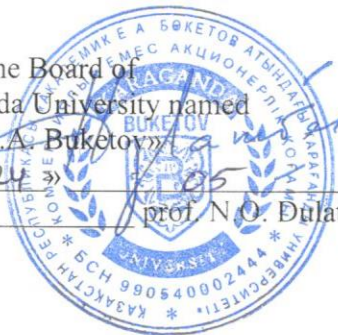


Ministry of Science and Higher Education of the Republic of Kazakhstan
Karaganda Buketov University

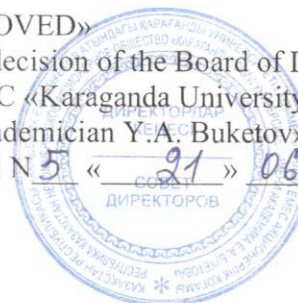
«APPROVED»

By the decision of the Board of
the NJSC «Karaganda University named
after academician Y.A. Buketov»
Protocol N 8 « 24 » 05 2024
_____ prof. N.O. Dulatbekov



«APPROVED»

By the decision of the Board of Directors of
the NJSC «Karaganda University named
after academician Y.A. Buketov»
Protocol N 5 « 21 » 06 2024



EDUCATIONAL PROGRAM

7M04111 – Marketing

Level: Master's degree

Karaganda city
2024

APPROVAL SHEET

EDUCATIONAL PROGRAM «7M04111 – Marketing»

«APPROVED»

Director of the Chamber of Entrepreneurs of the Karaganda region

Y.D. Kulpeisov

« 08 » 2024



«APPROVED»

Chairman of the Board of the NGO «Chamber of Commerce» of the Karaganda region

K.K. Bekseitova

« 08 » 2024



«APPROVED»

Director of «Интерстройсервис и К» LLP

B.S. Doszhanov

« 08 » 2024



The educational program "7M04111-Marketing" was developed on the basis of:

- Law of the Republic of Kazakhstan dated by July 27, 2007 No. 319-III “On Education”;
- Order of the Ministry of Education and Science of the Republic of Kazakhstan No. 152 dated by April 20, 2011 “On approval of the Rules for organizing the educational process in credit technology”;
- NRC dated by March 16, 2016 of the Republican tripartite commission on social partnership and regulation of social and labor relations;
- Order of the Ministry of Education and Science of the Republic of Kazakhstan No. 569 dated by October 13, 2018. “On approval of the Classifier of areas of training for personnel with higher and postgraduate education”;
- State mandatory standard for postgraduate education of the Republic of Kazakhstan, approved by order of the Ministry of Science and Education of the Republic of Kazakhstan No. 2 dated by July 20, 2022;
- Standard “Teacher”, approved by order of the ME of the Republic of Kazakhstan No. 500 dated by December 15, 2022;
- Professional standard for teachers (teaching staff) of organizations of higher and (or) postgraduate education, approved by order of the Minister of Science and Higher Education of the Republic of Kazakhstan No. 591 dated by November 20, 2023;
- Professional standards approved by the Orders of the Chairman/Deputy Chairman of the Board of the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken":
 - 1) "Activities in the field of market analysis" (Appendix No. 89 to Order No. 263 of December 26, 2019);
 - 2) "Marketing of innovative products/services" (Appendix No. 4 to Order No. 259 of 12/24/2019);
 - 3) "Management of a small (medium) firm" (Appendix No. 95 to Order No. 263 of December 26, 2019).

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Passport of the educational program

