

<p><b>38.04.02 Management</b></p> <p><b>“Industrial Marketing”</b></p> <p>Degree: <i>Master</i></p> <p>Duration of training: <i>2 years and 3 months</i></p> <p>Form of training: <i>extramural</i></p> <p>Language of instruction: <i>Russian</i></p> <p>Accreditation: <i>state</i></p>	<p><b>Program description:</b></p> <p><i>You will receive training in marketing of manufacturing enterprises and design bureaus;</i></p> <p><i>Experience in development and implementation of marketing projects and programs, including commercialization programs of scientific and technical solutions and product promotion;</i></p> <p><i>Skills of organizing and conducting marketing research.</i></p> <p><b>Basic courses:</b></p> <p>Managerial Economics, Methodology of Scientific Research in Management, Modern Technologies of Management</p> <p><b>Special courses:</b></p> <p>Management in Marketing, Marketing Research, Marketing and Business Communications, Strategic Marketing</p>	<p><i>Graduates of the program work as heads of marketing and sales departments, perform a wide range of marketing functions including marketing research conduct, marketing strategies development, promotion of goods, organization of sales, etc.</i></p> <p><b>Contacts of the program director:</b></p> <p>Candidate of Sciences, Associate Professor of the Department of Management and Innovative Technologies Kataev Alexey Vladimirovich, <a href="mailto:akataev@sfedu.ru">akataev@sfedu.ru</a></p> 
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