



MODERN MARKETING AND SALES MANAGEMENT

MASTER'S PROGRAMME DEGREE



PROGRAM ADVANTAGES

- ✔ Minimum theory, maximum practice. The program has a strong practice-oriented approach that allows graduates to put their knowledge to practice. Introduction of practical business cases of leading Russian and international companies to the educational process.
- ✔ Learning focus. Modern marketing tools and professionals sales training.
- ✔ Skills and competence development in the fields of the modern marketing and sales. Analyze and forecast sales ability; knowledge of modern marketing and sales techniques; knowledge of modern marketing management models in B2B and B2C markets.
- ✔ Optimal combination of taught courses. The main economic disciplines of classical master's program and relevant applied disciplines in the field of marketing and sales. The modular education allows the student to independently formulate an individual curriculum.

Unique academic staff. Practicing lecturers with high experience in large corporations - Bayer, L'Oreal, Danone, Mitsubishi, leading professors of economic disciplines and from the Department of Foreign Languages of RUDN University.

- ✔ Internship at the Ministry of Economic Development of the Russian Federation, in the largest international and Russian FMCG companies - Nestle, Danone, Coca-Cola, Miratorg etc.
- ✔ Master's theses are based on the solution of real business cases of companies
- ✔ Assistance in further employment.
- ✔ Convenient classes time for working students. Classes are held in the evening and on Saturdays.



STUDYING PROCCESS

120 credits.

Lectures, a practical training, research work of masters and practice.



MODERN STRATEGIC ANALYSIS

- The main approaches to determining the competitive environment.
- Evaluation indicators of the competitive environment of the company.
- Assessment of the strength of competition in the industry.
- Competitive advantages of the company.



SALES MANAGEMENT

- Sales as a marketing task.
- Classification and basic sales technologies.
- The essence, structure and principles of sales management.
- Subjects and objects of sales.
- The main elements of sales at the enterprise - product, customer, staff, technology.



MARKETING PLANNING

- Development marketing planning in the company.
- Marketing Forecast of planning results.
- The method of flexible estimates and the method of financial necessity for the sale.



MARKETING MANAGEMENT

- The basic principles of marketing activities of the enterprise.
- The basic principles of marketing thinking and the philosophy of the company.
- Choosing a theory of company value and building an appropriate business model.



BENCHMARKING AND COMPETITIVE INTELLIGENCE

- The types of information available to competitive intelligence professionals.
- The establishment of competitive intelligence at the enterprise, the most common nuances of the work of a competitive intelligence specialist in practice.



TRADE MARKETING

- The promotion tools in Retail.
- Evaluation of the effectiveness of trade and promotional programs.
- Retail Merchandising Standards.
- Factors of Success in retail.



CATEGORY MARKETING

- Assortment management in retail.
- Methodology of Category marketing.
- Current merchandise hierarchy and Assortment Matrix.
- The effectiveness of using of retail space.



INTERNET MARKETING

- The specifics of Internet Marketing.
- SEO - search engine optimization.
- The principle of the search engines, factors affecting the position of the site in the search results, promotion methods and techniques, tools for evaluating the results of promotion.
- SMM - social media marketing.
- Online Advertising Trends and Opportunities in the Social Media Space.



EVENT MARKETING

- External and internal corporate event marketing tasks.
- Event marketing as an innovative promotion tool.
- Event marketing tools.
- Methods for evaluating the effectiveness of event marketing events.



E-COMMERCE

- Omni-channel market.
- Essential E-commerce tools.
- Electronic payment systems.
- Security in the E-commerce system.



STUDENTS FEEDBACK

VICTORIA BALAKINA

“ After I completed my bachelor's degree at RUDN University I decided to undertake a part-time evening master's program. For me, this was an attempt to extend my studentship with getting in-depth professional education. I combined work with evening classes, immediately shifted my theoretical knowledge to practice and vice versa. I was never bored in classes, I didn't feel fatigue after work, because the practical teachers gave interesting cases and topics for discussion. I also met wonderful, smart guys with whom we continue to communicate after graduation. During the training, I passed the selection and now I successfully work at Coca-Cola HBC Eurasia. ”

POLINA KLENINA

“ 2.5 years of study at this master's program passed quickly. RUDN University gave me new knowledge in the field of marketing and a lot of positive emotions. It was interesting to receive information and knowledge from lecturers who work in marketing. They were able not only to convey the theory to us, but also to share their practical experience. The study was intense, but it never interfered with the work schedule. The schedule has always been selected for the comfort of students. Now I am working at Xerox Russia as a Product Manager. ”



STUDENTS FEEDBACK



MARIA KIM



I graduated from the Faculty of Economics with a master's program "Modern Marketing and Sales Management" in 2020. I can say with confidence that studying at RUDN University was a unique experience in my life, thanks to which I gained professional skills and met interesting people. One of the advantages in training was that all classes were held in the evening, which allowed me to combine studies with work. Teachers are professionals. Most of the lectures were based on the real experience of teachers and it is very exciting to analyze practical cases at lectures! Thanks to graduate studies, I put my knowledge into practice and develop as a professional in the automotive business at Volkswagen Group Rus.





HEAD OF THE PROGRAMME

ZOBOV ALEXANDER MIKHAYLOVICH



Chief of the Marketing Department, Ph.D in Economics, Professor.

Graduated from State University of Management in 1977, majoring in Economics and Planning in the Engineering Industry, as an engineer-economist.

In 1983 he defended his thesis for the degree of candidate of economic sciences.

Repeatedly attended training and internships at leading foreign universities and business schools in the USA, UK, Netherlands, Sweden

Since 1991, he held senior positions in the leading educational institutions in Moscow, led several major projects of the National Fund for the Training of Financial and Management Personnel, and participated in a research project of the Russian Ministry of Education. Member of the Council for MBA Programs of the Ministry of Education of the Russian Federation.

He is a well-known Russian specialist in the field of managerial education, case-study methodology, strategic and innovative marketing, and strategic alliances. He is regularly invited to leading universities in Russia, business schools for teaching in the MBA and Executive MBA programs.