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| Educational program | 6B03202 Public Relations |
| EP purpose | The purpose of the educational program is to train competitive public relations (PR) specialists who are in demand in the modern labor market in various spheres of public relations, are able to create high – quality PR content, have the skills to work with convergent technologies for collecting, processing and transmitting information. |
| EP type | New |
| Level on NQF | 6 |
| Level on SQF | 6 |
| EP distinctive features | No |
| The awarded academic degree | Bachelor |
| Period of study | 4 |
| Volume of the credits | 240 |
| Language of education | Russian, Kazakh |
| Date of approval of the OP at the Board meeting | 10.04.2024 |
| Professional standard | Activities of news agencies 21.12.2022 |

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| № | Learning outcomes: |
| 1 | To possess the ability to evaluate and apply research methods and innovative approaches in analyzing socially significant phenomena and processes in the legal, economic, industrial, environmental and anti-corruption policy. |
| 2 | Use of various types of Information and communication technologies. Ability to work in cloud and mobile services for internet resources, search, storage, processing, protection and dissemination of information. Mastering the mechanisms of PR and SMM in the network. Establishing communication in oral and written form in Kazakh, Russian and foreign languages to solve the tasks of interpersonal, intercultural and industrial (professional) communication. |
| 3 | Mastering methods of advertising and influencing society, mastering the basics of Public Relations. Master the theoretical foundations, methods of communication and communication, design features of mass media and images in a modern way, master the system of methods and methods of media access to the tasks of the media. Knowledge of the basics of media literacy. Ability to analyze PR genres. |
| 4 | Identification of mechanisms of professional competence in advertising using modern methods of Public Relations. Contribute to improving the rating of work through management and organizational skills. Study of mechanisms for preventing crises in organizations and institutions. Knowledge of the basics of media design. |
| 5 | Knowledge of the culture and methods of oral expression and written writing of ways to publish reports on the work done. Be able to select advertising materials about business or other organizations for publication in the press and distribute them through radio, television and other mass media. |
| 6 | Expression of an innovative and active civic position. Assessment and description of ways to understand socially significant phenomena and processes in the media. Checking the accuracy and transparency of news and other documents. Knowledge of methods for verifying the accuracy of information and data. Ability to create a business plan for the project. |
| 7 | The ability to correctly analyze data and arguments in modern information, knowing the basics of Digital Culture and legal culture in professional activities. Knowledge of methods of establishing professional contacts with colleagues for image formation, ways to create a positive image in society. Master the theory and methodology of Information research. Ability to prepare content in the field of PR. |
| 8 | Knowledge of methods of working through social networks, the system of compilation of Service texts and advertising of information, analysis of public opinion. Express your opinion in connection with the national culture, mastering the theories and basic methods of communication. Learn the methodology of Reputation Management. |
| 9 | Participation in the production process of a printed publication, a TV and radio program, and multimedia material with modern technological requirements. Assessment of current problems. Explanation of the situation on the basis of existing trends in the development of socio-political, socio-economic processes. independent implementation of journalistic research. Knowledge of the theory and practice of Public Relations. |
| 10 | Mastering the design of advertising and PR texts. Knowledge of the legality of media planning in advertising, the basics and methods of establishing cultural relations. Providing professional and personal experience in the field of Public Relations. Acquisition of systematic thinking skills that contribute to the rapid solution of practical tasks. application of theoretical knowledge in professional activities. Prepare and teach information in a foreign language. |
| 11 | Integration of knowledge about the features of the main stages of the development of public relations and its connection with socio-political life. Ability to distinguish between the main subjects and objects, types, functions and mechanisms of Public Relations. Explain the problems of modern public relations activities in Kazakh, Russian, English and other languages. |
| 12 | Establishing contacts with professional associations, commercial organizations, government agencies, and mass media. Ability to organize and conduct various events in the field of Public Relations using digital and convergent technologies. Knowledge of convergence and Multimedia requirements. Be able to conduct sociological and Marketing Research in the field of Public Relations. |