1. Code and name of the educational program: 7M04111-Marketing
2. Code and classification of the field of education, training areas: 7M04-Business, management and law, 7M041-Business and management
3. Group of educational programs: 7M041-Marketing and advertising
4. Volume of credits: 120
5. Form of study: full-time
6. Language of instruction: Kazakh, Russian
7. Degree awarded: Master of Economics in the educational program "7M04111-Marketing"
8. Type of EP: current
9. ISCED level: 7
10. NQF Level: 7
11. ORC level: 7
12. Distinctive features of EP: no
Partner University (CEP): -
Partner university (DDEP): -
13. Number of the appendix to the license for the direction of training: Appendix No. 016 dated 28.07.2020 to the license KZ83LAA00018495
14. The name of the accreditation body and the validity period of the OP accreditation: NAOKO, certificate no.SA-A no.0168/8, date of issue: 10.06.2019, valid until 07.06.2024.
15. The purpose of the EP is to train highly competent professionals with fundamental scientific and in-depth professional knowledge in the field of marketing, able to realize their potential in science, education and business.
16. Qualification characteristics of the graduate
 - a) List of graduate positions:
 - head of a small (medium) firm;
 - head of marketing service;
 - head of (managers) sales and marketing;
 - advertising and public relations directors (managers);
 - marketer;
 - marketing analyst;
 - marketing company analyst;
 - SMM manager;

- e-commerce manager;
- specialists-professionals in advertising, marketing and public relations.

b) The scope and objects of professional activity of the graduate:

The sphere of professional activity of graduates of the educational program 7M04111-Marketing are:

- management;
- entrepreneurial;
- commercial;
- scientific research.

The objects of professional activity of masters in the educational program 7M04111-Marketing are the following systems, phenomena, processes that are affected:

- sold goods, works, services, property rights (including intellectual property);
- product and technological innovations;
- sales markets (all participants of the market of this product that are of interest to the business entity) and procurement markets investigated in the interests of the business entity;
- procurement markets, target audiences (instead of sales markets) investigated in the interests of non-profit organizations;
- markets investigated in the interests of authorities and international organizations;
- processes of regulation of market activity at the local, regional, national and international levels;
- business processes and business models of business entities and subjects of public-private partnership;
- marketing communications and the Internet;
- sales channels and the Internet;
- marketing information systems and the Internet;
- corporate culture and customer relationship management systems;

the processes of managing marketing activities of organizations of various organizational and legal forms, individual entrepreneurs, associations of organizations or/ and individual entrepreneurs.

c) Types of professional activity of the graduate:

- trade and intermediary;
- communication;
- organizational and managerial;
- information and analytical;
- research and design;
- pedagogical.

d) Functions of the graduate's professional activity:

1) *project activity*:

- planning and management of logistics, sales, pricing policy of the enterprise, promotion of the company's product through integrated market-

ing communications, including on the Internet and social networks;

- planning, development and organization of advertising strategies and campaigns in support of sales goals;
- planning and organization of advertising campaigns and communication strategies;
- development of promising startup projects, implementation of business planning;
- development of the company's marketing plan, its budgeting, coordination and constant monitoring of the implementation of planned marketing activities, as well as the implementation of general management of the marketing department at the enterprise;
- development and implementation of policies and plans in the field of advertising, public relations, creation of new products, sales and marketing in cooperation with other managers;
- forecasting the dynamics of important indicators for the company.

2) production and technological activities:

conducting analytical research in marketing, traffic research on the Internet (websites and social pages of companies);

- writing advertising texts and scripts for advertising, as well as coordination of television and film production, advertising in the media;
- collection and analysis of data on consumer behavior and preferences;
- explanation and prediction of current and future consumer inclinations;
- research of potential demand and market characteristics of new goods and services;
- promotion of business expansion and development through the preparation and implementation of marketing goals, strategies and programs;
- designating and conducting marketing research to identify marketing opportunities for new and existing products and services.

3) organizational and managerial activities:

- organization of marketing research and analysis of the results obtained;
 - development of recommendations to improve the position of the product / company in the market, taking into account market conditions;
 - direction of development of an initiative to create new products or conduct scientific research;
 - marketing, public relations and advertising campaigns;
 - definition of the product range and management of sales activities, customer service standards, merchandising methods and product distribution policy;
 - setting prices and credit agreements;
- development and management of budgets and cost control to ensure efficient use of resources.

4) service activities:

- consulting on all marketing aspects, including product portfolio, pricing, advertising and sales promotion, as well as sales and distribution channels.

5) research and teaching activities.

