



Department of Marketing

Perm State National Research University



**Marketing
View from insight**



Department of Marketing
Perm State National Research University



**When everything seems to be
going against you, remember that
the airplane takes off against the
wind, not with it.**

©Henry Ford, the founder of Ford Motor Company



The Founder of the Department



Professor
Doctor of Economics
NOVIKOVA KSENIIA VLADIMIROVNA

Author of more than 100 scientific works and publications, 15 textbooks and schoolbooks. Was awarded the Honorary charter of the Ministry of Education of Perm region. Runs several projects:

- “Perm region – the territory of stable wages”
- “Development of scientific schools in Perm region”
- “Thrifty Perm”
- “Invest in Perm region”
- Development of federal objective programs
- “Let us open Perm region to the world”
- Development of the concept of a long term objective program “Development of forest industry complex of Perm region for 2012-2014”



Educational Activity

Trading business
course



Commerce





Unique skills in the sphere of design of commercial establishments





Educational Activity

Trading business
course



Marketing





Laboratory Trade and Market (T&M)





Master's Degree

Master's Program



Innovative
marketing
technologies





Master's Degree

Applied program built on the experience of implementation of the American program MBA University of Louisville and Russian business specifications





Businesslike Professional Games

Businesslike game “New market”





Marketing workshop



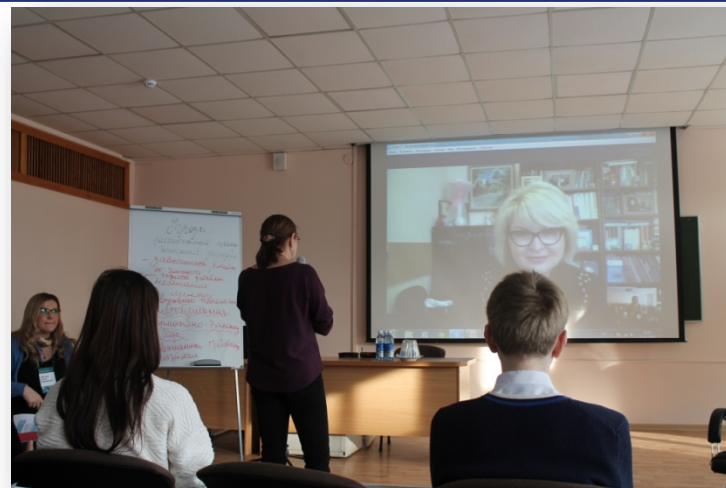


Project “B2S excursions to life” – away meetings with round tables and excursions to the most successful enterprises of the region





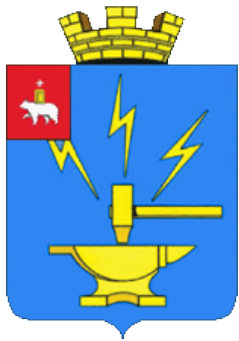
Conferences on innovative marketing technologies





Complex marketing researches

Complex marketing researches



Focus-group researches





Neuromarketing researches of consumer behavior in consumer retail





Partnership

- Russian G. V. Plekhanov economic university (Russia)
- Freiburg University (Germany)
- Corvinus University of Budapest (Hungary)
- Szent István University (Hungary)





Techers of the Department



Head of the company "Whales of Food", Doctor of Economics, professor of PSU
Kseniia Novikova



Head of the Internet-company "Startim", associate professor of the Department of Marketing of PSU
Andrey Staratovich



Author and producer of TV projects, laureate of the Russian national prize in the field of television "TEFI", associate professor of the Department of Marketing of PSU
Veronika Vaisman



Dean assistant of the Department of Marketing, associate professor of the Department of Marketing of PSU
Olga Timofeeva



Candidate of Economics, associate professor of the Department of Marketing of PSU
Vitalii Piankov



Senior lecturer of the Department of Marketing of PSU, business manager of the Advertising-Consulting Agency "BiG", head of the department of sales of the online magazine "Star"
Zhanna Mokhovikova



Our business partners



PROGNOZ





Perm State National Research University

Multi-profile classical university aimed to prepare highly qualified scientific personnel and conduct scientific researches in different fields in Russia and abroad.



Forms of studies:
Bachelor's degree
Master's degree
Graduate school

18 000 students;
800 doctors of sciences,
professors, candidates of
sciences.

12 faculties;
76 departments.

✓ PSU is included in top-5 classical universities in Russia

✓ There is a “Natural Sciences Institute” founded in PSU that has 97 working scientific laboratories





Contact us

- Phone: (342)2396-167
- E-mail: marketing.psu@yandex.ru
- Social media:
vk.com/marketing_psu
facebook.com/groups/marketing.psu
- Website: econom.psu.ru

