

І. ЖАНСУГІРОВ АТЫНДАҒЫ ЖЕТІСУ МЕМЛЕКЕТТІК  
УНИВЕРСИТЕТІ  
ЖЕТЫСУСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ  
ИМЕНИ И. ЖАНСУГУРОВА  
ZHETYSU STATE UNIVERSITY NAMED AFTER I. ZHANSUGUROV

**БЕКІТІЛДІ/ УТВЕРЖДЕНА/ APPROVED**

университеттің Ғылыми Кеңесі отырысында/  
на заседании Ученого совета университета/  
at the meeting of the Academic Council of the University/  
Хаттама/ Протокол/ Protocol № 9 «24» 04 2020  
Ректор/ Rector

г.ғ.д, профессор Қ.Баймырзаев/  
д.ғ.н, профессор Қ. Баймырзаев/  
d.g.s., Professor K. Baimyrzayev

**БІЛІМ БЕРУ БАҒДАРЛАМАСЫ  
ОБРАЗОВАТЕЛЬНАЯ ПРОГРАММА  
EDUCATIONAL PROGRAM**

6B04108 – Маркетинг  
6B04108 – Маркетинг  
6B04108 – Marketing

БАКАЛАВРИАТ  
BACHELOR'S DEGREE

Талдықорған/ Талдықорган/ Taldykorgan, 2020



THE MINISTRY OF EDUCATION AND SCIENCE OF THE REPUBLIC OF KAZAKHSTAN  
ZHETYSU STATE UNIVERSITY NAMED AFTER I.ZHANSUGUROV  
Faculty of law and Economics

The educational program 6B04108 – Marketing developed in accordance with the following regulations:

1. The law of the Republic of Kazakhstan “About education” dated 27.07.2007 №319;
2. Rules of organization of educational process on credit technology of education, approved by the Order of the Minister of Ministry of Education and Science № 152 dated 20.04.2011;
3. State obligatory standard of higher education, approved by the order of the Minister of education and science of the Republic of Kazakhstan dated October 31, 2018 № 604.
4. State program for the development of education and science of the Republic of Kazakhstan for 2020-2025. (Resolution of the Government of the Republic of Kazakhstan dated 27.12. 2019, No. 988).

Developers:

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The educational program was considered and recommended for approval at meetings:

Educational and Methodical Council of the University

Protocol № 7 from « 24 » 03 2020

Chairman of Educational and methodical Council *Sair* D. Kaldiyarov

Methodical Bureau of the faculty law and Economics

Protocol № 4 from « 12 » 03 2020

Chairman Methodical Bureau of the faculty *Sair* A.Nurtayeva

Department of public administration and management

Protocol № 7 from « 24 » 02 2020

Head of the department *Sair* G. Baytaeva



## 1. PASSPORT OF THE EDUCATIONAL PROGRAM

### 1.1 Context

**Registration number:** 6B04100453

**Code and classification of the domain of education:** business, management and law

**Code and classification of the direction of preparation:** 6B041 Business and Management

**Group of educational programs:** B047- Marketing and advertising

**Name of educational program:** 6B04108 - "Marketing"

**Program type:** First cycle: baccalaureate level 6 NQF / ORC / ISCED

**Degree awarded:** bachelor of business and management in the educational program 6B04108 - Marketing

**Total credits:** 240 academic credits

**The typical duration of training:** 4 years

**Language of study:** Kazakh, Russian

License for educational activities: The Educational program is implemented on the basis of the Appendix to the License № 12019969 dated December 21, 2012 in the direction of training 6B041-Business and management, issued by the Committee for control in the field of education and science of the Ministry of education and science of the Republic of Kazakhstan.

**Accreditation.**

1) **Institutional accreditation:** An Independent Agency for quality assurance in education, certificate number IA-A No. 0101 dated 22.04.2019, period of validity of accreditation 22.04.2019-19.04.2024;

2) **Specialized accreditation:**

Professional standards developed by the National chamber of entrepreneurs of the Republic of Kazakhstan "Atameken":

Professional standard of «Activities in the field of market analysis»

### 1.2 Location I. Zhansugurov in ZhSU in the system of higher and postgraduate education of the Republic of Kazakhstan

**Mission:** is to be driving force for innovative development of society by means of providing qualitative education, training and researches at the national and international levels

**Vision:** We want to be a significant factor in socio-economic and spiritual development of region, to be the driving force of innovative economic development in Almaty region.

**Strategic Goal:** Training of competitive staff.

### 1.3 Profile of the educational program

**Labor market research in accordance with the economy demands:**

On the basis of the results of continuous monitoring of the results of the work of the OP and search engineers, the following are the needs of the companies: commercial organizations - organizational-legal form and company; managers of goods and merchandise; controlling service; management division; traffickers in marketing research departments, in advertising agencies.



**Justification:** Today, marketing is used in all organizations involved in the competition for attention, favor and money of buyers, absolutely free to choose the goods and services they need. Naturally, they choose the best. Therefore, the marketer should be in the professional activity at the enterprises of any form of ownership in all spheres of activity: in trade, production, procurement, processing agricultural and other enterprises. He can work in the advertising business, in production and services in positions ranging from marketing specialist to the head of the enterprise. In the labor market of our region today demand specialists in marketing, advertising, marketing and sales managers and other employees who must have a degree in marketing. Therefore, it can be predicted that the further development of market relations in the Republic of Kazakhstan will lead to an increase in demand for marketing specialists.

**The purpose of the educational program:** the formation of students' understanding of the social role and social mission of the marketer in the market economy, the functions and principles of marketing activities in the context of social needs and involves a clear focus on the future, which is manifested in the possibility of building their education, taking into account the success in personal and professional activities that meet the requirements of employers.

