

**Program for entrance examinations for doctoral studies in**

**EP "Marketing" for the 2021-2022 academic year**

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| обычный бланк**Course title** | **Key topics for exam questions** | **Recommended literature for exam preparation** |
| Marketing management | 1. Essence, subject, object, tasks and concepts of marketing management2. Market analysis3. Customer analysis and value creation4. Market segmentation and customer relationship marketing5. Competitive analysis and sources of advantage6. Product Policy Management7. Service development and service quality management8. Market pricing and pricing strategies9. Marketing channels and channel map10. Marketing communication, social media and consumer response11. Portfolio analysis and strategic planning12. Offensive and defensive strategies13. Marketing plans and performance14. Marketing metrics, performance and strategy implementation15. Working in the global market: a decision on the way to enter a foreign market | 1. Ф. Котлер, К.Л. Келлер Маркетинг менеджмент. 12-е изд.– СПб.: Питер, 2015.2. Бест Р.: Маркетинг от потребителя, 6-изд. перераб.- М.: Манн, Иванов и Фербер, 2018. |
| Marketing research | 1. Marketing research as an integral part of the process of scientific knowledge2. Determination of the problem and approaches to marketing research3. Methodology for developing a marketing research plan4. Methodology for conducting desk research5. Methodology for conducting direct qualitative research: focus groups and in-depth interviews6. Projection methods of qualitative research7. Quantitative research methods: formalized observation and experiment8. Quantitative research methods: survey9. Measurement and scaling in marketing research10. Design of questionnaires and techniques for collecting information11. The process of sampling in marketing research12. Collection and analysis of data in marketing research13. Panel studies14. Writing a research report and presenting it15. International marketing research | 1. Маркетинговые исследования и ситуационный анализ: учебник и практикум / коллектив авторов; под общ. ред. И.И. Скоробогатых, Д.М. Ефимовой. – СПб.: Москва: КНОРУС, 2019. – 570 с. – С. 52-602. Дюсембекова Ж.М. Маркетинговые исследования: учебник / Алматы: Экономика, 2013. – 472 с. |
| Digital marketing | 1. Web analytics systems2. Compilation of the semantic core and analysis of search queries3. Internet Marketing Communication Strategies4. Development of an Internet promotion strategy5. Website commercialization and key performance indicators6. Landing page of a commercial site7. Online advertising8. Display (banner) advertising9. RTB Internet Advertising Technology10. Contextual advertising11. Search engine optimization of the site. SEO site audit12. Promotion in social networks: SMM and SMO13. Evaluating the Effectiveness of Internet Marketing14. Post-click analysis15. Assessing ROI and CQI | 1. А.В. Катаев, Т.М. Катаева Интернет-маркетинг Учебное пособие. – Ростов-на-Дону – Таганрог: Издательство Южного федерального университета, 2017. – 170 с.2.А.А. Сенаторов. Контент-маркетинг: Стратегии продвижения в социальных сетях. - М.: Альпина Паблишер, 2016. - 153 с.  |