

Bachelor's Degree in Marketing (Management)

No.	Course title	Number of ECTS	Assessment	Brief description
1 year				
1.	World History	4	Graded credit	The purpose of this course is to determine the place of world civilization in the world historical process, to analyze the changes in historical ideas that have occurred in the world in recent times, to realize the historical place and the choice of the path of development of world at the present stage, to form competencies aimed at mastering the culture of thinking, the ability to think logically, analyze, generalize and evaluate historical events and processes.
2.	Foreign Language	4	1 semester - credit 2 semester – graded credit	The purpose of this course is increasing the initial level of foreign language proficiency achieved at the previous stage of education and giving the necessary and sufficient level of communicative competence to solve social and communicative problems in various areas of everyday, cultural, professional, and scientific activities when communicating with foreign partners, as well as for further self-education. It is hoped that as a result of this course, the students will be able to carry out business communication in oral and written forms in a foreign language, choose a communicatively acceptable style and means of interaction in communication with business partners in a foreign language, translate professional texts, conduct business correspondence in a foreign language.
3.	Life Safety	2	Credit	The purpose of this course is introducing a professional safety culture. The students are hoped to be able to create and maintain safe living conditions in everyday life and in professional activities to preserve the natural environment,

				ensure the sustainable development of society, including in the event of a threat and the occurrence of emergencies and military conflicts.
4.	Socio-Psychological Adaptation and Communication	2	Credit	The purpose of this course is development of students' basic defectological knowledge in social and professional areas. The students are hoped to develop the ability to adapt to a new social environment and effectively express themselves, learn how to identify psychological types of interlocutors and choose the best communication tactics, to see trends in the modern socio-cultural and economic space for better orientation.
5.	Law	4	Exam	The purpose of this course is development of a holistic view of the legal system, which allows competent use of legal documents in practice, exercise their civil rights, and consciously participate in social life. it is expected that after taking this course, students will know the rights and obligations of a person and a citizen, the basics of the legislation of the UAE and legal behavior, assess events and situations that have an impact on politics and society; to build their life position based on civic values and social responsibility, demonstrate the ability to reflect and constructively resolve problem situations related to the violation of civil rights, the use of manipulative technologies for the formation of false and anti-legal actions.
6.	Information Technology and Systems	4	Exam	The purpose of the course is to form a comprehensive understanding of the role, place, functions and tools of information technologies and systems in the processes of digitalization. As a result of this course, students are hoped to be able to develop solutions to problematic situation

				based on critical analysis of available sources of information, choose data processing and analysis toolkit corresponding to a professional tasks, modern intelligent information and analytical systems, use modern digital information technologies corresponding to the content of professional tasks based on principles of their work, understand the principles of work of modern digital information technologies corresponding to the content of professional tasks.
7.	Digital Technologies in the field of Management	3	Graded credit	The purpose of the subject "Digital Technologies in Management" is to form a holistic view of the digital infrastructure of the digital economy, the components of the digital infrastructure of a modern enterprise, their role in solving management problems, to study the principles and technologies for building economic information systems and methods for their practical application in strategic, tactical, and operational levels of management of economic objects. As a result of taking this course the students will be able to solve professional problems based on knowledge (at an intermediate level) of economic, organizational and management theory, use modern information technologies and software in solving professional problems, including the management of large data arrays and their intellectual analysis, understand the principles of operation of modern information technologies and use them to solve problems of professional activity.
8.	Corporate Social Responsibility	3	Credit	Corporate Social Responsibility course aims to master modern concepts of company management from the standpoint of socially oriented management and responsible production and

				<p>marketing. The course allows you to master the methods of analysis and evaluation of corporate social responsibility of the company, to form the ability to develop organizational and managerial decisions, considering their social significance. After taking this course the students will be able to understand modern theoretical concepts of corporate social responsibility of business, factors and conditions that ensure the effective corporate social responsibility strategy, apply the basics of methodology in the field of corporate social accounting, audit and reporting, acquire general skills in the field of development and management of corporate social responsibility activities, apply basic skills in the development of organizational and managerial decisions, taking into account their social significance.</p>
9.	Human Capital Management	4	Credit	<p>The purpose of this course is the development of students' competencies in the field of formation and development of human capital to achieve the goals of the organization. The students will be able to understand the theoretical foundations of Human Capital Management assess challenges and opportunities in human capital management develop skills of conducting effective HCM activities apply the basic approaches to HCM to personal development and career growth.</p>
10.	Higher Mathematics	8	Graded credit, Exam	<p>The purpose of the subject "Higher Mathematics" is to teach the methods of quantitative and qualitative analysis using the mathematical apparatus to select the best ways to solve professional problems. The objectives of the subject "Higher Mathematics": the development of students' logical and analytical thinking based on</p>

