**Bachelor's Degree Program**

**MANAGEMENT OF SOCIAL AND CULTURAL ACTIVITIES**

The program is designed for students who want to master the modern management competencies in the field of culture; to acquire the technologies of socio-cultural management and marketing, the implementations of state cultural policy, the organizations of social and cultural creativity in the field of leisure activities, recreation and tourism; to possess the technologies of socio-cultural engineering; information technology governance in the socio-cultural activities; to master the core competencies of the following professions: social and cultural activity manager, art manager, event manager, cultural event organizer.

- **Program length:** 4 years
- **Starting date:** September, 1st
- **Language of instruction:** Russian
- **Tuition fee per year:** 149,720 roubles (~ 2,023 USD)
- **Program Leader:** Elena Nozdrenko

**Prerequisites:**
- People who have the level of complete secondary and specialized secondary education are enrolled the educational program

**Skills/ objectives:**
- To master modern methods of organizing the activities of a cultural institutions based on underlying management and marketing technologies in the field of socio-cultural activities;
- To make reasonable management decisions to overcome problematic situations in the activities of cultural institutions;
- To implement innovative programs and projects for the development of social and cultural activities;
- To master the skills of developing and implementing socio-cultural projects using the main innovative technologies for designing the activities of cultural institutions;
- To possess the methods of implementing the goals and objectives of the federal and regional cultural policy;
- To apply technologies for effective promotion of projects and programs in the field of culture by means of advertising, PR and marketing.

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Cand.Sc. (Philosophy), associate professor, Head of the Department of Advertising and Socio-Cultural Activities of the School of Humanities
MANAGEMENT OF SOCIAL AND CULTURAL ACTIVITIES

CURRICULUM

- Marketing of social and cultural activities
- Information technologies of social and cultural activity management
- Technological foundations of socio-cultural activities
- Fundamentals of socio-cultural design
- Technological workshops of social and cultural activities
- Conceptual and legal support of socio-cultural activities Consumers’ behavior in the service sector
- Image science
- Advertising in the socio-cultural sphere
- Theory and practice of public relations

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