



## STRENGTHS OF THE INTERNATIONAL MASTER'S PROGRAM

Synthesis of knowledge  
in marketing and engineering

Practical experience

Academic staff

Blended learning

Soft skills development

Internationality

Choice of educational tracks



## CONTACT INFORMATION



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## PROFESSIONAL NAVIGATION AND ADMISSION DEPARTMENT



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**MISIS**  
UNIVERSITY

Building  
a Better  
Future

## MANAGEMENT AND MARKETING OF TECHNICAL SOLUTIONS AND DIGITAL PRODUCTS



2025



The Master's degree program "Management and Marketing of Technical Solutions and Digital Products" will help engineers and technical specialists develop skills that will allow them to ensure the growth of sales of high-tech products and services for their maintenance and modernization. Fundamental training includes:

- STRATEGIC AND OPERATIONAL MANAGEMENT
- BASIC ACCOUNTING AND MANAGEMENT COSTING
- ADVANCED PROJECT MANAGEMENT
- MARKETING ANALYSIS AND INSTRUMENTS IN DIGITAL WORLD
- DIGITAL INSTRUMENTS, AI BASICS AND BUSINESS INTELLIGENCE

Students will learn how to analyze markets, develop promotion strategies, adapt technical solutions to customer needs, and more. An in-depth understanding of cross-cultural communication and localization will enable young professionals to apply their skills anywhere in the world.

## SKILLS AND CAREER OPPORTUNITIES

The program will allow to form a set of skills and competences of an effective specialist in marketing and management of B2B and IT sales, operating in local and international markets.



**Alexey Mitenkov**  
 Doctor of Economics, Head of the College of Economics & Management

Top manager of industrial holdings, with expertise in the field of anti-crisis transformation technologies and the digitalization of corporations. Author of significant scientific publications on business transformation and management.



**Roza Sobachko**  
 PhD, Associate Professor at the Department of Industrial Management, Program Manager

More than 25 years of experience in international companies as a top manager in the field of marketing and sales of high-tech products, as well as experience in research and teaching at universities in Russia and Germany.



**Johann Hartinger**  
 International technical consultant in the field of engineering, service and design

30 years of experience as a top manager and technical expert in large international industrial companies: Mannesmann Rexroth and HYDAC International - market leaders in complex equipment and engineering. Of these, more than 15 years as Vice President of HYDAC Russia and almost 20 years as a business owner.

## NUST MISIS IS THE LEADING RESEARCH AND EDUCATIONAL CENTER IN THE FIELD OF CREATING AND IMPLEMENTING NEW TECHNOLOGIES AND MATERIALS

Possibility of tuition-free education for international students

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Scholarships and grants

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Modern laboratories and research centers

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World-leading and top Russian scientists and professors

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In-demand and innovative professions

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Campus located in the heart of Moscow

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Friendly international atmosphere

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International student support

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Internships in Russia's leading companies

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Guaranteed dormitory accommodation for everyone

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