



International Marketing

Master's program

Language of instruction: English
Duration: 2 years full-time (120 ECTS credits)

Program description

Economic faculty, RUDN University

The programme is designed to provide the necessary skills for successful work in modern environment of international marketing.

It teaches students to solve specific problems within the global competition conditions.

This program aims at integration of international experience in market research with the practice of business activity in the Russian economy. Students are given the opportunity to explore special topics of marketing at an advanced level.

This course of studies will be slightly more appropriate for those who already have a basic understanding of management and marketing and intend to improve their professional competence through in-depth study of the best practices in international marketing.



International experience overview

King's college London
https://www.kcl.ac.uk/study/postgraduate/taught-courses/international-marketing-msc.aspx
University of Sussex
http://www.sussex.ac.uk/study/masters/courses/business-management-and-economics/international-marketing-msc
Imperial college London
https://www.imperial.ac.uk/study/pg/business-school/strategic-marketing/
University of Chicago
https://grahamschool.uchicago.edu/academic-programs/professional-development/integrated-marketing
University of Birmingham
https://www.birmingham.ac.uk/postgraduate/courses/taught/business/international-marketing.aspx
University of Leicester
https://le.ac.uk/courses/international-marketing-msc
University of Melbourne
https://coursesearch.unimelb.edu.au/grad/1114-master-of-marketing



Students

Applicants: The candidate should have the bachelor's degree in economics or management, the appropriate level of English. If the student don't have the internationally recognized certificate, he/she will have to pass the internal exam. We accept applications on the basis of portfolio. We also conduct an internal interview with candidates to assess their knowledge of basic economics and management issues.

Career: The alumnus will be able to build a career in international, governmental or non-governmental organizations as soon as in academic or diplomatic field



Program structure

The Master of International Marketing consists of the following elements:

- **Basic part courses: 24 ECTS credits total**

Core courses form the foundation of skills and knowledge in the key areas of world economy, economics and international affairs. Core courses are obligatory and students take the core courses in their first year of study.

- **Variety part courses: 23 ECTS credits total**

Variety courses are meant to specify the education. They have a more flexible nature than the basic part. And are subject to periodical change from the side of University.

- **Elective part courses: 10 ECTS credits total**

Elective courses allow students to customize their education to suit their own interests and career goals. Through elective courses students build the unique expertise and marketable skills in the areas of their choice

- **Term papers (3 in total): 6 ECTS credits**

- **Internship (14 weeks in the 4th semester): 21 ECTS credits**

- **State exam and Master Thesis: 3 and 6 ECTS credits**



Courses

Basic part

Managerial economics

Management Research Methods

Strategic analysis

Organization theory and organizational behavior

Corporate Finances

Russian language

Variety part

Marketing metrics

Trade marketing

Integrated marketing communications

International marketing

Marketing management in international companies

Managerial decision making

Consumer behaviour

Corporate marketing on the global markets

Examples of Elective part

Socially responsible marketing

Digital marketing

International economics

Global retail networks

International logistics





BRICS NU

The program shall be the starting point for the mutual exchange of students and professors within the framework of BRICS Network higher education institution.

The bilateral character of the program allows combining the competitive advantages of the Network University partners with the international experience of BRICS environment.





THANK YOU FOR YOUR ATTENTION

117198, 6, Mikluho-Maklaya street, Moscow

+7 (495) 434-53-00

econ_decanat@rudn.university

www.econ-rudn.ru