17. Formulation of competency-based learning outcomes

Type of competencies	Learning Result Code	Learning outcome (according to Bloom's taxonomy)
1. Behavioral skills and personality traits: (Soft skills)	LO 1	Has the basic concepts and categories of the philosophy of science for setting and solving urgent problems in his own field of scientific research
	LO 2	Applies modern educational programs in the educational process in order to organize the educational process taking into account the age and individual characteristics of students
	LO 3	Ready for communication to solve problems in the field of management psychology
	LO 4	Able to communicate freely, easily and convincingly in verbal and non-verbal form in three languages to solve the tasks of professional activity
2. Digital competencies: (Digital skills):	LO 6	Demonstrates a systematic understanding of the concept of marketing, analyzes the specifics of digital transformation of marketing in the context of modern economic development
	LO 8	Contributes to national and international science with his own original research in the field of marketing, taking into account the specifics of the conditions of the Kazakh market, solves the problem of using modern digital tools in the conditions of digitalization of the service sector, as well as industrial production, including within the framework of complex integrated structures represented by industrial clusters
3. Professional competencies: (Hard skills)	LO 5	Competent in the use of professional terms in English and in the selection of language tools for the translation of specialized texts
	LO 7	Has the skills and research methods used to conduct certain types of marketing research: competition; market conditions, market capacity; corporate structure of the market; components of the marketing mix, the internal environment of the enterprise
	LO 9	Proficient in the theoretical and methodological foundations of economic and mathematical modeling and forecasting cycles of innovation processes in order to gain a broad understanding of the priorities and mechanisms for the implementation of the new industrial and innovation policy of the state
	LO 10	Independently forms the marketing complex of the enterprise and manages marketing tools in the markets of goods and services, chooses a strategy that meets market conditions

18. Definition of discipline modules in accordance with learning outcomes

Learning Result Code	Module name	Name of disciplines	Volume (ECTS)
LO 1	Philosophical and historical aspects of social and humanitarian knowledge	History and philosophy of science	4
LO 2		Higher School Pedagogy	4
LO 3		Psychology of management	4
LO 2		Teaching practice	4
LO 4	Professional language (professional)	Foreign language (professional)	4
LO 4, LO 5		Professional foreign terminology in marketing (in English)	5
		Business communication in a foreign language (in English)	
LO 9	Innovative development of the economy	Commercialization of the results of scientific and technical activities	5
LO 6, LO 9		Management of innovative business projects	
			Innovation in marketing
	Digital marketing transformation		
LO 6, LO 10	Strategic marketing	Marketing -management	5
LO 5, LO 7		Marketing Research Organization (in English)	5
LO 5, LO 10		Strategic Marketing (in English)	4
LO 9	Models and marketing tools for economic analysis and enterprise business management	Mathematical methods and models	5
		Economic Research Methods	
LO 6, LO 9		Economic and Mathematical Analysis in Marketing	6
		Marketing Metrics and Analytics	
LO 5, LO 6		General model of the organization of consumer behavior (in English)	5
		Marketing communications and advertising in modern business (in English)	
LO 6, LO 8, LO 10	Theory and practice of enterprise product policy and the study of the structure of global consumer markets	Branding (in English)	4
LO 6, LO 8		Image policy in social networks (in English)	
		Global Consumer Markets	5
		Industrial Clusters and the Digital Economy	
LO 5, LO 7, LO 9	Research work	Scientific-research work of the undergraduate student, including internship and undergraduate student's thesis (SRWUS)	24
		Research Practice	14
LO 6, LO 7, LO 8, LO 9, LO 10	Final attestation	Registration and protection of the master	8

