

Speciality

Marketing Management taught in English

2 semesters

Distance Education

Educational Objectives

Companies and organizations in the modern world demand managers and marketing experts who can analyze problems and situations and successfully explore, develop and leverage their relations with consumers and other elements of their environment.

The main objective of education in Master's degree programme in Marketing Management is to prepare highly qualified specialists at middle and senior management levels who are able to formulate, research and analyze unstructured problems related to the marketing of the organization; who are able to develop and apply specially designed research tools; who are able to propose and justify atypical and creative management decisions based on an in-depth analysis of a large number of factors influencing the marketing activities in organizations with different business activities. The speciality is aimed to develop and improve specialized professional knowledge and skills making participants experts and managers able to manage activities and processes in the field of marketing and to have decision-making skills. It also develops knowledge and skills for the selection and management of human resources in the field of marketing; for the management of the processes for developing and implementing strategies and programmes in the field of marketing; for the evaluation of the performance of individuals, teams and organizations based on a set of marketing metrics.

Professional Development

Graduates of speciality are well prepared for expert and middle management positions and in the future - in senior managerial positions in a variety of organizations: state and local authorities (ministries, committees, agencies, regional administrations); large, medium and small companies, holding

companies, associations, corporations; public and private organizations in the field of health, education, social sectors; financial institutions (banks, stock exchanges, insurance companies, pension funds); trade unions and employers' associations, chambers of industry and commerce; foundations; international organizations. They could also work in specialized marketing service agencies: advertising agencies, PR agencies, media planning agencies, direct marketing agencies, consulting and auditing companies, etc.

Graduates of Master`s degree programme in Marketing Management could also continue their development as Doctoral students at universities, institutes and research centers.