Distinctive features of the program (distinctive features and unique features of the program)***Distinctive features of the program:***

<i>Area of professional activity</i>	The field of professional activity of the graduate - management of national economy, the marketer, the Manager and the economist in national companies and various enterprises of the country and a set of objects of professional activity in their scientific, social, economic, industrial manifestation
<i>Objects of professional activity</i>	Markets (commodity, stock, information; capital, labor, etc.), marketing opportunities of economic entities, marketing research, consumers, suppliers, intermediaries, contact audiences, competitors, goods for production and consumer purposes, services, promotion elements (advertising, public relations, personal contacts, sales promotion); state institutions, service enterprises (hotels, catering enterprises, tourist firms, excursion bureaus), industrial and intermediary enterprises, international chambers of Commerce, trading houses, transport and communications, warehousing, political education, public organizations, individuals and societies.
<i>A branch of the Department</i>	LLP "Kainar AKB»; Chamber of entrepreneurs of Almaty region
<i>Practice bases</i>	The Department of the Agency of the Republic of Kazakhstan for civil service Affairs and anti-corruption, Department of internal policy of Almaty region, Public institution "akim's Apparatus of Archinskoe rural district, Tal dykorgan", Chamber of entrepreneurs of Almaty region, State institution "management of ground relations of Tal dykorgan city", the Department of state revenues of Almaty region, "the friendship House - a centre for social harmony" GU, LLP "Kaynar-AKB»
<i>Academic mobility</i>	Students have the opportunity to study in academic mobility programs at universities in the Czech Republic, Poland, Turkey, Spain and other countries.
<i>Scholarship programs</i>	Erasmus - a set of scholarship programs within the European Union



## 1.4 Profile of the graduate

### Graduate Attributes:

- Possesses knowledge and skills in his subject domain, including elements of advanced experience and innovation;
- Thinks creatively and creatively approaches the solution of new problem situations, demonstrating initiative and originality;
- expands and deepens knowledge, skills necessary for everyday professional activity independently;
- follows rules of professional ethics, responsibly and honestly completes responsibilities;
- Demonstrates developed skills of individual and team work, ability to communicate effectively;
- Possesses ability to prioritize and manage time, performing organization, ability to plan, focus on results;
- Is a patriot of his country and a tolerant citizen of the world, meets the culture of other nations.

### *Graduates competences due to EP:*

KC1 - to have basic knowledge in the field of natural science (social, humanitarian, economic) disciplines that contribute to the formation of a highly educated person with a broad Outlook and culture of thinking;

KC2 - to have the skills of handling modern technology, to be able to use information technology in the field of professional activity;

KC3 - to be able to demonstrate knowledge and understanding in the professional marketing field;

KC4 - be capable of professional written and oral communication in Kazakh and Russian languages; know a foreign language at the level necessary for the performance of professional tasks;

KC5 – has the basics of economic knowledge, have a scientific understanding of management, marketing, Finance, etc.; knows and understands the goals and methods of state regulation of the economy, the role of the public sector in the economy; he is able to turn ideas into actions, plan and manage projects to achieve professional goals, understands ethical values: he is able to work with people, has knowledge in the field of interaction with customers, personnel management, interaction with users, work with permitting and authorized bodies, work with authorities: knows the basics of the legal system and legislation of Kazakhstan, trends in social development;

KC6 – to own methods of carrying out the technical and economic analysis capable to justification of the made and realized decisions in the field of marketing.

KC7 – to be able to demonstrate knowledge and understanding in the professional marketing field, to be able to Express and justify their position on the choice of methods for solving problems, to be able to perform theoretical, experimental research in the field of marketing.

KC8 - has the skills necessary for critical thinking, observation, the ability to interpret, analyze, draw conclusions, the ability to assess; has the quality of creativity (creativity): the ability to move from one aspect to another, the ability to put forward ideas that differ from the obvious, well-known, generally accepted, banal or firmly established, the ability to see the essence of the problem. Ability to resist stereotypes; understands and is able to lead an active life position, can carry out independent behavior in relation to other individuals, seeks to lead



the group, the team, without causing them harm and within the framework of regulatory regulations; is able to work in a team, correctly defend their point of view, to offer new solutions: is able to adequately navigate in various social situations.

***Learning outcomes:***

LO1 – Takes an active civil position in interpersonal and intercultural communication in a multilingual environment on the basis of fundamental knowledge and skills in the field of social, political, cultural, psychological Sciences in the context of their role in the modernization and digitalization of Kazakhstan's society;

LO2 – Has the ability to evaluate and apply innovative approaches to the understanding of social phenomena and processes in the legal, entrepreneurial, industrial, environmental environment;

LO3 - knows the laws and theories to practical situations, based on natural, scientific, technological and mathematical Sciences;

LO4 – is able to demonstrate the use of scientific principles underlying professional activity;

LO5 – understands the basic principles of management, marketing and international trade;

LO6 – understands categorical conceptual apparatus of marketing, logistics, commercial activity, international trade;

LO7 – uses marketing solutions based on comprehensive factor, variance, covariance, correlation, regression, discriminate, cluster analysis;

LO8 – uses corporate, functional and instrumental marketing strategies and tactics and apply statistical, economic and mathematical methods in professional and practical activities;

LO9 - analyzes the situation of commodity markets in marketing research;

LO10 – analyzes the process of conducting marketing research;

LO11 - evaluates the competitiveness indicators consumer and industrial products/services;

LO12 - assesses the implementation of commercial transactions, contracts of sale and commercial negotiations.

***Matrix of correlation of learning outcomes in the educational program as a whole with the formed competencies***

	LO1	LO2	LO3	LO4	LO5	LO6	LO7	LO8	LO9	LO10	LO11	LO12
<b>KC1</b>	+	+	+									
<b>KC2</b>	+		+									
<b>KC3</b>				+	+	+						
<b>KC4</b>	+											
<b>KC5</b>			+	+	+							
<b>KC6</b>			+					+				
<b>KC7</b>							+		+	+		
<b>KC8</b>											+	+

***Employment opportunity:***

A bachelor's degree in 6B04108 - “Marketing” is awarded an academic bachelor's degree bachelor of business and management.

