Master's Degree Program

MARKETING

The master's program is aimed at training specialists in:

- the management of marketing strategies for small and medium-sized enterprises of various organizational and legal forms and spheres of activity;
- the development of strategies for promoting products/services to global markets for large companies and industrial holdings.

Students will have the opportunity to study the digital analysis technologies (Yandex.Metric; Power BI) and predictive marketing (Deductor) in the process of finding market niches and selecting promising product markets, creating consumer value and market positioning of brands. Students will gain experience in developing marketing projects for business.

During the implementation of the program, e-learning and distance learning technologies are used in a number of disciplines.

Program length: 2 years
Starting date: September, 1st
Language of instruction: Russian
Tuition fee per year: 160,316 rubles (~2 128 USD)
Program Leaders: Assoc. Prof. Dr. Irina FILIMONENKO

Prerequisites:

- Bachelor’s degree / specialist (a copy of your diplomas from previous university studies and transcripts of completed courses and grades)
- results of the entrance test
- a motivation letter and letters of recommendation may also be required

Qualification: Master's degree in Management

Skills/ objectives:

- research, analysis and forecasting of socio-economic processes and phenomena at the micro - and macro-levels;
- analysis of demand for products and services, assessment of their current and future supply, promotion and sales of products and services on the Russian and (or) international markets, quality control, organization of logistics chains, planning and servicing of financial flows related to production activities;
- research and development in the process of project activities, market research, analysis of the economic viability of innovative projects, strategic and tactical planning of the creation and implementation of the innovative integration processes in the organization.

Contacts:

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Doctor of Economics, Head of the Department «Marketing and International Administration», School of Business Management
MARKETING

CURRICULUM

- Research methodology in management
- Project management
- English for Business
- Cross-cultural management
- Business Economics and Management: Digital Transformation
- Strategic management
- Organizational changes
- Business process management
- Personal effectiveness of the manager
- Purchasing Management
- Innovative marketing
- Digital marketing and market analytics
- Marketing research: methodology and analysis

- Formation of marketing strategies
- Digital Marketing Communications Management
- The training «Effective communication»
- Marketing performance metrics
- Innovation management
- Project «Marketing as a form of business»
- Competitive business strategies

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