Learning Outcomes Achievability Matrix

NN p/n	Name of disciplines	Brief description of the discipline (30-40 words)	Quantity Credits	Generated learning outcomes (codes)										
				LO1	LO2	LO3	LO4	LO5	LO6	LO7	LO8	LO9	LO10	
Cycle of basic disciplines University component														
D1	History and Philosophy of Science	Purpose: formation of knowledge about the general laws of scientific knowledge in its historical development and changing socio-cultural aspect. Tasks: - systematization of knowledge about science as a cognitive activity; - study of the features of scientific cognition, the genesis of institutional forms of scientific activity.	4	+										
D2	Pedagogy of Higher Education	Purpose: formation of knowledge about the theoretical foundations of pedagogy, management of the learning process in higher education. Tasks: - formation of ideas about the organization of the educational process at the university; - teaching methodology and ethics of teachers; - substantiation of the specifics of the organization of the educational process in higher education.	4		+									
D3	Management Psychology	Purpose: formation of systemic ideas about the patterns and specifics of socio-psychological principles of management. Tasks: - study of theoretical positions and actual problems of management psychology; - mastering the features of management psychology and personal qualities of a leader.	4			+								
D4	Foreign language (professional)	Objective: to improve the level of proficiency of undergraduates in a foreign language to solve social and communicative tasks. Tasks: - mastering the skills of expressing opinions, reasoning decisions and actions, analyzing socially significant processes and problems; - free use of three main components: the sphere of communication and topics; socio-cultural cognition; linguistics.	4				+							
Cycle of basic disciplines Optional component														
D5	Professional foreign terminology in marketing (in English)	Purpose: formation of knowledge on the use of conceptual and categorical apparatus in a foreign language for solving research and marketing tasks. Tasks: - organization of research and professional activities on the theoretical and methodological basis of linguistic and economic sciences;	5				+	+						

		- the use of a foreign language as a means of communication in the marketing environment.												
	Business communication in a foreign language (in English)	Purpose: formation of knowledge on the organization of business communication in English. Tasks: - the use of dialogic and monologue speech in specialized situations related to economic activity; - development of the skill of stylistically competent, logically correct presentation of the answer to questions in a foreign language.	5				+	+						
D6	Commercialization of the results of scientific and technical activities	Objective: to improve knowledge and competencies in the field of innovative business, the formation of students' skills of commercialization of the results of intellectual work. Tasks: - obtaining basic knowledge in the field of innovation management; - using practical skills to implement innovative projects and commercialize the results of intellectual work.	5										+	
	Management of innovative business projects	Objective: to develop skills on effective management of projects containing an innovative component. Tasks: - gaining knowledge on the key principle of determining the purpose, subject areas and structure of the innovation project; - improvement of skills in using the algorithm for solving problems arising during the implementation of an innovative project.	5										+	
D7	Innovation in marketing	Objective: to form ideas about the basics of assessing the innovative business environment of an organization, especially in the framework of its marketing activities. Tasks: - improving the skills of developing and evaluating the effectiveness of innovative technologies used in the enterprise; - development of competencies for the study of progressive innovative technologies in marketing.	5							+			+	
	Digital marketing transformation	Purpose: formation of knowledge on key concepts and conceptual foundations in the field of digital transformation of marketing. Tasks: - development of skills in the use of digital technologies in the activities of marketing services; - improving knowledge on the effective organization of the company's marketing activities in the context of digitalization of the service sector.	5							+			+	
Cycle of profile disciplines University component														
D8	Marketing-management	Purpose: formation of practical management skills, as well as planning of the main activities of the company. Tasks: - generalization of knowledge on the theoretical foundations and laws of management in a market economy;	5							+				+

		- development of skills in using marketing management tools to solve operational and strategic tasks of the company.												
D9	Marketing Research Organization (in English)	Purpose: formation of theoretical and practical knowledge and skills of organizing and conducting marketing research. Tasks: - obtaining basic knowledge about the essence of marketing research and the methods used in their conduct; - development of practical skills in organizing and conducting marketing research in English.	5						+		+			
D10	Strategic Marketing (in English)	Purpose: formation of knowledge on the analysis of the external and internal marketing environment of the enterprise within the framework of its strategic development. Tasks: - acquisition of skills of systematization and generalization of information about the state of the marketing environment of the enterprise; - improvement of practical skills in developing marketing strategies at the enterprise.	4						+					+
Cycle of profile disciplines Component of choice														
D11	Mathematical methods and models	Purpose: formation of knowledge about basic mathematical models and methods used in the study of economic phenomena. Tasks: - study of information about the features of the use of modern mathematical tools for solving economic problems; - obtaining practical skills in assessing and forecasting economic phenomena and processes.	5											+
	Economic Research Methods	Objective: to acquire practical skills in solving economic problems using quantitative methods of analysis. Tasks: - improving knowledge about the application of the conceptual and categorical apparatus, the basic laws of economics in conducting research; - development of skills in using methods of economic research in practice.	5											+
D12	Economic and Mathematical Analysis in Marketing	Purpose: formation of knowledge and skills on the practical application of mathematical modeling methods to solve marketing problems. Tasks: - mastering the theoretical foundations of economic and mathematical analysis in marketing; - development of practical skills in modeling economic processes and the use of mathematical methods for their analysis.	6							+				+
	Marketing Metrics and Analytics	Objective: to form a holistic view of key marketing metrics and the specifics of their application in practice. Tasks: - mastering theoretical knowledge about the essence of marketing metrics; - development of practical skills in the use of marketing metrics for analytics and optimization of the functioning of the marketing system of the enterprise.	6							+				+