Employment opportunities for marketers are very extensive: they can carry out their professional activities as managers and specialists of marketing services: enterprises, commercial organizations of organizational and legal forms and companies; managers of a group of goods



and trademarks; managers of the sales promotion service; managers of the sales Department; employees in marketing research units, in advertising agencies. Also, graduates in the specialty "Marketing" are very popular the following positions: a brand Manager who carries out work on the presentation and promotion of goods, customer service Manager, merchandiser, who is responsible for the delivery, correctness of the layout and sale of goods in the trading floor, a marketer in the field of advertising, a marketer in the field of trade, a marketing analyst.



## 2. THE CONTENTS OF THE EDUCATIONAL PROGRAM

### 2.1 Description of modules

Module number	Module code and name	№ and name of discipline	Number of credits	Cycle of disciplines	Assigned to department
1	SH -1 «Social humanitarian»	1) Modern history of Kazakhstan	31	GED	Department of history of Kazakhstan
		2) Philosophy		GED	Department of social and humanitarian disciplines
		3) Social and Political knowledge module (sociology, cultural studies, political science, psychology)		GED	Department of social and humanitarian disciplines/ Department of pedagogy and psychology
		4) Social studies knowledge (interdisciplinary course)		GED	Department of state and legal disciplines/ Department of pedagogy and psychology/ Department of Kazakh language and literature/ Department of journalism and Philology
		5) Physical training		GED	Sportclub
2	IC-2 «Informational and communicative»	1) Information and communication technology (in English)	25	GED	Department of mathematics and Informatics
		Foreign language		GED	University-wide Department of foreign languages
		Kazakh (Russian) language		GED	Department of Kazakh language and literature/ Department of journalism and Philology
		4) Professional Kazakh (Russian) language		BD	Department of public administration



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		5) Professionally-oriented foreign (language)		BD	and management Department of public administration and management
3	IC -3 «Introduction to the specialty»:	1)(UC) Economic theory	28	BD	Department of Economics and service
		2)(UC) Management		BD	Department of public administration and management
		3)(UC) Commercialization and business planning		BD	Department of public administration and management
		4)(UC) Marketing		BD	Department of public administration and management
		5)(UC) Educational practice		BD	Department of public administration and management
4	SA-4 «Statistics and analysis»:	1)(OC) Statistics	15	BD	Department of accounting and Finance
		2)(OC) Statistical methods in the economy		BD	Department of accounting and Finance
		3)(OC) Digital applications in the economy and business		BD	Department of mathematics and Informatics
		4)(OC) Financial and economic calculations in tabular processors		BD	Department of mathematics and Informatics
		5)(UC) Finance		BD	Department of accounting and Finance
5	MD- 5 «Marketing by directions»	1) (OC) Advertising and marketing		BD	Department of public administration and management



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		2)(OC) Merchandising	38	BD	Department of public administration and management
		3)(OC) Branding		BD	Department of public administration and management
		4)(OC) Operational marketing		BD	Department of public administration and management
		5)(OC) Logistics		BD	Department of public administration and management
		6)(OC) Marketing in industries and fields of activity		BD	Department of public administration and management
		7)(OC) International advertising		BD	Department of public administration and management
		8)(OC) Strategic marketing		BD	Department of public administration and management
		9)(OC) Internet marketing		MD	Department of public administration and management
		10)(OC) Marketing of goods and services		MD	Department of public administration and management
		11)(OC) Industrial marketing		MD	Department of public administration and management
		12)(UC) Work practice		BD	Department of public administration and management
6	MD -6 «Management by directions»	1)(OC) Innovation management		BD	Department of public administration and management
		2)(OC) Crisis management		BD	Department of



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			15		public administration and management
		3)(OC) New public management		BD	Department of public administration and management
		4)(OC) Start-up management		BD	Department of public administration and management
		5)(OC) Media management		MD	Department of public administration and management
		6)(OC) Advertising management		MD	Department of public administration and management
7	MRM- 7 «Marketing research and management»	1) (UC)Marketing research	63	BD	Department of public administration and management
		2)(UC) Marketing Management		MD	Department of public administration and management
		3)(OC) State regulation of the economy		BD	Department of public administration and management
		4)(OC) State and business		BD	Department of public administration and management
		5)(OC) Project Management		MD	Department of public administration and management
		6)(OC) Business Organization		MD	Department of public administration and management
		7)(OC) International marketing		MD	Department of public administration and management
		8)(OC)		MD	Department of



		Communications Marketing			public administration and management
		9)(OC) Sales Management		BD	Department of public administration and management
		10)(OC) Marketing of services		BD	Department of public administration and management
		11)(UC) Work practice		MD	Department of public administration and management
		12)(UC) Pre-diploma practice		MD	Department of public administration and management
		13)(CC) Writing and defending a thesis (project) or taking a comprehensive exam		MD	Department of public administration and management

## 2.2 Information about disciplines

№	Name of discipline	Short description of the discipline (30-50 words)	№	Name of discipline
<b>Cycle of general educational disciplines</b> <i>Compulsory component</i>				
1	Modern history of Kazakhstan	Deals with the main stages and features of the historical process in Kazakhstan at the present stage. Studies the main stages of independence and development of Kazakhstan's statehood in the context of the world process. Traces political and economic reforms on the path of independence. Reveals the main directions of Kazakhstan's foreign policy at the present stage	5	LO1
2	Philosophy	Deals with the main stages of development of world and Kazakh philosophical thought and worldview trends. It studies the General theoretical problems of being and consciousness, describes the experience of world philosophical thought in the study of universal problems of worldview. It is aimed at developing holistic views of the world and understanding the reality of the modern era. Reveals the basic philosophical concepts, categories and methods	5	LO1



