

Federal State Autonomous Educational Institution of Higher Education
Peter the Great St. Petersburg Polytechnic University

PASSPORT OF THE EDUCATIONAL PROGRAM

38.04.05_05 "Digital Marketing and E-Business"
in the field of training

38.04.05 "Business Informatics"

Qualification: Master

St. Petersburg

Description of the educational program

Business success means sales, a well-known brand, loyal consumers, and dynamic business development. All this is marketing, which is now becoming digital, and the product is not materialized, but electronic. Examples of such products are UBER mobile taxi platform, GOOGLE search engine or Amazon.com internet e-commerce and logistics platform.

The program is aimed at training specialists in managing the creation and development of electronic enterprises and the implementation of e-business components (including digital marketing technologies) in traditional business models.

In training, we rely on practicing teachers who are familiar with constantly updated modern methods and tools of digital marketing.

Profile disciplines

- Enterprise architecture
- Business process management
- Project management
- Data analysis, metrics and measurements in digital marketing
- Media planning, contextual advertising and search engine optimization
- Social media marketing and CRM systems
- Development of mobile applications, e-commerce sites and landing pages
- Branding and advertising design
- Information infrastructure of electronic enterprises

Graduate professions

- Director of Electronic Business Development
- CIO in an e-business enterprise
- Head of marketing department
- IT project manager
- Digital Marketing & Customer Relationship Specialist
- Business analyst
- Business architect

Examples of graduation work topics

- Reengineering of enterprise business processes in the implementation of e-business components
- Research of approaches to using cloud services to support software development projects
- Development and application of scenarios for the use of the "Internet of Things" to improve the level of service of the used automotive equipment
- Application of the "Agile" methodology in project management of the development of Internet of Things
- The use of integrated marketing communications in the promotion of educational services for additional professional education in the digital space
- Using Internet Marketing Techniques to Improve the Efficiency of Online Store
- Development of a model for a scalable and replicable architectural solution for an online retail store

Research projects

Project on the formation of requirements for IT services of the information system supply module in LPM-Sistema LLC

Project for the implementation of the 1C: MES: Operational production management system at LPM-Sistema LLC

RSF 2019-2021: Digital transformation of Russian business: development of theory and methodology (Supervisor Ilin I.V.)

Scientific laboratories

Research Laboratory of Digital Technologies in Education and Business

Partners

Korus Consulting GC

<https://korusconsulting.ru/>

LLC «Nauka»

<https://sbis.ru/>

LLC «Dialog IT»

<http://www.dialogit.ru/>

Contacts

E-mail address: ilyashenko_oyu@spbstu.ru

Phone: +7 (812) 550-36-52