

Faculty of Economics, Management and Business Informatics, Perm

Years of Study: 2021/2022 - 2022/2023

Length of Programme: 2 years

Mode of Study: Full Time

Degree: Master's degree / MBA

Block Code	Course	Credits	Credits by Years		Planned Educational Programme Development Results (competencies according to the educational standard)
			1	2	
	(I) (II)	120	60	60	
	Bridging Courses	0			
1	Managerial Economics (offered in English)	3	3		-6, -4, -2, -3, -11
1	Block 1. Courses (Modules)	60	34	26	
-1	Components of the Field of Study	17	17		
	Basic Components	17	17		
1	The Methodology of Scientific Research in Management: Research Methods in Marketing	6	6		-4, -5, -1, -2, -3, -1, -3, -7, -8, -1, -3
2	Strategies in Management: Marketing Strategies	6	6		-11, -12, -8, -1, -3, -7
3	Economics and Applied Analysis of Industrial Market	5	5		-1, -3, -4, -5, -16, -2, -4, -7, -1, -3, -7, -8
-2	Components of Educational Program/Track	43	17	26	
	Basic Components	27	9	18	
1	Consumer Behaviour and Psychology	6	6		-7, -8, -3, -4, -5, -11, -17, -2, -5, -1, -3, -6
2	Marketing Engineering	6	6	6	-3, -4, -5, -1, -18, -3, -4, -1, -3, -6, -7, -8, -15
3	Customer Relationship	5	5	5	-3, -4, -5, -10, -15, -1, -3, -6, -7, -8
4	Internet Marketing and Analytics	7	7	7	-3, -4, -5, -13, -14, -16, -3, -4, -8, -1, -3, -6, -7, -8
5	Internet Marketing	3	3		
	Elective Components (Elective Courses)	16	8	8	
1	Branding and Brand-Communications	5	5	5	-3, -4, -5, -11, -12, -9, -1, -5, -6, -7, -8
	(1 3) (II)	3	3	3	
1	Channel Management and Retailing (offered in English)	3	3	3	-3, -4, -5, -1, -3, -6
2	International B2B (Business to Business) Marketing (offered in English)	3	3	3	-7, -3, -8, -4, -5, -1, -3, -6, -7, -3, -8, -4, -5, -1, -3, -6, -7
3	Strategic Self-Marketing and Personal Branding (offered in English)	3	3	3	-7, -3, -8, -4, -5, -1, -3, -6, -7
	(1 3) (II)	5	5		
1	Data-mining and Data in Marketing	5	5		-3, -4, -5, -2, -3, -4, -1, -3, -6, -7, -8
2	Marketing Analytics (offered in English)	5	5		
3	Customer analyst (offered in English)	5	5		-3, -4, -5, -1, -13, -18, -3, -4, -1, -3, -6, -7, -8
4	University Pool Courses (MAGO-LEGO)	3	3	3	-1, -3, -6, -7, -8
2	Block 2. Practice(s), Project and/or Research work	57	26	31	
	Research Work	33	11	22	
1	Term Paper	6	6		-17, -2, -3, -2, -4, -5, -6, -7, -16, -2, -4, -5, -6, -7, -1, -11, -15
2	Graduation Thesis	18		18	-5, -2, -4, -5, -6, -2, -4, -5, -6, -7, -1, -11, -12, -13, -14, -15, -16, -17, -18, -2, -3, -4
3	Research Seminar "Marketing: Analytics, Data, Insights"	5	5		-2, -4, -5, -6, -7, -1, -2, -4, -5, -6, -7
4	Scientific and Research Seminar "Marketing Research Project"	4		4	-2, -4, -5, -6, -7, -1, -2, -4, -5, -6, -7
	Project Activity	12	12		
1	Project Seminar	6	6		-5, -6, -7, -2, -4, -5, -6, -7, -2, -4
2	()	6	6		-6, -7, -8, -4, -5, -6, -7, -2, -4, -5, -6, -7, -2
	Internship	12	3	9	
1	Science Study Internship	3	3		-2, -4, -5, -6, -7, -16, -17, -2, -4, -5, -6, -7
2	Science and Research Internship	9		9	-2, -4, -5, -6, -7, -2, -4, -5, -6, -7
3	Block 3. Final State Certification	3	3	3	
1	Graduation Thesis	3	3		-6, -8, -2, -3, -5, -6, -7, -8