

Peter the Great St. Petersburg Polytechnic University

**PASSPORT OF THE EDUCATIONAL PROGRAM**

38.03.02\_08 "Marketing"  
Major: 38.03.02 «Management»  
Qualification: Bachelor

Approved «18» march 2021 16:40

Saint-Petersburg  
2021

## **Description of the educational program**

The program is aimed at developing a market-based approach to enterprise management among students, based on the study of consumers and competitors, the use of entrepreneurial approaches in the activities of an enterprise, methods of interactive interaction with consumers, and the creation of sustainable competitive advantages.

Graduates can work in enterprises of various directions and fields of activity, since marketing is a general management function that ensures the efficiency of the enterprise.

The acquired competencies provide an opportunity for a wide choice of areas of further specialization within the framework of the master degree.

## **Key features of the program**

- The program is of an applied nature and is aimed at training highly qualified managers and specialists in the field of business operations management, coordination of decisions, ensuring effective organization of resources to achieve the goals and objectives of an enterprise or department. Business administration includes management functions related to finance, personnel, information systems.

- Active use of modern interactive forms of education.
- Conducting master classes by leading experts – practitioners
- Exchange Semester at foreign partner universities in academic mobility programs (participation on a competitive basis).
- Special emphasis in training is given to the formation of complex knowledge and skills in the field of management, economics, and marketing, ensuring high quality leadership and creativity in decision-making, which will allow graduates to conduct economic feasibility studies, business design, organization and complex business administration of enterprises, to lead small enterprises and projects to create and bring new products (services) to the market.

## **Profile disciplines**

- Entrepreneurship
- Marketing communications
- Distribution management
- Information support of business processes
- Analysis and planning of costs in marketing
- Interactive marketing
- Marketing research

## **Graduated students professions**

- Marketer
- Marketing analyst
- Specialist in market research
- Account Manager
- Advertising and PR manager
- Internet marketer

## **Examples of graduation paper topics**

- Development of a marketing communications plan on the Internet
- Research of consumer behavior of the organization
- Building omnichannel marketing communications channels
- Development of a marketing communications plan in social networks

- Development of a territorial brand
- Development of a plan for entering international markets
- Research of distribution channels

## Research projects

Analysis of the existing and forecast needs of the automotive industry companies in the Leningrad region and St. Petersburg for test (engineering) support of auto components.
Research on the perception of offensive advertising.
Research in the field of systems for processing large amounts of data under the federal target program "Research and development in priority areas of development of the scientific and technological complex of Russia for 2014-2020."
Development of marketing tools in the context of digital business transformation.
Methodological problems of using the NPS index in B2B markets.

## Partners

<b>"Grand Media Service"</b>
<a href="https://www.grandms.ru/">https://www.grandms.ru/</a>
Certified Internet Marketing Agency Communication agency "Grand Media Service" is a large agency with extensive experience in the implementation of federal and regional advertising campaigns.
<b>Research Center "GORTIS"</b>
<a href="http://www.gortis.ru/">http://www.gortis.ru/</a>
The Gortis Group of Companies specializes in the preparation of all types of research and information products: monitoring and analysis of information activity in the media; qualitative and quantitative research; monitoring of the masses and social media; ALARM (notification when a particularly critical update appears); measurement of advertising modules in print and online publications, etc.
<b>«RE:SPOND»</b>
<a href="https://re-pond.ru/">https://re-pond.ru/</a>
Intelligent Internet Marketing Agency. Work to increase sales, awareness, use of new promotion tools.
<b>Evil Marketing</b>
<a href="https://evilmarketing.ru/">https://evilmarketing.ru/</a>
Evil Marketing - Internet Agency

## Contacts

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