

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

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

|  |  |  |
| --- | --- | --- |
| 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 management  2. Market analysis  3. Customer analysis and value creation  4. Market segmentation and customer relationship marketing  5. Competitive analysis and sources of advantage  6. Product Policy Management  7. Service development and service quality management  8. Market pricing and pricing strategies  9. Marketing channels and channel map  10. Marketing communication, social media and consumer response  11. Portfolio analysis and strategic planning  12. Offensive and defensive strategies  13. Marketing plans and performance  14. Marketing metrics, performance and strategy implementation  15. 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 knowledge  2. Determination of the problem and approaches to marketing research  3. Methodology for developing a marketing research plan  4. Methodology for conducting desk research  5. Methodology for conducting direct qualitative research: focus groups and in-depth interviews  6. Projection methods of qualitative research  7. Quantitative research methods: formalized observation and experiment  8. Quantitative research methods: survey  9. Measurement and scaling in marketing research  10. Design of questionnaires and techniques for collecting information  11. The process of sampling in marketing research  12. Collection and analysis of data in marketing research  13. Panel studies  14. Writing a research report and presenting it  15. 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. 52-60  2. Дюсембекова Ж.М. Маркетинговые исследования: учебник / Алматы: Экономика, 2013. – 472 с. |
| Digital marketing | 1. Web analytics systems  2. Compilation of the semantic core and analysis of search queries  3. Internet Marketing Communication Strategies  4. Development of an Internet promotion strategy  5. Website commercialization and key performance indicators  6. Landing page of a commercial site  7. Online advertising  8. Display (banner) advertising  9. RTB Internet Advertising Technology  10. Contextual advertising  11. Search engine optimization of the site. SEO site audit  12. Promotion in social networks: SMM and SMO  13. Evaluating the Effectiveness of Internet Marketing  14. Post-click analysis  15. 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. |