



PASSPORT OF THE EDUCATIONAL PROGRAM

7M04106 Marketing (scientific and pedagogical direction) (joint)

OBJECTIVES OF THE EDUCATIONAL PROGRAM

preparation of masters in the field of marketing, with a high level of professional culture, 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 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)

LO 1 – 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, 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, transformation of markets, consumer behavior patterns, 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 based on innovative marketing theory and practice;

LO 5 - develops marketing tactics and strategies in accordance with the goals, expectations of customers and policies a company focused on ethical, sustainable and socially responsible standards of activity;

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, and determines the effectiveness of elements of the marketing mix, the results of marketing activities of the main competitors, prospects for using 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 the external and internal environment of the company, monitoring social networks to identify and manage social corporate reputation;

LO 9 –defines brand strategies and positioning, brand management and providing clear brand guidelines for its protection, tracking and measuring its effectiveness to inform future activities; plans proposals for the development of a product portfolio throughout the product lifecycle;

LO 10 - offers innovative marketing methods and solutions for the strategic development of companies, organizational behavior and effective relationship with market participants