		of philosophical knowledge		
3	Information and communication technology (in English)	Studies modern methods and means of professional communication, carried out by means of information technologies for search, collection, storage, processing and dissemination of information. Develops skills in working with databases, table processors, e-technologies, Smart and cloud technologies	5	LO1
4	Social and Political knowledge module (sociology, cultural studies, political science, psychology)	It contains socio-political and psychological knowledge, reflecting the laws, mechanisms and facts necessary for the knowledge of the depth of objective and subjective processes of development of society and man. Interaction between scientific disciplines - sociology, cultural studies, political science, psychology, is based on the principles of information complementarity, integration and methodological integrity of research approaches	8	LO1
5	Kazakh (Russian) language	It contains the classification of types of texts. It studies the vocabulary, morphology and syntax of the Kazakh (Russian) language. It is aimed at mastering lexical topics related to various spheres of life and activity of society, in accordance with the level of language proficiency. Reveals the culture of speech and communication	10	LO1
6	Foreign language	Aimed at the development of levels A2, B1, B2 (pan-European scale of foreign language proficiency) in accordance with the adapted national level model of teaching languages of the trinity, contains modern trends in learning and practical knowledge of foreign languages in everyday communication and professional activities	10	LO1
7	Physical training	Studies the features of physical culture and sports. Reveals the main forms of physical culture in the educational and extracurricular time. It is aimed at the formation of a healthy lifestyle, personality of the student, his physical perfection and self-regulation	8	LO1
<b>Cycle of general educational disciplines</b> <i>University component / Optional component</i>				
8	Social studies knowledge (interdisciplinary course)	Focused on the formation of students' complex ideas about the regularities of the functioning of the economy, obtaining a business education, reveals the features of creating and successfully running your own business. Deals with the basic laws of functioning of living	5	LO2 LO3



		organisms, ecosystems of different levels of organization, the biosphere as a whole and their stability. Contains theoretical bases of safety of activity; legal, normative-technical and organizational bases of safety of activity and methods of increase of safety of technical means and technological processes. Deals with the biography of Ilyas Zhansugurov, his place in the Kazakh literary science. Studies his contribution to the formation of artistic principles of Russian literature.		
<b>Cycle of basic disciplines University component</b>				
9	Economic theory	Examines the subject and methods of economic theory, the foundations of social production, property relations, forms of social economy, types of economic systems, characteristics of market economy, the foundations of the theory of supply and demand, approaches to the periodization of society, the essence of entrepreneurship, national economy and macroeconomic indicators, equilibrium, economic cycle, unemployment, inflation, state regulation of the economy, economic growth.	8	LO 3 LO 6
10	Management	Examines and studies the content of management and allows you to learn the basics of classical management, forms a set of knowledge about the principles, functions and processes of management, develops specific skills of various types of management activities and analysis of management systems.	5	LO 5
11	Marketing	Studies the following issues: theoretical foundations and concepts of marketing; Marketing research; Marketing environment; consumer Behavior in commodity markets; market Segmentation; Product in the marketing system; Pricing policy in marketing; Communication policy in marketing; Advertising in the marketing system; marketing Planning and control; Strategic planning in marketing; international marketing.	8	LO 4 LO 5 LO 7
12	Finance	Examines the basics of organization and financial management, the composition and structure of the financial system of the Republic of Kazakhstan, the finances of economic entities, public Finance (taxes, state budget and extra-budgetary funds, public credit and public debt), the basics of insurance, actual problems of Finance. Studying the financial system of	5	LO 3



		Kazakhstan. Examines the problems and challenges of financial policy at the present stage		
13	Professional Kazakh (Russian) language	Describes the preparation of students for communication in oral and written form in the Kazakh (Russian) languages to solve the problems of professional activity. Students study terminology in the field of information management in the Kazakh (Russian) languages.	5	LO 1
14	Professionally-oriented foreign language)	Describes the preparation of students to communicate verbally and in writing in English to solve the problems of professional activity. Students study terminology in the field of information systems, management in English, as well as knowledge of four types of speech activity in English.	5	LO 1
15	Marketing research	Examines the nature, content and organization of marketing research. The main directions of marketing research. Information in marketing research. Marketing research planning. The process of marketing research. Organization and ethics of marketing research. General methods of marketing research. Method of observation. Sample planning. Classification of quantitative and qualitative research in marketing. Focus group method in marketing. Organization of experiments	5	LO 6 LO 7 LO 9 LO 10
16	Commercialization and business planning	Examines all aspects of the planning and commercial activities. activities of economic entities. The formation of the model of commercialization. Business plan as a basis for the implementation of entrepreneurial ideas. Business planning as an element of economic policy of the company. Organization of business planning. Place and role of the business plan in business management. Analytical sections of a typical business plan. Key sections of a typical business plan. Basic elements of business planning..	5	LO 5 LO 6 LO 9 LO 12
17	Educational practice	<p>Passage of training and familiarization practice includes familiarization, study and implementation of practical actions taking into account the chosen specialization.</p> <p>Students get a General idea of the authority, the company, institution, organization, the place and role of the future specialist in the structure of the object of practice.</p>		LO 3 LO 4 LO 10 LO11
18	Work practice	This form of training students take place in enterprises and institutions corresponding to	3	LO 3 LO 4



		their specialty.		LO 10 LO 11
<b>Cycle of basic disciplines</b> <i>Optional component</i>				
19	A) Application of digital technologies in economy and business	Studies the basics of digital economy; digital automation; virtualization of workspace; optimization of Executive management; transformation of customer service quality; "Digital economy of Kazakhstan" as the ideology of technological and economic breakthrough; identify the risks of the digital economy, its impact on the labor market; technologies and opportunities for digital transformation of the organization; the use of digital technologies in business	5	LO 1 LO 3
	B) Financial and economic calculations in tabular processors	Considers the following issues: Organization of economic calculations in MS Excel. The use of built-in financial functions for the analysis and calculation of economic indicators. Analysis of economic information using lists in MS Excel. Plotting charts and diagrams. The selection of the parameter. Carrying out optimization economic calculations by means of MS Excel		LO 1 LO 3
20	A) Statistics	Studies the subject, method, tasks and organization of statistics. Statistical observation. Statistical summary and grouping. Absolute and relative values. Average values and indicators of variation. Series dynamics. Economic indices. Sampling method. Statistics on the number of employees and the use of working time. Labor productivity statistics. Production cost statistics. Statistics of fixed assets. Systems of indicators of socio-economic statistics.	5	LO 1 LO 3 LO 8
	B) Statistical methods in Economics	Considers the following questions: Subject, method, tasks of statistical science. Statistical observation. Statistical indicators: types and content. Analysis of the variational distribution series. Analysis of the dynamic number distribution. Index method in economic research. Analysis of the structure of the population. Sample survey. Statistical analysis of interrelations of economic phenomena		LO 1 LO 3 LO 8
21	A) State regulation of the economy	He studies the theoretical foundations of state regulation of the economy. Economic growth: the main factors and government measures to ensure it. Directions of scientific and technological progress and the role of the state in its acceleration. Formation and mechanisms of industrial policy implementation. State	5	LO 3 LO 11



