

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

LEADERS
BASIC PROFESSIONAL EDUCATIONAL PROGRAM - BACHELOR LEVEL



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PROFILE CHARACTERISTIC

The "Marketing and Advertising" profile is focused on training highly qualified personnel with modern theoretical knowledge in the field of marketing and advertising, possessing the skills to use them to solve applied problems to ensure the competitiveness of an enterprise and its promotion in the market.

PROGRAM ADVANTAGES

- Specialists in the field of marketing and advertising are among the most demanded specialists in the modern labor market. no company can be competitive enough if it does not pay due attention to working with the consumer and competent positioning of its products. This is the profession of the present and the future.
- In the learning process, modern information technologies, business and role-playing games, trainings, computer testing, video conferencing, marketing research with SPSS, software products of the German company SAP are used.
- The "Week of Marketing and Advertising" and the student conference "Management and Marketing - Challenges of the XXI Century" are held annually. Master classes and trainings are organized with the participation of practitioners - marketers and specialists in the field of advertising.
- An opportunity is provided to obtain additional qualifications in computer graphics, web design and multimedia technologies at the computer educational center of USUE.
- The Department of Marketing and International Management has been conducting an educational program in the field of "Marketing" since 1998. 85% of teachers have a PhD or Doctor of Science degree. Considerable attention is paid to the development of sales skills, which are mastered by students in the following disciplines: analytical marketing and sales management, exhibition management, advertising and media planning, digital marketing, brand management, consumer behavior.
- Graduates can continue their studies in the USUE Master's program in the direction 38.04.02 "Management", according to the program "Marketing and Branding".

COMPETENCES OF THE GRADUATE ARE FORMED IN ACCORDANCE WITH THE QUALIFICATION REQUIREMENTS OF THE PROFESSIONAL STANDARDS "MARKETER" AND "EXHIBITION SPECIALIST IN THE SPHERE OF THE TRADE INDUSTRY"

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

- Organization and management of marketing activities.

- Activities for the organization of trade and industrial exhibitions.
- Development and implementation of a set of measures and approaches to doing business, ensuring the creation and effective management of marketing activities.
- Technology of marketing research using tools of the marketing mix.
- Possession of skills in working with specialized programs for collecting information and managing marketing and forecasting tools.
- Ensuring compliance of the marketing plan of the trade show with the concept and business plan of the trade show.

AREA OF PROFESSIONAL ACTIVITIES

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

- advertising and marketing specialist,
- marketing specialist,
- advertising specialist,
- public relations specialist,
- sales and customer service manager,
- social media marketer (SMM),
- marketing communications manager;
- Product Manager,
- brand manager.

STRATEGIC PARTNERS

FORMS OF INTERACTION

<ul style="list-style-type: none"> • Administration of Yekaterinburg • LLC "European Medical Center" UGMK-Health " • LLC "Reputation Plus" • LLC "Business Best" - a full cycle branding agency "Z&G Branding" • Holding "Forum-group" • LLC "Leroy Merlin Vostok" • Coca-Cola HBC Eurasia LLC • PJSC "MTS" ("Mobile TeleSystems") 	<ul style="list-style-type: none"> • International student exchanges • Joint scientific conferences • Organization of production, pre-diploma practice and internships for students • Conducting student excursions • Organization of master classes, round tables with employers • Participation of company representatives in the work of state examination boards • Preparation of technical specifications by companies to solve real business cases and implement the concept of practice-oriented learning
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