



**Omsk F. M. Dostoevsky State University School of International Business**  
**Bachelor Program "Marketing"**

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6	Semester 7	Semester 8
Basics of Economics 4 credits	Business Communication 3 credits	Humanitarian Cycle: Elective 3 2 credits	General English 4 3 credits	Entrepreneurial Marketing 3 credits	Institutional Economics 3 credits	Financial Management 6 credits	Professional Cycle: Elective 3
History 3 credits	Sociology 4 credits	Probability Theory 2 credits	Organizational Culture 2 credits	Mathematical Cycle: Elective 2 credits	Financial Arrangements and Business Accounting 2 credits	International Marketing 4 credits	Professional Cycle: Elective 4
General English 1 2 credits	Humanitarian Cycle: Elective 2 2 credits	General English 3 2 credits	Humanitarian Cycle: Elective 4 2 credits	External Economic Activity 3 credits	Strategic Management 6 credits	Professional Cycle: Elective 2	Philosophy 2 credits
Psychology 3 credits	Law 3 credits	Macroeconomics 3 credits	Marketing Research 6 credits	Accounting and Analysis 5 credits	Management of Integrated Communications 4 credits	Pricing 4 credits	Brand Management 4 credits
Life Safety Studies 4 credits	General English 2 3 credits	Socio-Economic Statistics 4 credits	Entrepreneurship 5 credits	Human Resources Management 6 credits	Corporate Social Responsibility 4 credits	Advertising Management 4 credits	Management of Services Marketing 3 credits
Physical Education 2 credits	Physical Education 2 credits	IT in Management 5 credits	Methods of Decision-Making in Management 6 credits	Management of Product Policy 4 credits	Innovative Marketing- Management 4 credits	Strategic Marketing 5 credits	Management of Industrial Marketing 3 credits
Humanitarian Cycle: Elective 1 2 credits	Leadership 4 credits	Marketing 6 credits	Mathematical Modeling in Management 2 credits	Consumer Behaviour 5 credits	Marketing Partnerships 4 credits	Project Management 3 credits	Marketing Audit 3 credits
Mathematical Analysis 4 credits	IT 2 2 credits	Physical Education 2 credits	Econometrics 2 credits	Physical Education 2 credits	Physical Education 1 credit	Practical Training 3 credits	Practical Training 2 credit
Statistics 5 credits	Microeconomics 3 credits	Business Communications 4 credits	Physical Education 2 credits	Legal Regulation of Management Activity 4 credits	Professional Cycle: Elective 1	Organization and Management of Distribution Channels 3 credits	Final State Examination 3 credits
IT 1 2 credits	Basics of Management 6 credits		Practical Training 2 credit		Practical Training 2 credits		Bachelor Thesis 9 credit

**List of Electives (Professional Cycle):**

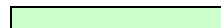
Equity Market (4 credits)  
 Economic Growth: Contemporary Challenges (2 credits)  
 Legal Environment of Economics (2 credits)  
 International Trade (3 credits)  
 Customs (3 credits)



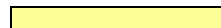
General Education Cycle



Mathematical Cycle



Professional Cycle: General Economics Block



Professional Cycle: Marketing/Management Block

According to the RF Ministry of Education Recommendation  
 № 14-52-988 ил/13 dated 28.11.2002, **1 credit** is equal to **36**  
**academic hours**, where 1 academic hour is 45 minutes.

Program total workload: **240 credits**  
 Standard period for program completion: **4 years**