				the principles of mathematical conclusions and evidence, which makes it possible to choose and evaluate the decision taken, considering the effectiveness of the mathematical model of the organizational system.
11.	Microeconomics	4	Exam	This course provides an understanding of the nature of microeconomics, its historical development, the main microeconomic problems, and their possible causes. After taking this course, the students will be able to distinguish between microeconomic equilibrium, become acquainted with the major microeconomic issues, know the principles, ways, and various complications of measuring microeconomic aggregates, receive a basic knowledge of the main microeconomic ideas and theoretical debates.
12.	Macroeconomics	4	Exam	This course provides an understanding of the basic macroeconomic models, the main macroeconomic issues and their causes, a comparative analysis of the Keynesian monetarist, new classical ideas, and debates over fiscal and monetary policies. After taking this course, the student will know basic macroeconomic models and be able to use them in analysis of the current economic situation, will be able to identify the major macroeconomic issues and find out their reasons, receive a basic knowledge of the main macroeconomic ideas and theoretical debates as a basis for macroeconomic decisions and political divisions, be able to critically examine macroeconomic policies and government promises.
13.	Marketing	4	Credit	The purpose of the course "Marketing" is to develop the necessary qualifications to understand the essence of marketing, its role and place in the

				activities of the enterprise, as a tool to achieve the business goals of the enterprise, guided by the issues of meeting the needs of consumers in a competitive environment.
14.	Management Theory	4	Exam	The purpose of the subject "Management Theory" is to study the basics of management. In the process of studying the subject, the student must master the basic methods, techniques, and technology of management, acquire certain skills to use them in the practice of managing an organization in a complex and dynamic environment; understand the basic principles of problem setting and decision making.
15.	Organization Theory	5	Exam, term paper	The purpose of the course is to provide students with comprehensive knowledge and practical skills that allow them to systematically ensure the design, management, and development of modern corporations. The students will be able to solve professional problems based on economic, organizational and management theory.
16.	Physical Education	2	Credit	The purpose of the course is the development of physical education of the individual and the ability to use various means of physical culture for the maintenance and improvement of health, psychophysical training, and self-training for future professional activities.
17.	Elective courses in physical education and sports (Not included in the total number of ECTS)	108 hours	credit in 2, 4 and 6 semesters	The purpose of the course is the development of physical culture of the individual and the ability to use various means of physical culture for the preservation and promotion of health, psychophysical training, and self-training for future professional activities.
2 year				
1.	Philosophy	3	Exam	The purpose of the course "Philosophy" is the development of the fundamentals of the

				<p>philosophical worldview in various communities that underlie intercultural diversity, the assimilation of the principles of systemic thinking in the socio-historical, ethical, and philosophical contexts, the formation of students' universal competencies necessary for the perception of the intercultural diversity of society in the social historical, ethical, and philosophical contexts.</p> <p>After taking this course, the students are hoped to gain knowledge of the main philosophical trends and schools developed the main categories of the philosophical worldview in intercultural diversity, develop necessary skills for independent analysis of philosophical issues, develop the ability to apply basic philosophical and ethical knowledge in professional activities and apply social philosophy method in the practice of professional activity.</p>
2.	Foreign Language	5	3 semester - credit 4 semester – Exam	<p>The purpose of this course is increasing the initial level of foreign language proficiency achieved at the previous stage of education and giving the necessary and sufficient level of communicative competence to solve social and communicative problems in various areas of everyday, cultural, professional, and scientific activities when communicating with foreign partners, as well as for further self-education. It is hoped that as a result of this course, the students will be able to carry out business communication in oral and written forms in a foreign language, choose a communicatively acceptable style and means of interaction in communication with business partners in a foreign language, translate professional texts, conduct business</p>