		regulation of investments. Regulatory role of the state in the development of industrial infrastructure.		
	B) State and business	Studies the state and the formation of a mixed economy. The system of state management of the economy and bureaucracy. Organizational bases of state management of economy. The state as a subject of stimulation of market relations. Economic basis of entrepreneurship development. Regulation of "Government-Business" relations and its experience in different countries. The role of the state in solving the problems of economic growth and the formation of civil society.		LO 2 LO 3 LO 12
22	A) Innovation management	Describes the formation of the theory of innovation and its modern concepts. Fundamentals of management of innovative activity of the company. Methods and forms of organization of the innovation process. Determination of the level of innovative potential of the enterprise. Management of innovative projects and evaluation of the level of project effectiveness. Methods of management of creation and development of innovation at different stages of the product life cycle. Innovation strategy. The results of innovation.	5	LO 2 LO 5
	B) Crisis management	Describes the causes of crises and their role in the socio-economic development of society. Typology of crises. Features and varieties of economic crises. Signs of crisis: recognition and overcoming. Phase of the cycle and their expression. The need and necessity for crisis management. The main features and mechanisms of crisis management. State regulation of crisis situations and crises in the system of public administration.		LO 2 LO 3 LO 5
23	A) New public management	Examines and studies the issues of organization, theory and methodology (scientific approaches, principles of public administration, its goals, objectives, functions, processes occurring in the system of public administration, management methods by which the tasks of the state and its structures at various levels are solved), the process of decision-making and management technology.	5	LO 2 LO 5
	B) Start-up management	He examines the interaction of formal and informal institutions that determine the position and patterns of creation and development of start-up projects and small businesses and their		LO 2 LO 5 LO 12



		management in modern Kazakhstan, as well as the organization and management of the implementation process of the startup of the project in accordance with the priorities of the development of the national economy.		
24	A) Branding	Examines the following aspects: brand definitions and entities. Brand building - brand development. People and brands - getting to know the performers and consumers. Brand-development (brand Development). Brand research. Strategic planning of brand communications. Planning of effective brand communications. Control of the company on brand formation and evaluation of its effectiveness.	5	LO 5 LO 10 LO11 LO12
	B) Operational marketing	Studying the basics of operational marketing. Operational marketing infrastructure . Interaction with individual consumers. Commodity policy and the market of services on the Internet. Price policy of operational marketing. Advertising, sales promotion and public relations in operational marketing.		LO 6 LO 8 LO9 LO11
25	A) Logistics	He studies theoretical bases of marketing logistics. Economic essence, role and functions of logistics. Evolution of marketing logistics in foreign countries. The main modes of transport and transportation in Kazakhstan. Management in transport logistics. Production logistics. Foreign logistics experience. Promising forms and methods of logistics. Logistics management. State regulation of marketing logistics in Kazakhstan.	5	LO 3 LO 6
	B) Marketing in industries and fields of activity	Studying marketing in the agricultural sector. Marketing in the service sector. Essence, problems, opportunities of marketing of educational services. Marketing in foreign economic activity: essence, goals, features, structure and content. Features of marketing in insurance activities. Features of marketing in wholesale and retail trade. Marketing in the tourism business. Features of marketing in various fields of banking.		LO 6 LO 9 LO 11
26	A) Advertising and marketing	Examines the role and importance of advertising in the marketing activities of the company. Marketing environment, marketing management. The essence of the advertising process. Advertising appeal and its components. Advertising means and their classification. Research of advertising activity. Marketing	5	LO 5 LO 7 LO 9



		planning and control. Advertising planning and budgeting. Evaluation of advertising effectiveness in marketing.		
	B) Merchandising	Considers the definition, goals, objectives and principles of merchandising. History and modern development of merchandising. Features of behavior of buyers. Merchandising approach to store layout. Effective placement of commercial equipment. In-store information and sampling as merchandising tools.		PO5 PO8 PO11
27	A) Sales management	Examines the psychological aspects of sales management. The role of nonverbal channels in the sales management process. Active sales techniques. Organization of sales in modern conditions. Customer needs analysis. The work of a sales agent. Improved sales results. The role of the seller in the formation of customer loyalty.	5	LO 11 LO 12
	B) Service marketing	Studies marketing in the service sector. Essence, problems, opportunities of marketing of educational services. Marketing in foreign economic activity: essence, goals, features, structure and content. Features of marketing in insurance activities. Features of marketing in wholesale and retail trade. Marketing in the tourism business.		LO 7 LO 8 LO 9 LO 11
28	A) International advertising	Examines the state of the world and Kazakhstan advertising market. Dynamically developing advertising markets. International advertising agencies. Branding. Problems of international branding. International marketing communications. New means of international marketing communications. Culture and international advertising. Legal aspects of advertising.	5	LO 5 LO 6
	B) Strategic marketing	Examines the structure and levels of the strategic marketing process. The purpose of the company, its goals and main objectives. Content and factors determining corporate strategy. Single business strategy. Tools for strategy implementation. Organization of strategic control in marketing. Competitive advantages of the enterprise. Strategic and operational planning in marketing. Control, evaluation and audit of marketing.		LO 8
<b>Cycle of main disciplines</b> <b>University component</b>				
29	Marketing management	Considers the following aspects: marketing as an integrating function in management decision-making. Marketing management at the corporate	7	LO 5 LO 8



