The marketing specialist is an expert whose function is market research, the development and sale of commodity and enterprise price policy, finding the most effective channels of goods promotion, evaluating the sales promotion system, choosing the methods of advertising and other activities related to the creation of goods and services attractive for a consumer; ensuring their sales; maintaining a positive enterprise image for consumers for its further sustainable development. The duties of a marketing specialist are to study consumers’ preferences and increase the enterprise turnover level.

The speciality of “Marketing” provides the study of a wide range of subjects related to economics and business, which allows graduates to work in various fields of economic activity, both in marketing, commercial, marketing departments, and in positions related to the management and organization of different industries.

"Computer Science and Information Technology" Speciality

Computer technologies have a significant impact on the development of science, technology, business and many other areas of human activity. Speciality of "Computer Science and Information Technology" enables students to acquire profound knowledge of modern information technologies and find challenging jobs in IT companies, including outsourcing and foreign ones. Such specialists are offered a great number of vacancies by IT-companies (software designers) and other industries (maintenance, support, modification, updating and upgrading software).

Graduates of "Computer Science and Information Technology" have a great possibility to acquire both deep knowledge of IT-technologies and skills of economics and business, therefore they can work as a system administrator, specialist in the field of Internet communications. They can design interesting and useful programs, websites, 3D-models, computer games, find themselves in IT-companies, and in the field of economy and business. Teachers of graduating department are highly qualified and experienced. They communicate with students not only in the classroom but also on the Internet.