

BUSINESS CARD
main professional educational program
Higher Education - Master's Programs
direction of training: 38.04.02 Management
Profile: Marketing and Branding
recruitment 2022

SUPERVISOR
BASIC PROFESSIONAL EDUCATIONAL PROGRAM -
MASTER LEVEL



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Position: Head of the Department of Marketing and International Management, Honorary Worker of Higher Professional Education.

Academic degree: Doctor of Economics

Academic title: Professor

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Scientific Secretary

Position: Associate Professor of the Department of Marketing and International Management,

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Academic title: Associate Professor

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PROFILE CHARACTERISTIC

The mission of the Master's program in Marketing and Branding is to train marketers and brand managers with sales skills, developing a marketing strategy for promoting brands and qualified research of markets for goods and services.

Objectives of the program:

- development of an intellectual, creative personality, ready to take managerial positions in companies operating in various sectors of the economy;
- formation of professional knowledge among students in the field of management of the organization's marketing activities, advertising projects and brands;
- creating opportunities for improving professional competencies based on self-development and continuous learning, gaining experience in research activities.

BENEFITS OF THE PROGRAM

- Modern educational technology is applied - Computer Business Simulation MarkStrat. Developed by professors of the leading European business school INSEAD in cooperation with the consulting company StratX (France), based on the modern concept of learning by doing. The value of educational technology lies in the ability to apply theoretical knowledge to develop and implement a long-term marketing strategy for a company in a virtual environment. 25 of the 30 leading business schools in the world use MarkStrat in their programs. MarkStrat is the Financial Times' leader in business simulation.
- Master classes and trainings for advertising business practitioners are held as part of the Marketing and Advertising Week with the possibility of obtaining a certificate.
- The annual All-Russian Scientific and Practical Conference "Management and Marketing: Challenges of the XXI Century" is held within the framework of the All-Russian Forum of Young Scientists and Students.
- Practice and internship are organized in partner companies of the department.
- There is an opportunity to study at a foreign partner university of USUE for one semester.
- Graduates can continue their studies in postgraduate study at USUE in the scientific specialty 08.00.05 - Economics and management of the national economy (marketing).
- 90% of graduates are employed in their specialty.

DISCIPLINES OF THE CURRICULUM

- Modern strategic analysis
- Innovation management (advanced level)
- Methodology and research methods in management
- Organization of scientific research
- Theory and methods of making management decisions
- Information technology in management
- Professional foreign language
- Business communications
- Fundamentals of Marketing Management
- Legal regulation of marketing activities
- Organization of advertising and PR campaigns
- Media planning
- Marketing Research with SPSS
- Markstrat (business simulation)

Optional disciplines

- SMM marketing
- Internet Marketing
- Territory marketing and branding
- Personal branding
- Brand management
- Brand Management (in English)
- Pricing
- Sales Marketing

THE COMPETENCES OF THE GRADUATE ARE FORMED IN ACCORDANCE WITH THE QUALIFICATION REQUIREMENTS OF THE PROFESSIONAL STANDARD

08.035 "MARKETER"

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

- Development of a program for creating innovative products (services, brands) using applied office programs for collecting and processing marketing information.
- Development of a pricing strategy for goods (services) of the organization, taking into account marketing research.
- Development of an integrated sales policy system of the organization using information and databases on the distribution system.
- Development of a marketing communications system for the formation of the image and business reputation of the organization, the promotion of goods and services.
- Regulation of the marketing activities of the enterprise, taking into account Russian and international legislation.
- Development of a system of marketing activities of an enterprise using project management tools.

AREA OF PROFESSIONAL ACTIVITIES

Graduates of the Master program "Marketing and Branding" can work in such positions, as the head of sales, marketing, marketing analytics, brand manager, product manager, internet marketer, manager of advertising and PR, a public relations specialist, creative director and others in the marketing departments of industrial enterprises, wholesale and retail trade enterprises, and the service sector; consulting, marketing, advertising and information agencies.

STRATEGIC PARTNERS:

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

FORMS OF INTERACTION

- Lectures, seminars.
- Organization of production and undergraduate practice of students
- Excursions to marketing departments of companies.
- 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.
- Organization of internships for teachers of the department