D 13	General model of the organization of consumer behavior (in English)	<p>Purpose: formation of knowledge and skills that allow determining changes in consumer requests and preferences.</p> <p>Tasks:</p> <ul style="list-style-type: none"> - acquisition of skills in studying information about methods of structuring the needs, requests and preferences of potential consumers; - development of skills to identify factors that allow influencing the motivation of the buyer. 	5						+	+			
	Marketing communications and advertising in modern business (in English)	<p>Purpose: formation of skills for the development and implementation of comprehensive marketing communication plans in English.</p> <p>Tasks:</p> <ul style="list-style-type: none"> - mastering the basic principles of using the integrated marketing communications system in practice; - development of skills for the formation of effective strategies for the use of marketing communications in the enterprise. 	5						+	+			
D14	Branding (in English)	<p>Objective: to develop skills in the analysis and management of modern brands, including in English.</p> <p>Tasks:</p> <ul style="list-style-type: none"> - familiarization with the essence, types and functions of branding, its main forms and management technologies; - mastering the principles and practical skills of brand formation and development. 	4							+		+	+
	Image policy in social networks (in English)	<p>Purpose: mastering the skills and principles of choosing the image policy of the company in social networks.</p> <p>Tasks:</p> <ul style="list-style-type: none"> - formation of knowledge on the application of marketing methods for studying social networks and their target audiences; - development of event development skills in the formation and maintenance of image policy. 	4							+		+	+
D15	Global Consumer Markets	<p>Objective: to study the theoretical and methodological foundations of the functioning of global consumer markets at the present stage of economic development.</p> <p>Tasks:</p> <ul style="list-style-type: none"> - familiarization with the main theoretical provisions of the functioning of global consumer markets; - mastering the methodology of analyzing global consumer markets, especially in the context of widespread digital transformation. 	5							+		+	
	Industrial Clusters and the Digital Economy	<p>Objective: to form ideas about the structural changes of the economy in the conditions of digitalization, as well as to study the specifics of the activities of industrial clusters.</p> <p>Tasks:</p> <ul style="list-style-type: none"> - study of current trends in the development of the digital economy; - familiarization with the peculiarities of the functioning of industrial clusters, especially in the context of digital transformation of industry. 	5							+		+	