				correspondence in a foreign language.
3.	Financial Management	4	Graded credit	The purpose of studying the subject "Financial Management" is to give students knowledge and skills in relation to financial management of commercial companies, financial planning, financial risk management, current assets and capital structure and mastering the necessary competencies related to financial management of a company, identifying opportunities for the development of an organization, developing business plans, performance appraisal.
4.	Entrepreneurship	3	Credit	The course aims to provide the students with essential insights into the basic elements of a successful business. The course identifies the fundamental entrepreneurial concepts and factors that determine business success. The students will learn how to identify opportunities, develop, launch, and manage a new venture.
5.	Project Management	4	Exam	The purpose of the subject "Project Management" is to develop students' competencies in the field of project management, based on knowledge of methods for analyzing business problems and business opportunities of the organization and evaluating the effectiveness of modern information technologies and the ability to apply intelligent information and analytical systems to solve managerial problems.
6.	Econometrics and Modeling in Management	4	Exam	Students will be provided with required theoretical tools, get acquainted with the basic modeling techniques as well as with the theoretical properties of the appropriate econometric estimation and testing procedures under various modeling assumptions, will get a sound understanding of the applicability

				and limitations of various models as the vehicles for qualitative analysis of economic data and be able to read, write and properly interpret articles and reports of an applied modeling nature using econometric techniques and be in a position to advance upon the basic foundations of modeling and (in particular) econometric theory and practice with some ease.
7.	The Economy of an Organization	3	Graded credit	The purpose of the course is to give students comprehensive knowledge about the principles and patterns of functioning of a corporation as an economic system in order to run the corporation of rational business processes in accordance with market needs, identify and use production reserves in order to achieve the greatest efficiency of the corporation.
8.	Business Ethics	3	Credit	The purpose of the course is to master the basic knowledge in the field of business ethics and business relations and the formation of competencies necessary to identify, analyze and solve urgent ethical problems that arise at the level of individual, corporate and social dimensions of business activity.
9.	Theory of Probability and Mathematical Statistics	4	Graded credit	The purpose of this course is to teach the competent use of methods of mathematical processing of the results of experimental, scientific, and practical research to select the optimal solution to the problem.
10.	Strategic Management	4	Exam	The purpose of the course "Strategic Management" is to develop students' basic theoretical knowledge and basic practical skills in the field of strategic management of organizations in a complex and dynamic environment.
11.	Organizational Behavior	4	Exam	Organizational Behavior course aims to provide the students with knowledge and skills to solve professional problems based on

				<p>knowledge (at an intermediate level) of economic, organizational, and managerial theory. Course develops the ability to make sound organizational and managerial decisions, considering their social significance, to promote their implementation in a complex and dynamic environment, and to evaluate their consequences.</p>
12.	Statistics	3	Graded credit	<p>The purpose of the course is to give students the necessary knowledge and skills to conduct a statistical analysis of various economic processes and phenomena.</p> <p>After taking this course the students are hoped to the study of statistical methodology, the study of methods for forming the information base of statistical research: statistical observation, statistical summary and grouping, absolute and relative values, average values, the study of methods for analyzing statistical distributions, the study of the index method of analyzing statistical data, the study of methods for studying the dynamics and interconnection of economic phenomena, formation of the ability to work with national and international databases in order to search for information necessary to solve the set economic problems, the formation of the ability to process statistical data.</p>
13.	Accounting and Management Accounting	3	Graded credit	<p>The purpose of this course is the formation of students' theoretical knowledge and practical skills about the organization of the accounting and management accounting system at enterprises. After taking this course, the students will be able to classify and manage different types of costs, apply different method of cost calculation (direct costing and absorption costing), explain</p>

				tasks of strategic and operating managerial accounting, use activity based costing for companies of different industries, develop financial model on the base of contribution margin analysis, make comprehensive decisions about inventory management, apply budgets as an instrument of company strategy realization and develop and optimize company budget.
14.	Economic Analysis	3	Exam	The purpose of the course "Economic Analysis" is the development of the theoretical and methodological foundations of economic analysis as the main function of managing the activities of business entities, as well as the acquisition of skills in using analytical techniques and substantiation, based on the analysis data, of making operational and strategic management decisions in various areas of production, economic, financial activities.
15.	Elective courses in physical education and sports (Not included in the total number of ECTS)	108 hours	Credit in 2, 4 and 6 semesters	The purpose of the course is the development of physical culture of the individual and the ability to use various means of physical culture for the preservation and promotion of health, psychophysical training, and self-training for future professional activities.
16.	Ethics of business relations/ <i>Business and Intercultural Communications / Organization of Voluntary (volunteer) Activities and Interaction with Socially Oriented NGOs (optional)</i>	3	Credit	Ethics The purpose of the course "Ethics of business relations" is to master the basics of ethical knowledge in the field of business relations, teaching modern practical principles of business ethics. It is hoped that as a result of taking this course, students will master their knowledge about the practical implementation of ethical norms and values in business relations, understand the mechanisms for introducing ethical norms, standards and

