***Congratulations to the winners!***

The 3th Online Scientific Olympiad by the specialty “Marketing” was held on March 14-15, 2022 at the Department of Marketing and at the Institute of Digital Economy Research of the Buketov Karaganda University. Fourteen teams from Kazakhstan and CIS countries took part in the competition.

The number of participants in the Olympiad in this year was 31 (14 teams), represented by students and undergraduates of domestic universities.

Participants approached the tasks creatively, because for **the first round** it was necessary to present a “strategy” of improving the quality of media advertising for a regional manufacturer in the FMCG sector. **In the second round** students and master’s students had to develop a “calendar” of infotrends for March 2022.

The works of the participants were distinguished by their relevance and high practical relevance.

**In accordance with the final result, the prizes in the direction of “Strategy of improving the quality of media advertising” were distributed as follows:**

*1st place:*

- The team of the students “OGU” of the Orenburg State University (Russian Federation) with the following member: Bayeva Lyudmila Andreevna.

Scientific leader: Luzhnova Natalia Valeryevna - Candidate of Economics, Associated Professor.

*2st place:*

- The team of students “Alliance” of the Immanuel Kant Baltic Federal University (Russian Federation) with the following members: Drozdova Natalia Vadimovna, Kovalevich Maria Vladimirovna, Polkovnikova Tatiana Mikhailovna.

Scientific leader: Shcherbinina Lyubov Yurievna - Candidate of Economics, Associated Professor.

- The team of students “Igroki” of the the Karaganda Buketov University (Republic of Kazakhstan) with the following members: Steba Violetta Dmitrievna, Dudar Zlata Vladimirovna.

Scientific leaders: Kulzhambekova Barno Shakirovna – Master of Sciences, Teacher, Grebenyuk Darya Dmitriyevna – Master of Economics, Teacher.

*3st place:*

- The team of students “kazumo\_marketing” of the Kazakh Abylai Khan University of International Relations and World Languages (Republic of Kazakhstan) with the following members: Kurbanov Halmurad Shirmagametovich, Kairatkyzy Zhuldyz, Naizabekova Gulim Nurlankyzy.

Scientific Leader: Otynbay Eldos Bolatuly – Master of Economics, Teacher.

- The team of students “MOGU” of the Orenburg State University (Russian Federation) with the following members: Rusinova Darya Sergeevna, Astaeva Anastasia Sergeevna.

Scientific Leader: Mantrova Marina Sergeevna – Candidate of Economics, Associated Professor.

**In accordance with the final result, the prizes in the direction of “Calendar of Infotrends” were distributed as follows:**

*1st place:*

- The team of students “Pantery marketinga” of the Immanuel Kant Baltic Federal University (Russian Federation) with the following members: Strelkova Veronika, Porvatova Anastasia, Sova Elena.

Scientific Leader: Shcherbinina Lyubov Yurievna - Candidate of Economics, Associated Professor.

*2st place:*

-The team of students “Markery” of the Kemerovo State University (Russian Federation) with the following members: Ivanova Darya Olegovna, Peshnina Ekaterina Arkadievna.

Scientific Leader: Kotova Olga Nikolayevna - Candidate of Economics, Associated Professor.

-The team of students “Luydi v chernom” of the Kemerovo State University (Russian Federation) with the following members: Balakhontsev Semen Vladimirovich, Prokina Daria Aleksandrovna, Khrienko Anastasia Aleksandrovna.

Scientific Leader: Polikarpova Lada Aleksandrovna - Candidate of Economics, Associated Professor.

*3st place:*

-The team of students “Marketologini” of the Kemerovo State University (Russian Federation) with the following members: Popova Ekaterina Nikolaevna, Budennaya Alexandra Andreevna.

Scientific Leader: Kotova Olga Nikolaevna - Candidate of Economics, Associated Professor.

-The team of students “SMM-marketology” of the Toraighyrov University (Republic of Kazakhstan) with the following members: Kolodzinskaya Tatiana Viktorovna, Tretiakov Egor Andreevich, Ivanova Karina Yakovlevna.

Scientific Leaders: Kunyazova Saule Kairbekovna - Candidate of Economics, Professor, Amerkhanova Aygerim Khayrullaevna - Senior Lecturer, Imangalieva Indira Tleubergenovna - Senior Lecturer.

The team of master’s students “Marketing team” of the Karaganda Buketov University (Republic of Kazakhstan) with the following members: Satybaldinova Aygerim Aytpayevna, Bimende Anel Sakenovna.

Scientific Leaders: Mamrayeva Dinara Gabitovna – Candidate of Economics, Professor, Tashenova Larissa Vladimirovna - Candidate of Economics, Senior Lecturer.

*Thank you for your active participation!*

We congratulate the winners and wish all participants further success!