



SMART-UNIVERSITY
WHICH UNITES EUROPE AND ASIA

STRATEGIC AND INNOVATIVE MARKETING (MANAGEMENT) MASTER'S DEGREE PROGRAM

Admission Requirements: Bachelor's Degree, full-time 2 academic years, Basic Management Testing.

Language Proficiency: English.

Program Description: The program is aimed at preparing masters of management, carrying out marketing management in the company, creating and developing customer-oriented marketing management structures. Students study issues related to forecasting market prospects for products, developing new technologies for promoting products and services, learning brand management skills, creating and developing brands, managing brand capital, developing marketing plans, programs for introducing new products to the market, rebranding products.

Students study professional courses, including the study of marketing factors for business performance, market research methods and marketing analysis, modern marketing technologies, integrated marketing communications, customer relationship management strategies and brand management.

»» PROGRAM STRENGTH

Students take an active part in research work, participate in grants and competitions. The program's uniqueness lies in organizing interaction with business structures, including inviting practitioners to conduct special sections of courses, organizing trainings and master classes, solving real-world problems and issues facing enterprises in the form of cases and projects.

The training program includes practice-oriented courses with the organization of excursions to the leading enterprises of the city and the region.

INTERNATIONAL SCIENTIFIC PARTNERSHIPS AND COLLABORATION:

A multicultural environment involving co-education of students from different countries is formed during the program. Masters take part in international scientific events, including participation in conferences and publications in specialized journals.

In this way, the implemented approach to the study provides the conditions for rapid and effective professional growth.

GRADUATE EMPLOYMENT:

By the end of the master's program, graduates apply for leadership positions in national and international companies working in the field of foreign economic activity.

»» REVIEW

Che Peter MC Princeley - Master degree student in «Strategic and innovative marketing»: *«I am Che Peter MC, a Cameroonian and a Master degree student in Marketing communication at South Ural State University.*

I just completed a Bachelor degree in Marketing, when my friend told me I could study in an international environment where I would meet people who could impact my life and career positively. So he invited me, to study at South Ural State University.

Convincing people to buy my little sweets from my primary school was just so easy for me. I remember selling more than every other person. When I got to high school, I attended an orientation and later that day, only one single phrase kept resurfacing in my mind « Marketing ». So, I went for it.

After completing a 9 months Russian language course which wasn't only challenging but also adorable, I moved to the my main course, Marketing. Still at South Ural State University.

The university's Marketing department is committed to bring the best out of all students. The staffs here are pushful and efficient. Even though the teaching language is English, i usually ask for catching marketing words in Russian language and the lecturers often assist me. I must admit, that I have learned so much and I am confident that upon graduation I will be more than fit to handle my future job and with the new skills I acquired I could also start up a business of my own.».



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