			<p>requirements into the practice of business in the UAE, develop the ability to use ethical norms and standards in modern business culture of relations, develop of individual personality traits that ensure competitiveness in future professional activities.</p> <p>Volunteering</p> <p>The purpose of the course is to familiarize students with the basics of organizing volunteering and interaction with socially-oriented non-profit organizations, the development of key concepts and basic components in the functioning of socially-oriented non-profit organizations, understanding of relations with other sectors, development of the key concepts of legislative regulation of non-profit organizations, and volunteering, systematization of knowledge and formation of competencies in the field of interaction between authorities and socially-oriented non-profit organizations, understanding the relations with other sectors, give students theoretical knowledge about the development of volunteering in the field of health and social services, give students knowledge about the features of volunteering in areas of education, culture, and sports. After taking this course the students are hoped to know the theoretical foundations and practical aspects of the organization of teamwork know the basic methods of analyzing group interaction, know the methods of analyzing team roles, develop the ability to design and organize teamwork, the ability to define and adjust team roles and the ability to determine the needs of team members in mastering new knowledge and skills.</p>
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17.	<p>Fundamentals of Working with Big Data / <i>Fundamentals of Information Security / Fundamentals of Programming for Solving applied Problems / Digital Project Incubator</i> (optional)</p>	3	Credit	<p>Big Data The purpose of the subject "Fundamentals of Working with Big Data" is to provide students with a holistic view of the modern possibilities of cloud computing resources and cloud services for data analysis; the ability to search, critically analyze and synthesize information, to collect, process and analyze the data necessary to solve the assigned management tasks, using modern tools and intelligent information and analytical systems, to use modern information technologies and software tools, including management, in solving professional problems large data arrays and their intellectual analysis.</p> <p>IT Security Objectives of the subject "Fundamentals of information security" is to: develop the skills for analyzing the current state of information security, development of recommendations for improving the security of information systems; develop understanding and skills in working with modern information security technologies; develop the ability to make optimal decisions to solve the problems of building information security systems.</p> <p>Programming The purpose of mastering the course is to gain skills in developing application software for personal computers in high-level programming languages. After taking this course the students are hoped to develop an understanding of the principles of software functioning, to develop skills for choosing the optimal data types for solving the task, to get practical experience in developing programs in a modern development environment, to gain</p>
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				skills in using structured data types for solving applied problems and in working with information presented in the form of files, to apply programming skills to solve applied problems.
18.	Introductory Internship	3	Credit	The objectives of the introductory internship are to consolidate, systematize and deepen the theoretical knowledge gained during the educational process, to develop primary practical skills in managing a modern enterprise, the development of the ability to obtain, generalize and analyze various data using information technology. After the internship, the students are hoped to learn how to prepare and conduct successful presentations with various target audiences, explore the possibilities of forming the image of the speaker and increasing the degree of trust in information and presentation materials in the scientific and business environment, master the process of organizing, planning, and monitoring the results of research projects.
3 year				
1.	Elective courses in physical education and sports (not included in the total labor input)	112 hours	Credit in 2, 4 and 6 semesters	The purpose of the course is the development of physical culture of the individual and the ability to use various means of physical culture for the preservation and promotion of health, psychophysical training, and self-training for future professional activities.
2.	Foreign Language of Professional Communication	5	5 semester - Pass 6 semester – Oral exam	The purpose of the course is to master the learning competencies, which in the future will allow the use of a foreign language in various areas of professional activity, scientific and practical work, in communication with business partners, for self-educational and other purposes. Along with the practical purpose, the course "Foreign language of

				<p>professional communication" implements educational and educational goals and helps to expand the horizons of students, improve the general culture and education, the culture of thinking in business communication, foster tolerance and respect for the spiritual values of other countries and peoples.</p>
3.	Documentation Support in Management Activities	2	Credit	<p>The purpose of the course "Documentation support in management activities" is to provide students with systematized information about the nature, structure, functions and variety of documents, the rules for organizing the collection, storage, systematization, primary and subsequent analysis and ensuring the protection of confidential information, documenting work processes, as well as direct work with documents used in management activities.</p>
4.	Strategic Management of the Company	4	Exam	<p>The purpose of the course is to develop students' basic theoretical knowledge and basic practical skills in the field of strategic management of organizations in a complex and dynamic environment.</p> <p>After taking this course the students are hoped to be able to form ideas regarding features of the strategic management of organizations in a risky and dynamic environment, acquire theoretical knowledge and practical skills in identifying emerging opportunities and assessing threats of the organization based on financial and economic potential and analysis of the external environment, develop the ability to conduct managerial analysis with an assessment of the organization's performance, study possible options for strategies including under risk conditions,</p>

