

Peter the Great St. Petersburg Polytechnic University

THE PASSPORT OF EDUCATIONAL PROGRAM

38.03.06_03 "Marketing in Commercial"

in the field of study

38.03.06 "Trade and Commerce"

Qualification: bachelor

St. Petersburg
2021

The description of educational program

In the context of the digitalization of the economy, the relevance of the presence of a marketing specialist in the company's staff is significantly increasing. Marketers develop marketing strategies and tactics, assess the competitiveness of goods and services and advertise their merits, thereby contributing to the success of any business. Graduates hold key positions in any enterprise offering goods and services in the domestic and international markets.

Key features of the program

The uniqueness of the program is determined by its focus on practical skills in the development of marketing tools, the search for new methods of working with the Internet audience, the implementation of marketing campaigns in the on-line and off-line environment.

Principal subject

- Marketing
- Management of marketing activities in trade
- E-commerce
- Marketing research in trade
- Advertising activity
- Consumer behavior
- The basics of branding in trade
- Technologies for image making of a trade organization
- Digital technologies in marketing

Graduate professions

- Marketer
- Brand manager
- Marketing Manager
- Advertising and Public Relations Manager
- Account manager
- Internet marketer
- Category manager

Examples for topics of scientific and research works

- Effectiveness evaluation of the distribution of the advertising budget through multi-touch research
- Improving the tools for promoting products in the Internet environment
- Development of a strategy for launching a new eco-friendly fitness club

- on the market
- Development of the company's advertising policy based on the concept of eco-marketing
- Development of a branding strategy for the educational center "School of Future Presidents"
- Development and organization of a low-budget advertising campaign for an online store in a trade and logistics company
- Development of an integrated marketing communications campaign to promote quest entertainment

Scientific and research projects

- Development of a new consumer basket for the main socio-demographic groups of the population in St. Petersburg
- Innovative marketing technologies in the context of the formation of the information society
- Formation of a socially responsible business environment with marketing tools

Partners

- K. J. Somaiya Institute of Management Studies and Research, India
<https://simsr.somaiya.edu/en>
- Consulting company "Knight Frank"
<https://www.knightfrank.ru/>
- Marketing agency "Brusnika"
<https://brusnyka.ru/>
- LLC "Bely Kvadrat"
<https://kvadrat-digital.ru/>

Contacts

E-mail address: baharev_vv@spbstu.ru
Phone number: +7 (911) 976-57-23