

BUSINESS CARD
MAIN PROFESSIONAL EDUCATIONAL PROGRAM
HIGHER EDUCATION - BACHELOR'S PROGRAMS
DIRECTION OF TRAINING:
38.03.02 MANAGEMENT
PROFILE: INTERNET MARKETING
ENROLLMENT OF 2022

LEADERS
BASIC PROFESSIONAL EDUCATIONAL PROGRAM - BACHELOR LEVEL



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Position: Academic Secretary of the Department of Marketing and International Management.

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PROFILE CHARACTERISTICS

The profile "Internet marketing" is focused on the training of highly qualified personnel with modern theoretical knowledge in the field of marketing, who have the skills to apply them in the development and implementation of a promotion strategy in the information and telecommunications network "Internet".

ADVANTAGES OF THE PROGRAM

- An Internet marketer is one of the most in-demand specialists in the modern labor market, the demand for which is growing every year. Business always needs specialists who are able to work with SEO promotion, set up contextual or targeted advertising, work with analytics, test hypotheses, create engaging content and build communication with customers.
- Modern information technologies, business and role-playing games, trainings, computer testing, video conferences, software products, marketing research with SPSS are used in the learning process.
- The "Marketing and Advertising Week" and the student conference "Management and Marketing – Challenges of the XXI century" are held annually. Master classes and trainings with the participation of marketing practitioners are organized.
- The Department of Marketing and International Management has been training marketers since 1998. 85% of teachers have a PhD or doctorate degree. Highly qualified specialists with many years of experience in business are involved in teaching professional disciplines.
- Graduates can continue their studies in the master's degree of USUE in the direction 38.04.02 "Management" program "Marketing and Branding"

THE GRADUATE'S COMPETENCIES ARE FORMED IN ACCORDANCE WITH THE QUALIFICATION REQUIREMENTS OF THE PROFESSIONAL STANDARDS "MARKETER" AND "INTERNET MARKETING SPECIALIST"

As a result of mastering the program, the graduate learns the following competencies:

- Organization and management of marketing activities.
- Development and implementation of a set of measures and approaches to doing business, ensuring the creation and effective management of marketing activities.

- Development of a promotion strategy in the information and telecommunication network "Internet".
- Increasing website traffic and the frequency of use of web services among the target audience of Internet users.

FIELD OF PROFESSIONAL ACTIVITY

Graduates of the profile "Internet marketing" are in demand in the modern labor market and work in organizations of various organizational and legal forms (commercial, non-commercial) of all sectors of the economy, hold positions:

- internet marketing specialist;
- internet marketer;
- marketing specialist;
- analyst;
- advertising manager;
- - public relations manager.

STRATEGIC PARTNERS:

- LLC "European Medical Center "UGMK-Health"
- Reputation Plus LLC
- LLC "Business Best"
- LLC "ROSKOTREND group"
- MTS PJSC ("Mobile TeleSystems")
- Forum Group Holding

FORMS OF INTERACTION:

- Conducting lectures, seminars.
- Excursions to the marketing departments of companies.
- Assistance in conducting all types of practices.
- Participation of company representatives in the work of state examination commissions
- Coordination of curricula in accordance with the requirements of the Ural region market and international standards.
- Participation of employers in conferences and round tables organized by the Department