20. Aligning planned learning outcomes with training and assessment methods within the module

Learning outcomes	Planned modulo learning outcomes	Teaching Methods	Assessment methods
LO 1	Has the basic concepts and categories of the philosophy of science for setting and solving urgent problems in his own field of scientific research	interactive lecture	test
LO 2	Applies modern educational programs in the educational process in order to organize the educational process taking into account the age and individual characteristics of students	case methods	colloquium
LO 3	Ready for communication to solve problems in the field of management psychology	project-based learning	Presentation
LO 4	Able to communicate freely, easily and convincingly in verbal and non-verbal form in three languages to solve the tasks of professional activity	discussion	preparation of the project
LO 5	Demonstrates a systematic understanding of the concept of marketing, analyzes the specifics of digital transformation of marketing in the context of modern economic development	Flipped Class	Project preparation
LO 6	Contributes to national and international science with his own original research in the field of marketing, taking into account the specifics of the conditions of the Kazakh market, solves the problem of using modern digital tools in the conditions of digitalization of the service sector, as well as industrial production, including within the framework of complex integrated structures represented by industrial clusters	round table	Presentation
LO 7	Competent in the use of professional terms in English and in the selection of language tools for the translation of specialized texts	interactive lecture	Test
LO 8	Has the skills and research methods used to conduct certain types of marketing research: competition; market conditions, market capacity; corporate structure of the market; components of the marketing mix, the internal environment of the enterprise	case methods	Catanotest
LO 9	Proficient in the theoretical and methodological foundations of economic and mathematical modeling and forecasting cycles of innovation processes in order to gain a broad understanding of the priorities and mechanisms for the implementation of the new industrial and innovation policy of the state	interactive lecture	Catanotest
LO 10	Independently forms the marketing complex of the enterprise and manages marketing tools in the markets of goods and services, chooses a strategy that meets market conditions	case methods	Presentation

21. Criteria for assessing the achievability of learning outcomes

Codes of LO	Criteria
LO 1	Knows: the subject and basic concepts of the history and philosophy of science; the features of the formation of science and the main stages of its historical evolution; the structure and features of the development of scientific knowledge; the essence and specifics of the modern stage of the development of science; the features and philosophical problems of the main branches of scientific knowledge.
	Can: substantiate the results of scientific research and acquire new knowledge based on philosophical methods; apply a critical approach to the analysis and evaluation of scientific hypotheses.
	Owens: fundamentals and specifics of philosophical and scientific thinking.
LO 2	Knows: the main trends in the development of higher education in Kazakhstan and abroad; methodological foundations of higher school pedagogy; the essence of modern teaching and upbringing technologies; psychological and pedagogical aspects of pedagogical activity in a modern university.
	Can: to investigate and substantiate educational values and norms; to develop and conduct classes using various pedagogical methods and means; to organize independent work of students; to reasonably choose adequate methods and means of teaching, taking into account the specifics of higher economic education.
	Owens: the ability to organize the pedagogical process; the culture of research and scientific and pedagogical work; the skills and abilities of teaching economic disciplines.
LO 3	Knows: socio-psychological content and structure of managerial activity; management functions; basic approaches to solving managerial tasks; psychological characteristics of the personality of the head.
	Can: to analyze the professional activity of the manager from the point of view of ensuring his psychological effectiveness; to apply methods and techniques aimed at developing the professionalism of management personnel, the personality of the manager and improving the effectiveness of the management system.
	Owens: practical skills of psychological support of management activities; skills of using developing technologies aimed at improving the professionalism of management personnel.
LO 4	Knows: the main phonetic, lexical and grammatical phenomena of the studied foreign language, allowing it to be used as a means of personal and professional communication.
	Can: express their own thoughts in a foreign language in oral and written speech; use a foreign language in interpersonal communication in professional activities.
	Owens: skills of effective communication in a professional environment.
LO 5	Knows: the essence of marketing concepts; principles of client capital formation; basic marketing strategies.
	Can: analyze the trends of the business environment and assess the degree of their impact on the company's marketing decisions; analyze the main elements of a customer-oriented business and assess the level of the company's customer orientation; use marketing tools to improve the company's performance.
	Owens: skills of analysis and solution of specific marketing tasks; implementation of real marketing projects.
LO 6	Knows: theoretical provisions of the functioning of global consumer markets; current trends in the development of the digital economy; features of the functioning of industrial clusters in the context of digital transformation of industry; basic principles of using the integrated marketing communications system; branding features.
	Can: develop an appropriate marketing strategy to optimize consumer behavior; identify and meet the needs of buyers of goods through marketing communications; study and predict consumer demand; analyze marketing information, commodity market conditions; analyze modern brands through the prism of loyalty and trust; understand the main trends in the development of modern branding.
	Owens: methods of analyzing global consumer markets in the context of digital transformation; skills of forming effective strategies for the use of marketing communications at the enterprise; skills in analyzing and managing modern brands.
LO 7	Knows: foreign terminology in the field of marketing.
	Can: use a foreign language when translating professional texts, in professional-oriented speech communication situations, in a professional foreign language environment.
	Owens: skills of analyzing foreign terms in different texts of the economic direction.
LO 8	Knows: main categories, types and directions of marketing research; content of marketing management concept; methods of marketing research; methods and techniques of marketing research; domestic and foreign experience in the field of marketing research.
	Can: apply methodological approaches to the practice of marketing research; conduct quantitative and qualitative marketing research; analyze the external and internal environment of the organization, identify its key elements and assess their impact on the organization; use the information obtained as a result of marketing research; assess the need, scope and effectiveness of marketing research.
	Owens: methods of formulating the goals and objectives of a specific marketing research; selection of tools for conducting marketing research; methods of organizing and conducting research; tools for preparing a marketing research report.
LO 9	Knows: basic concepts, terminology used in modeling economic processes; goals, objectives and principles of modeling economic processes and the use of mathematical methods for