				<p>master methods for developing strategic alternatives and choosing a specific organization strategy based on an economic assessment of the results of strategic actions, form practical skills while developing measures aimed to implement the strategy in a risky and dynamic environment and study methods of strategic control and development of systems for correcting the implementation of strategic plans that ensure the financial and economic development of the organization.</p>
5.	Marketing Research	4	Exam, term paper project	<p>The purpose of the course "Marketing Research" is to provide knowledge on the use of marketing research to make effective management decisions in the activities of the enterprise. Particular attention is paid to the effective use of information as a resource potential with a focus on meeting consumer needs in a competitive environment. The main methods, tools, and technologies for conducting marketing research in the field of formation and development of target markets, researching the reaction of consumers, substantiating marketing activities in areas corresponding to the tools of the marketing complex, assessing the level of consumer loyalty are considered. As part of the course, students learn the basics of analytical marketing related to marketing planning and situational analysis.</p>
6.	International Protocol and Etiquette	2	Credit	<p>The purpose of the course is to acquire knowledge and skills for conducting comprehensive marketing research in international markets in terms of implementing international cooperation with marketing directors of foreign divisions of companies and foreign partners in accordance with the norms and</p>

				rules of international protocol and etiquette.
7.	Risk Management	5	Exam, term paper project	The purpose of the course is to develop students' understanding of risk management processes in an organization in relation to various categories of risks: operational, strategic, financial. A special place is given to studying the peculiarities of financial risk management. It is hoped that as a result of taking this course, students will gain knowledge about the application of various methods for their assessment and reduction of losses from the possible consequences of their occurrence and develop an understanding of the role of risk management in developing a company's development strategy.
8.	Crisis Management	4	Exam	The purpose of the course is to form knowledge about the problems of the crisis functioning of an enterprise, to diagnose the current state of the enterprise and its position in the future, to choose effective ways to improve the enterprise, and to develop rational management decisions.
9.	Commodity, Price, and Distribution Policy	2	credit	The purpose of the course is to give an understanding of the principles and methods of marketing management of commodity, price, and distribution policy, making strategic and tactical (operational) decisions in the field of product, price, distribution management. As a result of taking this course the students are expected to know how to plan and implement a marketing policy in product, price, and distribution.
10.	Management of the Organization's Competitiveness in the International Market	4	Exam	The purpose of the course is to familiarize students with the main areas of assessment and analysis of the competitiveness of an enterprise and the developing a set of theoretical knowledge and practical skills in the field of ensuring the competitiveness of

				enterprises in a foreign market. As a result of taking this course the students will be able to understand the international competitiveness concept, evaluate the competitive advantages of Russian goods in the foreign market, assess the company's competitiveness in the international market.
11.	Advertising Management	4	Exam	The purpose of the course is to master the principles and methods of conceptual and methodological substantiation of promising communication campaigns in a rapidly changing environment, methodological support for making strategic and tactical (operational) decisions within the framework of understanding the conditions and opportunities for effective organization and management of advertising activities of an enterprise. After taking this course the students are expected to utilize essential industry terminology, theories and principles of advertising, determine appropriate advertising and marketing communications objectives, strategies, and tactics that anticipate consumer trends and utilize traditional and new technologies in order to accomplish an organization's marketing communications goals, develop strategic, multi-platform advertising activities in order to meet communicational goals, evaluate the effectiveness of advertising campaigns.
12.	Risk Management System	4	Credit	The purpose of the course is to master the methods of obtaining and processing initial information for the qualitative and quantitative assessment of risks and their management in the process of managerial activity. The students will learn how to use methods and tools in making managerial decisions under conditions of uncertainty and risk, which are typical for the market economy.

