



КАЛИНИНГРАДСКИЙ  
ГОСУДАРСТВЕННЫЙ  
ТЕХНИЧЕСКИЙ УНИВЕРСИТЕТ

## INSTITUTE OF INDUSTRY-BASED ECONOMICS AND MANAGEMENT

**Training direction**

**38.03.02 MANAGEMENT  
Marketing Analytics programme**



**INTRAMURAL  
FORM OF STUDY**

**0**

state-funded  
places

**30**

fee-paying  
places

**duration of study  
4 years**



**INTRA-  
EXTRAMURAL  
FORM OF STUDY**

**0**

state-funded  
places

**15**

fee-paying  
places

**duration of study  
4 years 6 months**

**SUBJECT/  
MINIMUM ENTRY SCORES**

**Mathematics  
(profile)/33  
Russian/40**

**ELECTIVE SUBJECT  
Social studies/42  
Foreign language/40  
History/40**

**Personal achievements  
up to 10 additional points**

**CONTACTS**

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# MANAGEMENT

**FOR APPLICANTS  
2024**

## CAREER OPPORTUNITIES FOR GRADUATES

- ❑ MARKETER, MARKETING MANAGER
- ❑ MARKETING ANALYST
- ❑ ADVERTISING AND PROMOTION SPECIALIST
- ❑ PR-MANAGER
- ❑ MERCHANDISER
- ❑ MARKETING SPECIALIST
- ❑ HEAD OF MARKETING DEPARTMENT, HEAD OF ADVERTISING SERVICE



## EMPLOYMENT

- ❑ PRODUCTION AND SALES, MARKETING, COMMERCIAL AND ANALYTICAL SERVICES OF ORGANISATIONS OF VARIOUS INDUSTRIES, SPHERES AND FORMS OF OWNERSHIP
- ❑ INDIVIDUAL BUSINESS AND ENTREPRENEURSHIP

## AREAS OF PROFESSIONAL ACTIVITY FOR GRADUATES

- ❑ PLANNING AND CONDUCTING MARKETING RESEARCH
- ❑ FORMATION OF THE MARKETING STRATEGY OF THE ENTERPRISE
- ❑ IMPLEMENTATION OF ADVERTISING CAMPAIGNS
- ❑ MANAGING THE ACTIVITIES OF MARKETING SERVICES
- ❑ DEVELOPMENT AND JUSTIFICATION OF PRODUCT, PRICING, SALES AND COMMUNICATION POLICY OF THE ENTERPRISE

**APPLICATIONS ARE  
ACCEPTED FROM**

**20.06.2024**