	<p>their analysis; the main directions of economic and mathematical modeling and the scope of their application in marketing; innovative technologies in marketing; digital marketing strategies; the main stages of commercialization of innovations.</p> <p>Can: apply in practice the basic methods of mathematical modeling in solving marketing problems, use mathematical methods to analyze economic processes and their models; build standard models of economic processes; develop and implement digital marketing strategies based on the use of digital communication tools and key digital skills in marketing.</p> <p>Owns: skills of economic and mathematical modeling in marketing; development and evaluation of the effectiveness of innovative technologies used in the enterprise.</p>
LO 10	<p>Knows: the concept of strategic marketing; methods and models of decision-making in strategic marketing; methods of strategic marketing analysis of the external and internal environment of the organization; methods and technologies of competitive analysis and evaluation of competitive advantages; technologies of selection and formation of competitive strategies of the organization; complex marketing strategies and technologies of their formation.</p> <p>Can: use various marketing strategies to solve problems in the target market, as well as the results of marketing research to develop strategies for product assortment, prices, sales, advertising, service; standard application software packages for strategy development.</p> <p>Owns: methods of making strategic decisions at the level of the organization, strategy development.</p>

22. Graduate Model of the Educational Program

Graduate Attributes:

High professionalism in the field of economics and business

Emotional Intelligence

Adaptability to global challenges

Leadership

Entrepreneurial thinking

Global citizenship

Understanding the importance of principles and culture of academic integrity

Competency Types	Competency Description
1. Behavioral skills and personality traits (Softskills)	<ol style="list-style-type: none"> 1. the ability to abstract thinking, analysis, synthesis; 2. willingness to act in non-standard situations, to bear social and ethical responsibility for the decisions taken; 3. ability to analyze, plan and organize professional activities; 4. readiness for self-development, self-realization, use of creative potential; 5. professional knowledge of leadership skills of the main provisions of normative documents in planning, forecasting, analysis of the main components of the process of education and upbringing in higher school; demonstration of the level of training for solving psychological and pedagogical tasks in the educational process of higher school; 6. readiness for communication in oral and written forms in the state, Russian and foreign languages to solve problems in the field of professional activity; 7. willingness to lead a team in the field of their professional activities, tolerantly perceiving social, ethnic, confessional and cultural differences; 8. willingness to use knowledge of modern problems of science and education in solving professional tasks; 9. awareness of the social significance of their future profession, having a high motivation to perform professional activities; 10. formulation of educational tasks in the disciplines taught and possession of an optimal didactic strategy for managing the formation of cognitive activity in the learning process.
2. Digital Competencies (Digital skills):	<ol style="list-style-type: none"> 1. analyzes the specifics of digital transformation of marketing at the present stage, evaluates the effectiveness of the use of modern information and communication technologies in marketing activities; 2. solves the problem of using modern digital tools in the service sector and in industry, including in relation to complex integrated structures.
3. Professional competencies (Hard skills)	<ol style="list-style-type: none"> 1. proficiency in reading and finding the necessary information in texts on a wide profile of the specialty, as well as business documentation; 2. mastering the basic tools and methods of scientific research; 3. formation of skills for identifying and using intellectual resources along with other types of company resources, as well as skills for analyzing the effectiveness of innovative projects using modern software products, the ability to present innovative projects; 4. the ability to use knowledge of traditional and modern problems of the history and philosophy of science in research activities in the professional direction. 5. has an idea of modern trends in the development of marketing management, philosophical, historical, pedagogical, psychological aspects of social and humanitarian knowledge; 6. able to conduct scientific research on modern theoretical and practical problems of marketing, economics and business; 7. applies modern pedagogical technologies when conducting classes in economic disciplines; 8. applies knowledge of a foreign language at a professional level that allows conducting scientific research and practical activities in the field of marketing; 9. makes management decisions on the analysis of the market situation, marketing planning, selection and evaluation of decisions on individual