13.	International Business Strategies	4	Exam	The purpose of the course is to develop the necessary theoretical and practical knowledge and skills that allow students to analyze and monitor various international business strategies effectively, participate in the development of international business strategies of the organization in the medium and long-term ensuring its optimal, in terms of goals and objectives, existence. As an outcome of this course, the students are expected to be able to use modern forms and methods of doing international business, identify the nature and methodology of international strategies, recognize the most important stages of international planning, work out the algorithm for assessing a company's international planning, choose the most appropriate international strategy for the enterprise.
14.	Marketing Communications	3	Graded credit, term paper project	The purpose of the course "Marketing Communications" is to familiarize students with the basic concepts and methods of marketing communication activities, develop the ability to prepare for marketing research, search for primary and secondary marketing information in order to develop an integrated marketing communications program and plan advertising campaigns, developing students' ability to conduct marketing research using the tools of the marketing complex, the ability to form proposals for improving the system for promoting goods (services) of the organization and the ability to apply the knowledge gained in the field of marketing communications in practical activities in the domestic and foreign markets.
15.	Applied Marketing Research	4	Exam	The purpose of the course "Applied Marketing Research" is to acquire the necessary

				<p>qualifications for students to understand the applied aspects of marketing research, their role and place in marketing management at an enterprise as a tool for developing and implementing an enterprise marketing strategy, providing high-quality, objective and most complete information for making marketing decisions.</p>
16.	Consumer Behavior	3	Credit	<p>The purpose of the course is to provide the necessary level of modern knowledge and skills to study and analyze the complex of external and internal factors influencing the decision to purchase, as well as methods of active marketing influence on consumer behavior in order to effectively regulate and optimize it. As a result of taking this course, the students will study economic, theoretical, and historical origins of Consumer behavior as a science, study principal terms of the subject, study and be ready to analyze internal and external factors influencing on behavior of consumers, study effective tools and methods of influencing consumer behavior, study general characteristics and specific features of consumers.</p>
17.	Marketing Language Workshop	4	5 semester - credit 6 semester - credit	<p>The main goal of the course is to master students' communicative competence, which will subsequently allow using a foreign language in various spheres of professional activity, scientific and practical work, in communication with foreign partners as well as for self-educational process. The course enables to increase general cultural and educational level of knowledge, as well as the way of thinking in professional communication, it also fosters tolerance and respect for the spiritual values of other countries and peoples. After taking this</p>

				<p>course, the students will learn to write, communicate and read the original literature of various functional styles and genres, the ability to make presentations of ideas of a professional and scientific-practical nature, take part in professional conversation, express an extensive register of communicative intentions, master the main types of monological and dialogical statements, observing the rules of speech etiquette, and understand by ear, own professional types of academic and scientific writing, conduct the independent scientific and professional-practical research based on English-language information sources, analyze, generalize and structure the English-language study material, brainstorm and generate ideas in English, formulate and present the idea in English in a convincing and evidence-based manner in compliance with the requirements of academic and scientific writing, write an effective outline, correctly cite sources.</p>
4 year				
1.	Logistics	3	Graded credit	<p>The goal of this course is to provide the knowledge, skills, and tools for understanding the key elements of logistics and supply chain management. Students will gain an understanding of the dynamics of key SCM decisions, including the design of the distribution network, choice of transportation modes, location of distribution centers, and management of last mile logistics. Students will explore how the logistics-related decisions influence the corporate performance thought flexibility, speed, reliability, accessibility, and cost.</p>

2.	Social Media Marketing (SMM)	2	Graded credit	The purpose of the course is to provide a fundamental understanding of the nature of the recommended media in the commercial activities of the enterprise, to develop the primary skills of designing communications on social platforms and marketing analysis tools usage.
3.	Brand Management and Event Marketing	2	Credit	The main goal of the course is to give students specializing in the field of management and marketing a systematic understanding of the process of developing and managing an enterprise brand and its product policy, to consider in detail all aspects of the company's activities in the field of creation and promotion of the brand, its main values in relation to goods and services sold under the trademark using classical and modern marketing tools, to form knowledge in the field of event marketing for the purposes of brand building. After taking this course the students will develop the knowledge of how local, national and multinational companies build efficient and effective brands, students will get the understanding and will be able to explain what are the Brand-management its purpose and get the basics of practical skills strategic brand planning and product policy, be fluent in main definitions base, theories and professional vocabulary in the field of Brand-management and Event-marketing, will be able to plan the program of integrated marketing communications and event-marketing plans, will practice different analysis and planning tools for the purposes of brand-management and event-marketing.
4.	Business Planning	3	Graded credit	The purpose of the course is to develop a comprehensive

