



# PASSPORT OF THE EDUCATIONAL PROGRAM

- **7M04106 Marketing (profile) (joint)**

## **OBJECTIVES OF THE EDUCATIONAL PROGRAM**

preparation of masters in marketing with professional competencies, skills in solving issues of organization and management of marketing activities; in making decisions regarding the selection and implementation of commodity, price, distribution and communication marketing strategies that contribute to the effective development of enterprises focused on dynamically developing market demands

## **FIELD OF PROFESSIONAL ACTIVITY**

Education and business, as well as research and production and management activities, state regulation based on the application of marketing principles

## LEARNING OUTCOMES (LO)

**LO1** – understands the role of science and scientific knowledge, has an idea of its structure, forms and methods, social and ethical problems associated with the development and use of science, technology and technology in marketing activities;

**LO 2** - applies a complex of knowledge of the latest marketing theories, understands the trends in the development of organizational and consumer behavior in the market, innovative development of project management and business processes; is able to independently find, organize and structure new professional knowledge;

**LO 3** - explores current problems in the development of marketing on the monitoring of markets, consumers, the development of types of marketing focused on the use of innovative methods and information technologies;

**LO 4** - develops research projects for the development of marketing of goods, services, regions, new technologies of priority importance based on innovative marketing theory and practice;

**LO 5** - develops recommendations for strategic and operational planning of the company's activities based on the analysis of marketing information, assessment of regional development, application of management decisions in the marketing activities of organizations.

**LO 6** - communicates on professional and everyday topics in the state, Russian and foreign languages, knows how to organize professional activities in a multicultural environment, taking into account ethno-cultural and confessional differences and the peculiarities of the socio-cultural structure of society;

**LO 7** - evaluates the effectiveness of marketing activities, monitors the digital and social reputation of companies, monitors the external and internal environment of the company, determines the effectiveness of elements of the marketing mix, the results of marketing activities of the main competitors, prospects for the use of innovative marketing methods, interactive marketing communications.

**LO 8** – plans, organizes and conducts marketing research using modern technologies in the field of market analysis, consumer behavior, competitors, company personnel; monitors social networks to identify and manage social corporate reputation;