elements of the marketing mix, evaluation of results;
10. is able to find solutions to theoretical problems within the framework of adapting the world experience of innovative marketing technologies to the conditions of the domestic market;
11. applies economic-mathematical and marketing methods to analyze industry, regional and international markets;
12. forms the company's strategy, priorities of its product policy, including elements of brand management, packaging of products and marketing of services.

Developers:

Members of the working group:

The Head of Marketing Department, Candidate of Economics, professor
Professor of Marketing Department, Doctor of Economics, Associate professor
Associate professor of Marketing Department, Candidate of Economics
Master student of 2 course, EP «Marketing»

D.G. Mamrayeva
A.Zh. Saduov
L.V. Tashenova
M.S. Orlov

The educational program is considered by the Faculty Council from 10.04.24 N 9

The educational program was considered at the meeting of the Academic Council from 29.04.24 N 5

The educational program was considered and approved at the meeting of the University Board from 24.05.24 N 8

Member of the Board-Vice-Rector for Academic Affairs

Director of the Department for Academic Work

Dean of the Faculty of Economics

M.M. Umurkulova

T.M. Khassenova

A.N. Lambekova

**EDUCATIONAL PROGRAM DEVELOPMENT PLAN
7M04111-MARKETING**

The purpose of the Plan is to contribute to improving the quality of the conditions for the implementation of the educational program, taking into account the current requirements of the labor market and the achievements of modern science.

Target indicators

№	Indicators	Unit of measurement	2023-2024 (in fact)	2024-2025 (plan)	2025-2026 (plan)	2026-2027 (plan)
1	Human resources development					
1.1	Increase in the number of teachers with academic degrees	Number of people	9	1	1	1
1.2	Advanced training in the teaching profile	Number of people	6	4	4	4
1.3	Involvement of practitioners in teaching	Number of people	1	1	1	1
1.4	Other	Number of people	-	-	-	-
2	Promotion of the EP in the ratings					
2.1	IQAA	Position	-	2	2	2
2.2	IAAR	Position	3	2	2	2
2.3	Atameken	Position	-	-	-	-
3.	Development of educational and scientific-methodical literature, electronic resources					
3.1	Textbooks	Number	2	1	1	1
3.2	Training manuals	Number	2	2	2	2
3.3	Methodological recommendations/instructions	Number	1	3	3	3
3.4	Electronic textbook	Number	1	2	2	2
3.5	Video/audio lectures	Number	1	2	2	2
3.6	Other	Number	-			
4.	Development of educational and laboratory facilities	Number				

4.	Development of educational and laboratory facilities	Number				
4.1	Purchase of software products	Number	-	1	-	-
4.2	Purchase of equipment	Number	1	1	1	1
4.3	Other	Number	-	-	-	-
5.	Updating the content of the EP					
5.1	Updating the learning outcomes and the list of disciplines taking into account the requirements of the labor market, scientific achievements, professional standards	Year			+	
5.2	Introduction to the EP of academic disciplines in foreign languages	Year		+		
5.3	Introduction of new teaching methods	Year	+	+	+	+
5.4	Opening of joint/two-degree program on the basis of the EP	Year		+		
5.5	Other	Year	-	-	-	-

Head of the Marketing Department



D.G. Mamrayeva