				<p>knowledge of the principles and patterns of business planning, place, and role in the system of intra-company planning of the organization and master practical methods and technologies of business planning. After taking the course, the students will know market methods of management, regularities and features of economic development and their influence on company management, know the methods of desk and field research to collect empirical data, systematize and summarize large amounts of primary and secondary information, create reports on the results of market research, know the structure of a business plan, make a business plan for project implementation, the students will be able to develop marketing, production, organizational and financial plans of a project, calculate the effectiveness of a project, identify and manage project risks.</p>
5.	Content Marketing	2	Credit	<p>The purpose of the course is to get acquainted with the basic concepts and methods, the practical application of content marketing tools internationally and in the UAE. The development of market thinking among students and the ability to apply the acquired knowledge and practical skills in creating and managing content in the media space. Objectives of the course "Content Marketing", to master the principles and methods of content marketing in various sectors of the economy (B2B, B2C), to form knowledge about content marketing technologies and the possibilities of their use in the implementation of projects in professional activities, to gain skills in the development of various types of students' content for the purposes of implementing</p>

				projects in the field of professional activity.
6.	Fundamentals of Strategic Marketing	3	Graded credit, term paper project	The purpose of the course is to acquire the necessary qualifications for students to understand the essence of strategic marketing, its role and place in the activities of the enterprise as a management concept, aiming at achieving consistency between the internal capabilities of the enterprise with the requirements of the external environment to ensure profit.
7.	Market Statistics	2	Graded credit	The purpose of the course is to give the necessary knowledge and skills to students to conduct statistical analysis in the field of commodity circulation.
8.	International Marketing	4	Exam	The purpose of the course is to form students' understanding of the specifics of marketing activities in foreign markets; features of the implementation of marketing research of foreign markets; techniques, methods and marketing tools used by transnational companies; main strategies for international companies to enter foreign markets. After taking the course "International Marketing" the students are expected to develop knowledge, skills and abilities in marketing activities in foreign markets, the selection of target foreign markets, the preparation and decision-making on product pricing, and distribution policies, taking into account the specifics of the cultural environment of international business, as well as in conditions of digitalization of the world economy; using international marketing tools to improve the effectiveness of marketing activities in foreign markets.
9.	Quality Management in International Companies	4	Exam	The course is aimed at developing a comprehensive knowledge of the main achievements of the theory and practice of quality

				<p>management in international companies in order to effectively apply quality assurance methods, methodological foundations of quality management in international companies, as well as cost management methods for quality assurance in international companies. After taking the course the students will be able to understand quality as a success factor for international companies in a market economy, master the methodology and terminology of the quality management course in international companies, acquire knowledge of the recommendations of international standards for quality assurance in international companies, acquire knowledge about the procedures for certification of products and quality management systems in international companies, master professional approaches to designing quality assurance systems and organizing quality management in international companies, develop commercial thinking, entrepreneurial intuition and initiative.</p>
10.	Startup Economics	2	Credit	<p>The goal of the course is to form theoretical knowledge and practical skills in planning and modeling business activities for the implementation of students' own business projects, to master the methods and calculations used in the analysis, preparation, production, and sale of new types of products and services to development of a project of a personal Startup. After taking this course the students are expected to master skills for identifying and assessing the commercial prospects of start-up ideas, taking into account the current legislative norms and resource constraints, learn about alternative Investment, master skills of analyzing the current market situation and</p>

				<p>identifying the possibility of organizing a Startup company, to master skills in developing business plans, drafting projects of financial, economic, industrial and commercial activities of the organization, to obtain skills for making organizational and managerial decisions based on modern theories and concepts of management, including the use of information technologies, learn how to calculate the payback period of projects.</p>
11.	Marketing Language Workshop	2	7 semester graded credit	<p>The main goal of the course is to master students' communicative competence, which will subsequently allow using a foreign language in various spheres of professional activity, scientific and practical work, in communication with foreign partners as well as for self-educational process. The course enables to increase general cultural and educational level of knowledge, as well as the way of thinking in professional communication, it also fosters tolerance and respect for the spiritual values of other countries and peoples. After taking this course, the students will learn to write, communicate and read the original literature of various functional styles and genres, the ability to make presentations of ideas of a professional and scientific-practical nature, take part in professional conversation, express an extensive register of communicative intentions, master the main types of monological and dialogical statements, observing the rules of speech etiquette, and understand by ear, own professional types of academic and scientific writing, conduct the independent scientific and professional-practical research based on English-language information sources, analyze,</p>

