

**Division:** *School of Economics and Management*

**Academic programme:** *38.04.02 Management (Strategic and Innovation Marketing)*

**Mode of study:** *full-time*

**Programme length:** *2 years*

**Programme level:** *Master's degree*

**Language of instruction:** *English*

**Programme description:** *The programme is aimed at training Master's students in management, engaged in marketing management in companies, creating and developing customer-oriented structures of business management.*

*The graduates can hold the following positions:*

- *heads and leading specialists of strategic development services, marketing, advertising, PR departments and marketing analytics departments at enterprises (manufacturing or trading) both in medium-sized businesses and in transnational corporations;*
- *heads of departments and leading specialists in marketing and consulting agencies.*

*The programme is unique due to organizing collaboration with business structures by inviting practicing specialists to conduct classes in special sections of disciplines, organizing trainings and master classes of solving real tasks and problems that enterprises have in the form of cases and projects.*

*A multicultural environment is created to facilitate the joint training of students from different countries. The programme also provides practice-oriented courses, ensuring acquisition of theoretical training through continuous practical design and research activities of students.*

**Main programme-specific classes:**

- *Brand Management*
- *Integrated Marketing Communications*
- *Leadership and Team Management*
- *Marketing in Digital Environment*
- *Innovation Marketing*
- *Marketing Planning*

- *International Marketing*
- *Methods of Market Research and Marketing Analysis*
- *Industry Marketing*
- *Evaluation of Efficiency and Effectiveness of Marketing Activities*
- *Modern Marketing Strategies*
- *Modern Marketing Technologies*
- *Strategies of Relationships with Consumers*
- *Management of Marketing Activities*

**Programme manager:**

*Yulia V. Astashova, Candidate of Sciences (Economics), Associate Professor, Associate Professor of the Department of Management of the SUSU School of Economics and Management*