		level. Marketing management at the functional level. Marketing management at the instrumental level. The functional relationship of marketing in the enterprise. Competitive advantages of the enterprise. Strategic and operational planning in marketing. Control, evaluation and audit of marketing.		
30	Internet marketing	He is studying the basics of Internet marketing. The infrastructure of the Internet marketing. Interaction with individual consumers. Commodity policy and the market of services on the Internet. Pricing and Internet. Advertising, sales promotion and public relations on the Internet. On the Internet - the environment, the organization of marketing research, the construction of commodity, price, distribution and communication policy	7	LO 8 LO 9 LO12
<b>Cycle of main disciplines</b> <i>Optional component</i>				
31	A) International marketing	Studies the essence and goals of international marketing. Necessity and problems of implementation of international marketing in the economy of Kazakhstan. Marketing in the activities of international firms. Marketing mix in the international business environment. The concept of competitive advantage of the country in the world market. Marketing assessment of reliability of foreign partners. Organization and control of international marketing's.	5	LO 5 LO 6
	B) Communications marketing	Studies the basic concepts of marketing communication. Management of marketing information. Comprehensive research of marketing and internal environment of the company. Formation of commodity policy of the enterprise. Marketing management at the instrumental level. The functional relationship of marketing in the enterprise. Competitive advantages of the enterprise.		LO 1 LO 6 LO7 LO8
32	A) Marketing of goods and services	Studies marketing in the sphere of goods and services. Essence, problems, opportunities of marketing of educational services. Marketing of goods in foreign economic activity: essence, goals, features, structure and content. Features of marketing in insurance activities. Features of marketing in wholesale and retail trade. Marketing in the tourism business.	8	LO 7 LO 8 LO9 LO11
	B) Industrial marketing	Examines the General concept of industrial marketing. Methods of industrial marketing. The		LO 8 LO 11



		key actors and objects. To date, the development trends of industrial marketing. Marketing management at the instrumental level. The functional relationship of marketing in the enterprise. Competitive advantages of the enterprise. Strategic and operational planning in marketing.		
33	A) Project management	Studies the following issues: features of project management, project management techniques in the field of information technology; development of skills in the management of the project approach, the creation and management of project teams; the use of modern information systems that provide project management.	5	LO 5 LO 10 LO 12
	B) Business organization	Studies the concept of business, history of development. Classification of types of business. Forms of business. The order of registration of business entities. Bankruptcy and liquidation of the company. The objective necessity of creation of business infrastructure. Elements of business infrastructure. Customs system. Definition and functions of customs. The tax system of business. Basic principles of business management. Personnel management in business and business ethics.		LO 2 LO 5
34	A) Media management	Studies the essence of media management. Principles and objectives of media management. Theoretical views on media management. Objects and subjects of media management. The main areas of media management. Specifics of media economy and media management. Strategic media management. Media asset management. Marketing research in the media sphere. Distribution in the media business. Pricing in the media business.	5	LO 5 LO 8
	B) Advertising management	Considers the concept of advertising management. The organization and the advertiser. Advertising Agency (RA). Advertising campaign. Organization of document flow and its role in advertising. Decision-making technology in advertising management and their information support. Creative management. Evaluation of advertising effectiveness. Advertising strategy and its development. Organization of participation in exhibitions and fairs. Control of advertising activities.		LO 5 LO 9 LO10



35	Work practice	This form of training students take place in enterprises and institutions corresponding to their specialty.	13	LO 11 LO 12
36	Pre-diploma practice	Completes the stage of the process of formation of the future specialist. After passing this part of the educational process to obtain the status of a graduate student only need to perform and defend the thesis.	5	LO 7 LO 8 LO 9 LO10
37	Writing and defending a thesis (project) or taking a comprehensive exam	Examines the stages of work that reveal the ability and ability of students to solve problems that really exist in the practice of public relations.	12	LO4 LO 9 LO 10 LO11 LO 12

### 2.3 Additional educational programs (Minor)

In order to form additional competencies for related or specialized educational programs that will help graduates of ZhSU named after I. Zhansugurov to be more competitive in the labor market, as well as to meet their personal needs, students are offered to study one of the programs Minor to choose from.

The list of Minor programs, their brief description, the composition of disciplines and formed learning outcomes are contained in the Catalog of additional educational programs (Minor).

### 2.4 Innovative technologies and teaching methods used in the educational process

In order to form the key competencies of the graduate and the results of training in the educational program 6B04108 - "Marketing", the teaching staff uses the following innovative technologies and teaching methods:

1. Information and communication technologies (ICT) in subject learning
2. Personality-oriented technologies in teaching the subject
3. Information and analytical support of educational process and management of quality of education of the student
4. Monitoring of the intellectual development
5. Educational technologies as the leading mechanism of formation of the modern pupil
6. Didactic technologies as a condition of development of educational process of OU
7. Psychological and pedagogical support of the introduction of innovative technologies in the educational process (technology portfolio)

### 2.5 Features of the implementation of the educational program for students with special educational needs

If there are persons with special educational needs in the students contingent in the educational program, this educational program is adapted to the special educational needs of such students.

A special procedure for the development of the discipline "Physical culture" is established for persons with special educational needs taking into account the state of their health. The choice of places of practical training for persons with disabilities is carried out taking into account the state of health of students and accessibility requirements. Conducting current,



intermediate and final certification at the University takes into account the individual psychophysical characteristics of persons with disabilities. Students with special educational needs are provided with printed and (or) electronic educational resources in forms adapted to limit their health.

Individual support is provided for the social adaptation of students with special educational needs, which is continuous and comprehensive. Support of students with special educational needs is determined by the goals, content and methods of the educational process, aimed at preventing emerging problems of educational adaptation, preventing the timely formation of the necessary competencies.

Support includes:

- organizational and pedagogical support, which is aimed at monitoring the study of students with special educational needs in accordance with the schedule of the educational process in an inclusive learning environment;
- psychological and pedagogical support, which is carried out for students with special educational needs, having problems in learning, communication and social adaptation, is aimed at the study, development and correction of the student's personality and the adequacy of the formation of competencies, using psychodiagnostic procedures, psychological prevention and correction of personal distortions;
- preventive and health support, which provides for the solution of tasks aimed at improving the adaptive capacity of students with special educational needs;
- social support, solving a wide range of tasks of a social nature, on which depends the successful study of students with special educational needs. It includes assistance in solving household problems, living in a hostel, transport issues, social payments, allocation of material assistance, organization of leisure, summer recreation, their involvement in student self-government, organization of volunteer movement, etc.