				<p>generalize and structure the English-language study material, brainstorm and generate ideas in English, formulate and present the idea in English in a convincing and evidence-based manner in compliance with the requirements of academic and scientific writing, write an effective outline, correctly cite sources.</p>
12.	Technological (design and technological) Internship	9	Credit	<p>The students will study criteria for comparing different options for solving the task, the main methods of decision-making, including in conditions of risk and uncertainty, types and sources of decision-making risks, methods of managing them, study the main regulatory documents regulating the decision-making process in a specific subject area, get familiar with approaches to the development and justification of organizational and managerial decisions, taking into account their social significance, use modern information technologies and systems for the formulation and solution of management tasks, including the management of large data arrays and their intellectual analysis. After the internship, the students are hoped to be able to carry out a critical analysis of the collected information for compliance with its conditions and criteria for solving the task, to distinguish facts from opinions, interpretations and assessments when analyzing the collected information, to compare and evaluate various options for solving the task, determining their advantages and disadvantages, to form their own judgments and assessments, competently and logically arguing their point of view, to apply theoretical knowledge in solving practical problems, to analyze and evaluate</p>

				<p>problematic organizational and managerial situations in the organization's activities, to assess the social significance of the proposed organizational and managerial solutions, to solve management problems based on the use of modern information technologies and systems.</p>
13.	Pre-graduation Internship	15	Graded credit	<p>The students will study fundamentals of management and the practice of applying management decisions, methods of using office application programs to perform statistical calculations of the application, regulatory legal acts regulating marketing activities, principles of system analysis, features of conducting sociological research, methods of the field research for collecting empirical data, processing and analyzing marketing research data, market methods of management, patterns and features of economic development, and their impact on commodity policy. After the Practice the students are expected to know how to prepare a comprehensive marketing research plan, including the definition of the problem and the formation of the research goal, to identify suitable marketing tools and apply them to conduct marketing research, to apply methods of collecting , storing and processing marketing information to conduct marketing research, to analyze the current market situation, to systematize and summarize large volumes of primary and secondary information, to work with specialized programs for collecting information and managing marketing tools, to conduct marketing research of various types using marketing tools, to make recommendations</p>

				on improving the pricing policy of the company as a marketing complex tool, to use methods of forecasting sales of products and markets, to give recommendations on improving the system of promotion of goods (services) of the organization as a tool of the marketing complex.
14.	Implementation and defense of the final qualifying paper	9	Defense of the diploma thesis	Assessment of the quality level of training of a graduate to perform professional tasks and compliance with its requirements of the federal state educational standard of higher education and the main professional educational program in the field of Management, the program "Marketing (in English)" and the degree of mastering the necessary competencies by graduates.
	TOTAL	240		
<i>Electives</i>				
15.	Business game "Business Administration"	2	Credit	The course introduces participants to the fundamentals of Business Administration. The goal of the course is to examine the factors that lead towards successful administration of a business, understand leadership skills and behaviors necessary for achieving organizational goals and objectives. The course is designed to examine modern management challenges and to show the students various types of planning and decision-making tools that can help attain success.
16.	Business game "Company Management"	2	Credit	The goal of this interactive course is to develop students' management skills, to enhance their leadership attitudes, and to strengthen their ability to make and execute managerial decisions within a highly interdependent corporate setting. The students are engaged in the multi-dimensional decision-making processes of a modern corporation.
17.	Promotion of the Company using	2	Graded credit	The purpose of the course is to form students' knowledge about

	BTL Technologies			<p>various aspects of activities in the field of promotion management, to introduce the opportunities that sales promotion provides to increase the profitability of a business, to teach how to plan effective sales promotion programs included in the system of integrated marketing communications. After taking this course, the students are hoped to know how to use office applications to perform statistical calculations, to be able to identify appropriate marketing tools and apply them for marketing research, to know how to calculate profit, efficiency, profitability, and costs of production, to be able to give recommendations on how to improve the marketing tools.</p>
18.	Search Engine Optimization (SEO)	2	Credit	<p>The purpose of the course is to form a systematic understanding of the principles and methods of marketing research using the tools of the marketing complex on the Internet, to develop knowledge and skills in the field of improving product and pricing policies and equipping them with modern tools and technological solutions for organizing search engine optimization (SEO) in the context of digital business transformation and brand communication. After taking this course the students are hoped to know the basics of management and the practice of their application, to obtain a systematic knowledge about modern directions of corporate Internet communications, to develop the skills and abilities of systematization and generalization of large volumes of primary and secondary information using classical and innovative tools, to gain practical project development of search engine optimization practices in the Internet environment, to work out the</p>

				basic principles and methods of collecting statistics on the websites traffic and social networks through popular services.
	TOTAL	240		