

Peter the Great St. Petersburg Polytechnic University

THE PASSPORT OF EDUCATIONAL PROGRAM

38.04.06_01 "Internet marketing"

in the field of study

38.04.06 "Trade and Commerce"

Qualification: master

St. Petersburg
2021

The description of educational program

The program is aimed at a comprehensive master's training, taking into account the industry specifics of the trade sector and forms practical skills in the field of Internet marketing, readiness for independent analytical and consulting activities. The training concept is aimed at the formation of competencies related to the development of Internet marketing strategies, programs for their implementation, control and coordination of activities in the organization to achieve the desired position in the market. The uniqueness of the master's program is determined by its focus on practical skills in the development of Internet-marketing tools, the search for new methods of working with the Internet audience, the implementation of marketing campaigns in the virtual environment.

Principal subject

- Branding of Internet projects
- Innovative marketing communications
- Social media marketing
- Off-line and on-line research
- Website design and promotion
- Internet advertising technologies
- Internet Marketing Environment and Tools
- Analysis of the effectiveness of the on-line store

Graduate professions

- Marketing Director
- Brand manager
- Internet marketer
- Brand marketer
- Specialist in the field of contextual advertising
- Performance marketer
- Pr manager
- E-mail Marketer
- Product Marketer
- Media planner

Examples for topics of scientific and research works

- Promotion of a retail chain of non-food goods in a crisis
- Development of a false brand strategy in a virtual environment
- Developing a personal branding strategy for on-line promotion
- Evaluating the effectiveness of on-line retail store promotion tools
- Development of a strategy for the company's presence in the virtual market

- Improving the tools for researching consumer behavior in a virtual environment

Scientific and research projects

- Technologies for Internet research of consumer behavior in emerging and mature markets (for example, digital products, electric vehicles, ecoproducts, mobile applications, social innovation, etc.)
- Analysis and forecasting of the consumer market stability in St. Petersburg