### **3. PROVISION OF THE EDUCATIONAL PROGRAM**

#### **3.1 HUMAN RESOURCES**

The educational program is implemented by the Department of public administration and management. Quantitative and qualitative indicators of teaching staff serving the educational program (disciplines of basic and profiling cycles):

The total number of teaching staff 11 people, including:

Doctors of science – 2

Candidates of Sciences – 3

PhDoctors – 1

Masters – 5

The degree of Department – 55 %.

Qualification characteristics of the teaching staff of the Department of State and local government are reflected in the Personnel directory.

#### **3.2 Learning Environment of the University**

The learning environment of the educational program is represented by the following characteristics:

##### ***1) Library stock and services***

An obligatory guarantee of quality educational services of higher education institution is the provision of information resources.

The most important part of the information resources is the library Fund – the oldest and most important of the foundations of civilization, a repository of valuable knowledge and spiritual wisdom, national memory, cultural and scientific heritage of many generations.

Library Fund for OP 6B04108 - Marketing on may 1, 2019 is 2786 copies., including the state language - 1422 copies, 1252 in Russian and 112 in foreign languages. Insert information about library collection which your University Library provides students and faculty access to databases: Web of Science, Elsevier, Scopus, Polpred.com, Kaznel, Epigraph, NCSSTE.

Access to the Republican interuniversity electronic library (RIEL), which combines electronic educational and scientific resources of Universities of Kazakhstan, is provided.

Currently, the library has bibliographic databases of its own generation – an Electronic catalogue: “Books”, “Periodicals (subscription)”, “Electronic publications”, “Abstracts”, “Brochures”, “Notes”, “Articles”. The library has created a multi-level information Website: <http://www.zhgu.edu.kz/>.

Since 2009 the electronic catalog in library is conducted in more advanced library and information system “The Kazakh automated library and information system” (“KABIS”: the automated workplace “Acquisition”, the automated workplace “Cataloger”, and “Administrator”). All remote users of the library can view the catalog from any computer included in the local computer network of the University.

The library has access to the electronic database “Library Fund of ZhSU”, which works in the corporate network of the University. There are 3802 full-text books in this database, 2600 of them were purchased from the publishing house “Epigraf”. The presence of a planetary scanner is a new generation of “electronic archive” allows you to quickly and accurately scan books, catalogs, magazines, newspapers, coins, medals, coinage, art paintings, historical documents, and be added to the electronic database.



The library opened multifunctional halls of electronic resources, created Wife zone, updated software processing information.

User service is carried out in 5 reading rooms, which are equipped with 87 automated workstations.

Readers of the library have the opportunity to get literature at home from the subscription of educational, scientific and fiction, as well as to search for books in the open, free access, independently select sources of information that develops skills of professional search, broadens the horizons of students and attracts them to read books.

## ***2) Student residence***

Currently, the University has two student residence with 524 bed capacity. In students residence, created an enabling environment for a full life and study: there are residential sections, which are equipped with sanitary units, rest rooms with TVs, reading and computer rooms, showers and Laundry, household rooms, equipped with electric stoves.

The organization of social and cultural life in the dormitories engaged in student councils, elected from among the student activists. An electronic database of students living in the dormitories has been created. The allocation of seats in the dormitories to consider applications of students-orphans and are provided with free dormitories. Doctoral and master students enrolled in the target program are fully provided with a dormitory.

## ***3) Distance learning technologies (DLT).***

To provide students with the opportunity to develop educational programs of higher education, directly at the place of residence, in Zhetysu state University named after I. Zhansugurov since 2011 has been introduced distance learning.

Distance learning is provided by the use of a set of modern information and communication and educational technologies that allow carrying out the processes of learning, knowledge control, online proctoring, practical training and consultations on a fully indirect interaction of the student and the teacher.

Distance learning technologies are used in relation to students enrolled in educational programs with a reduced period of study on the basis of technical and professional, post-secondary and higher education.

For the organization of educational process on remote educational technologies at University the information and educational portal with the pages containing educational and methodical, testing and organizational and administrative information for students is created.

To equip trainees with the educational-methodical materials on all disciplines of the curriculum that are implemented with the use of distance learning technologies, the faculty developed the electronic educational and methodical complexes, electronic textbooks, video lectures.

To carry out the process of educational interaction in real time at the University there is a specialized multimedia audience, which allows you to conduct classes in the “on-line” mode.

## ***4) Possibility of free additional training***

For those who want to improve their skills or get additional education, the University opened a Center of advanced training and additional education.

On the basis of the center, students of the University can undergo free language training in English and prepare for the exam to confirm the international level of English – IELTS.

The Lagoon of English club is organized at the center for the development of skills of spoken English, vocabulary, formation of intercultural professionally-oriented communicative competence. Volunteers – native speakers take part in the work of the club.



At the center opened an office “Robotics”. Everyone in his spare time can design and program robotic structures and mechanisms.

The center organizes and conducts training seminars and refresher courses with the issuance of certificates for teachers and all categories of employees in the main priority areas of science and education.

#### ***5) Development of entrepreneurial competencies***

For the development of entrepreneurial competencies of students and young scientists at the University opened an Office of commercialization of research results, which successfully operates the competence center “Start-Up Academy ZHGU”.

“Start-Up Academy ZHGU” – a platform that unites students, business coaches, entrepreneurs, investors, government representatives and other stakeholders. The Academy provides free, comprehensive support to budding entrepreneurs from consulting and information support to attract investors, facilitate the submission of applications for participation in financial programs or to receive government grants.

The Academy provides the entire necessary infrastructure for the youth of Almaty region to develop innovation and entrepreneurship and increase the number of small and medium-sized businesses. The Academy conducts training sessions and seminars, engaged in targeted search, selection and development of start-up projects, as well as consulting support on the development of startups and measures of state support of entrepreneurship, organization of mentoring, providing expert support, conducting grant competitions.

#### ***6) Maintaining a healthy lifestyle and playing sports***

For the youth of the University created favorable conditions for sports and maintain a healthy lifestyle. In their free time, students are free to engage in sports halls and sections of several sports.

