

**Marketing**

Direction of training: scientific and pedagogical

Language: Russian

Admission year: 2022

Graduation year: 2024

2 years

Master of Economic Sciences in the program

«7M04105-Marketing»



SCHOOL OF MANAGEMENT

Year 1

1 semester	ECTS
History and philosophy of science	3
Foreign language (professional)	2
The methodology of scientific research/Academic writing and research	5
Research work	5
Marketing research (advanced course)/Design of marketing projects	5
Strategic marketing (advanced course)	5
Integrated marketing communication/Brand management	5
<b>Total</b>	<b>30</b>

2 semester	ECTS
Pedagogy of higher education	3
Management psychology	2
Predictive analytics and data modeling/Mathematical models and economic analysis	5
Research work	5
Innovation Marketing/Marketing management of the competitiveness of goods and services	5
Partnership marketing/Graphic Design Tools	5
Neuromarketing (advanced course)/Applied marketing	5
<b>Total</b>	<b>30</b>

Year 2

3 semester	ECTS
Pedagogical practice	10
Business law/Emotional intelligence	5
Research work	6
Marketing management/Global marketing	5
Digital advertising/Information technologies in marketing	4
<b>Total</b>	<b>30</b>

4 semester	ECTS
Research work	8
Research intrenship	10
Thesis	12
<b>Total</b>	<b>30</b>

**Total credits for 2 years of study****120**

General module	25
Research module	44
Professional module	39
Final assessment module	12
<b>Total</b>	<b>120</b>

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Direction of training: profile

Language: Russian

Admission year: 2022

Graduation year: 2023

1 year

Master of Business and Management in

«7M04105-Marketing»

Year 1

1 semester	ECTS
Management	2
Management psychology	2
Foreign language (professional)	2
Project management practice/Business research	4
Strategic marketing (advanced)	5
Marketing research (advanced course)/Design of marketing projects	5
Integrated marketing communication/Brand management	5
Experimental research work	5
<b>Total</b>	<b>30</b>

2 semester	ECTS
Industrial practice	10
Experimental research work	8
Project	12
<b>Total</b>	<b>30</b>

**Total credits for 1 year of study****60**

General module	10
Research module	13
Professional module	25
Final assessment module	12
<b>Total</b>	<b>60</b>