

Aim of the course

To form your idea of the directions of the creative economy. Provide an understanding of the tools used to promote creative projects. Provide the opportunity to realize your ideas for research and promotion in the creative industries. Show specific steps for developing a career in marketing in the creative industries.

Summary of the discipline

The creative economy is experiencing rapid growth: in addition to the trend to create new ideas within the country, a legal basis for the existence and support of creative entrepreneurs and producers is being created. Within the course you will be able to understand how to apply the acquired basic knowledge specifically in the creative industries. Marketing is considered as a system that allows not only to research competitors and use advertising tools, but also to influence the product and form a communication strategy. An important block is the issue of professional guidance - choosing a career path in terms of marketing creative projects or changing the direction of your career. You will become part of a team that will formulate a strategy for promoting a creative project and receive feedback on the relevance of the proposed solutions.

Language: English

Instructor



Dmitry Barsenkov

**3 ECTS credits
(108 hours)**

Status:

Elective course,
4th trimester

Final exam project