Active work in this direction is carried out by the Sports club of the University, which is engaged in the formation and promotion of the values of a healthy lifestyle, uniting students into teams to demonstrate their needs and abilities in a freely chosen sport, organizing and conducting sports and recreational activities, organizing youth participation in sports competitions of various levels.

The sports base of the University is a multifunctional stadium, with a standard football field, with sectors for long jumps, throwing grenades and treadmills, Boxing, gymnastics, wrestling and a gym equipped with modern sports equipment, tourist bases “Karlygash” and “Kulager”.

#### ***7) Socio-Cultural environment and development of creative personal qualities***

Today, the system of training at the University must meet the highest educational standards, be universal, ensure the formation of key competencies of the specialist as the basis of his professional skills and personal growth.

The University has created favorable conditions for the formation of competencies of social interaction, active life position, civic consciousness, self-organization and self-government, system-activity character.

The Department of educational and social work, the Department of cultural work, the Youth center are engaged in the development of creative activity of students in the socio-cultural environment of the University.

In order to reveal the diverse creative abilities of students at the University operate:



- Department of the Assembly of peoples of Kazakhstan;
- dance ensembles "Shagala" (winner of international competitions) and "Kulager";
- vocal and instrumental ensemble "Live Band";
- student theatre "Zhas Tulek";
- debater's club "Ilyastyn Soz Kulagerlery";
- volunteer clubs "Alau", "Rise up", "Kush-Zhiger", "Ayala", "Kamkor";
- club of fun and resourceful "Amigo", "Physics and mathematics" and "Creative", "Dollar";
- club "Young journalist";
- literary club "Mizam";
- intellectual club "New generation";
- student Association "Zhas Otan";
- labor Association "Zhasyl EI";
- Association of public police assistants "Zhas Kyran";
- Military-Patriotic club "Erlik";
- club "Kyzykty psykhologiya".

#### **8) Internet Access and Wi-Fi**

The University has powerful technical support – 65 multimedia boards and 1171 computers, 87 of which are in the reading rooms of the library, academic buildings, dormitories in free access for students. All computers of the University are provided with free access to the global Internet, the speed of which is 300 MB/s. Free access to Wi-Fi at a speed of 100MB/s is Provided.

#### **9) Digitalization of the educational process**

In order to develop digitalization, informatization, automation of processes, the University uses modern hardware and software.

The University is provided and equipped with software that allows automating the main processes of the University (educational, research, social and educational).

Department of development and implementation of information systems of the University created and implemented such software as: "Selection Committee"; "Accounting and movement of students"; "Educational and methodical complex of discipline"; "Registration for discipline"; "Class schedule"; "Electronic journal of students quality control"; "State certification Commission/State examination Commission"; "Computer testing"; "Transcript"; "Diploma supplement"; "Automated distance learning"; "Library Fund of ZhSU"; "Personnel management Department"; "The system of accounting of working time of the employee Perco-20S"; "Sending data to Unified system of higher education management", etc.

The University has developed a flexible, client-oriented platform of the new generation "Smart ZhetySU", aimed at digitalization, automation, optimization of the main processes of the University, as well as ensuring high-quality interaction between the teacher and the student through the personal account at each stage of training

#### **10) Publishing services**

High-quality and effective educational and scientific activity of higher educational institution is impossible without reliable publishing support. Therefore, in order to prepare for the publication of teaching AIDS, scientific works and improve the quality of printing products, the University has a publishing Department.

The Publishing Department of the University is a modern publishing and printing complex with an expanded range of services and a full printing production cycle.



The complex of measures and organizational and technical works aimed at the production of scientific, educational, methodical, reference products of the University is carried out on the basis of its own material and technical resources. All conditions are created for timely performance of work.

The publishing Department is provided with modern computer and printing equipment designed for high-speed digital printing of books, brochures, booklets, brochures. Modern equipment of the publishing Department allows you to publish blanks and printing products of the highest quality in the shortest possible time.

The publishing Department also produces advertising and information, advertising and image and presentation printing products (about 500 items per year).



#### 4. PLAN FOR THE FURTHER DEVELOPMENT OF THE EDUCATIONAL PROGRAM

№	Event content	Realization term	Responsible person
<b>Educational and methodical direction</b>			
1	Preparation of textbooks on current disciplines (in the state and Russian languages)	2020-2021 years	Baytaeva G. R., Abilshaikov N. B. Kylyshpaeva B. H.. Bekmetova A. K., Alzhanova M. K., Sultanov G. S.
2	Development of e-textbooks and obtaining patents	2020-2021 years	Baytaeva G. R., Abilshaikov N. B. Kylyshpaeva B. H.. Bekmetova A. K., Alzhanova M. K., Sultanov G. S.
<b>Research direction</b>			
1	Publications in scientific journals The Committee on control in education and science MES RK	2020-2021 years	PTS
2	Publications in scientific journals SCOPUS	2020-2021 years	PTS
<b>Educational direction</b>			
1	Organize a meeting with representatives of the Department of culture, archives and documentation of Almaty region on the theme: " local History – the basis of spiritual renewal"	September-October 2020	Baytaeva G. R.,
2	Curatorial hours on the theme: " Legal culture – the fight against corruption"	November-December 2020	Baytaeva G. R.,
<b>Advanced training</b>			
1	Language course	2020-2021 years	Kydyrbaeva E. O. - IELTS, Baytaeva G. R., Subebaeva J. K. – Pre- Intermediate Mussina T- Pre- Intermediate Alzhanova M. K. – Elementary Sultanov G. S. – Elementary Bekmetova A. K. – Elementary
<b>Career guidance</b>			



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ZHETYSU STATE UNIVERSITY NAMED AFTER I.ZHANSUGUROV  
Faculty of law and Economics

1	conduct professional work in the schools of Taldykorgan and the region (the quest game)	January-March	Baytaeva G. R.
<b>Other areas of work</b>			
1	additional professional training of students at the school of management "ZHETISU»	2020-2024 years	Baytaeva G. R.