

Southern Federal University

Faculty of Management

Master's education program

MARKETING

Course option 38.04.02 – Management (Full-time education)

Why Marketing education program should be chosen?

Marketers and managers of communication and analytical directions of modern market-oriented companies are forced to constantly make innovative management decisions. This may include creating and bringing new goods and services to the market, choosing competitive marketing strategy, forming and promoting the brand, researching markets, justifying price-forming technology, distributing and communicating.

Program target

Training of highly qualified masters in terms of marketing and branding, who are proficient with modern system of knowledge and technology of marketing activities. The program also provides an opportunity to realize the obtain skills in all sectors of economics, using tools and algorithms of e-learning and system organization of project-research assignments.

Demand for graduates

According to the major recruitment agencies, marketers have a very high rating in the list of demanded specialties. Their salary ranges from 50 to 90 thousand rubles per month.

Program Manager

Ketova Natalya Petrova

Honored Scientist of Russian Federation, Professor, Doctor in Economics, the Head of the «Marketing and communications in business» Department, the Head of « Innovative technologies of modern marketing» scientific school.

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Education form:

- Full-time education (classes in the evening from 17.00 to 21.30)

Payment methods:

- Budget financed

- Commercial (110 thousand rubles per year)

Duration of education: 2 years

Program structure

Basic disciplines:

- Organization theory and organizational behavior
- Managerial economics
- Strategic analysis and strategic marketing

Special disciplines:

- Methodology of marketing research of sectorial markets
- Marketing cooperation with market actors
- Business game «Justification of product promotion strategy and product promotion tools»
- Integrated marketing communications and PR
- Market situation research
- Market segmentation and company positioning
- Innovative marketing
- Marketing management
- Foreign business language
- Scientific-methodological seminars

Scientific work

Master's lines of research:

- «Innovative technologies and strategies of modern marketing: the main trends of development»
- «Management of marketing activity, performed by market actors, and their interactions in modern conditions: institutional environment, their arrangements, cluster approach »
- «Online-Marketing: subject, instrumentation, implementation strategy»

Application Requirements:

Higher education in any field (bachelor or specialist degree)

Entrance test:

Management test

Required documentation:

- the application form
- diploma of higher education with the annex
- 6 photos 3x4 centimeters
- passport and copy of the passport
- additional documentation (not required, but recommended), confirming individual achievements (certificates, lists of publications, etc.)

SFEDU Faculty of Management

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Why master's degree program of SFEDU Faculty of Management should be chosen?

- opportunity to participate in scholarship and grant programs;
- participation in master classes, summer schools and practices of leading universities, companies and specialists;
- international cooperation programs;

- master's degree program is the best form of preparation for graduate school;
- bright student life involving communication with talented, purposeful and promising young people.