

# Management

South Ural State University

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

Language of study: **English**

Mode of study: **full-time**

Duration: **2 years**

Availability of free education: **yes**

Price: **161 600 rubles**

Programme webpage at the university website:

<https://www.susu.ru/en/education/masters-degree-programs/380402-management-strategic-and-innovation-marketing>

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The programme is aimed at training Master's degree students in the field of management to fulfil marketing in companies, create and develop customer-oriented marketing management structures. The Master's degree students study issues relevant to forecasting the market prospects of products, establishing new technologies for promoting goods and services; obtain the skills of brand management, creating and developing brands, managing brand capital, fulfilling marketing plans, programs for introducing new products/brands to the market, rebranding traditional products/services of a company. A wide range of professional courses includes studying the marketing factors of business performance, market research methods and marketing analysis, modern marketing technologies, integrated marketing communications, customer relationship strategies and brand management.

The graduates can hold the positions of heads and leading specialists of departments of strategic development, marketing, advertising; work in PR-departments, public relations centres and press services at enterprises (industrial or commercial), both in medium businesses and in multinational corporations; heads of units and leading experts in marketing and consulting agencies; heads and leading specialists of marketing analytics and merchandising departments of big retail chains. The programme is unique due to the organization of collaboration with business structures in the form of inviting practicing specialists to hold special sections of courses; organizing trainings and master classes; solving real problems and issues that enterprises are facing, in the form of cases and projects.

A multicultural environment is created to facilitate the blended training of students from different countries. The programme also provides additional options, including practice-oriented additional courses.

## Specializations within this programme

### **Management (Strategic and Innovation Marketing)**

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