

**Division:** *Institute of Media, Social Sciences and Humanities*

**Academic programme:** *39.03.01 Sociology, major in Sociological and Marketing Research*

**Mode of study:** *full-time and part-time*

**Programme length:** *4 years (full-time); 4.5 years (part-time)*

**Programme level:** *Bachelor's degree*

**Language of instruction:** *Russian*

**Programme description:** *Sociology is an omni-purpose science, which covers various spheres and sectors, from politics to culture. It prepares students to work in the fields, which require the management of human resources and social processes (municipal and government administration, business, public organisations and political parties), performing the activities on organisations management, interaction with HR services, and marketing and analytical subdivisions.*

*In marketing and advertising agencies, sociologists determine the consumer-oriented niches of goods and services, and develop the strategies of their promotion in the market. At enterprises, sociologists work together with PR services to interact with mass media, consumers and suppliers, general public and personnel.*

*Sociologists can work at: municipal and government authorities; production and analytical services of enterprises; public opinion research centres; advertising and marketing agencies; educational institutions (teaching in institutions of secondary vocational and higher education), as well as in consulting companies.*

*Student's practical training is held at the Sociology and Marketing Studies Teaching and Research Laboratory, equipped with modern personal computers, and world-class software and hardware based on SPSS, Vortex and designed for sociologists.*

*Sociologists (specialists on fundamental and applied research in social sciences) are trained using project-based learning. Already during their training, students can conduct their own sociological or marketing research on a relevant topic, and develop and defend a startup project.*

*In addition, students actively participate in implementation of various big research projects and in research grants of the Department. Student-oriented approach to education allows students to choose several minors and obtain competences in additional programmes. Within the frameworks for high-*

*scoring students and talented young people, various game trainings, master classes, open lectures are held, as well as research seminars, science-to-practice conferences, forums, etc.*

**Main programme-specific classes:**

- *Digital Sociology*
- *Data Analysis in Sociology*
- *Organization, Preparation and Conducting of Sociological Studies*
- *Marketing Sociology*
- *Sociological Technologies in PR*
- *Politics Sociology*
- *Management Sociology*
- *Culture Sociology*
- *Methods of Sociological Studies*
- *Consumption Sociology*
- *Education Sociology*
- *Economics Sociology*

**Programme manager:** *Sergey V. Odiakov, Candidate of Sciences (Social Sciences), Associate Professor*