology solutions in marketing decision-making are developing rapidly. New software solutions are evolving that help optimize marketing budgets, determine consumer profiles, and assess client indicators in a CRM system. Marketing Management ROI systems are becoming widely used.

All of these developments improve the quality of marketing solutions. At the same time, the requirements for marketing outcomes are changing and are now more often expressed in figures. This creates demand for a new type of marketing professional. Job descriptions are focusing less on requirements such as creativity, and more on advanced analytical skills and the ability to work with data.

Such conditions have become an incentive to launch a new Master's programme – SMART Marketing: Data, Analysis, Insights – which aims to develop competencies in marketing analysis, modelling and the development of solutions that improve the efficiency of marketing activities.

Specializations within this programme