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Higher and Postgraduate Educational Programs

☐Project EP ☐Participant of project EP

Date of registration in the Registry

09.11.2021

Registration number

6B03200072

Date of EP passport updating

31.07.2026 01:10

Field of education

6B03 Social sciences, Journalism and Information

Direction of personnel training

6B032 Journalism and Information

Group of educational programs

B042 Journalism and reporting studies

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 market in various spheres of public relations, are able to create high – quality PR content, have the skills to work with technologies for collecting, processing and transmitting information.

EP type

Acting EP

Level on NQF

6

Level on SQF

6

EP distinctive features

No

Language of education

Russian Kazakh multilingual

Professional Standard for EP

Exists

№	Name of professional standard
1	Activities of news agencies

Professional standards (career standards)

Professional standard has been used at developing EP ☒

Professional standard №1

Professional standard

Деятельность информационных агентств



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CCEA

Professions

Profession №1

Profession

Координатор по связям с государстве

Уровень по ОРК

6

Labor functions

- Обеспечение коммуникаций с государственными органами, профессиональными с
- Подготовка информационных материалов, писем, обращений в органы власти и от
- Организация и проведение (участие) мероприятий
- Мониторинг и анализ законодательных, политических решений и тенденций

Profession №2

Profession

Консультант по работе с мультимедий

Уровень по ОРК

6

Labor functions

- Проведение исследований, анализ рынка, трендов
- Обеспечение взаимодействия с деловыми партнерами, экспертами, консультантами
- Планирование и реализация стратегии продвижения, маркетинговых программ, рекл
- Планирование маркетинговых программ и продвижение бренда

Volume of the credits

240

Degree to be conferred

Bachelor

Period of study

4

Date of approval EP on the Academic Council

27.04.2026

☒Existence of the annex to the license for the direction of personnel training

The license number on the direction of training

KZ49LAM00007465

☐The training format is online

☒EP accreditation existence

Atlas of new professions

қарастырылмаған

Regional standard

қарастырылмаған

The formed educational outcomes

№	Educational outcome	Code	Reflects the labor function
1	Express ion of	ON	Мониторинг и анализ законодательных, политических решений и тенденций



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2	Mastering the	ON	Планирование и реализация стратегии продвижения, маркетинговых программ, рекламных
3	Understanding the	ON	Подготовка информационных материалов, писем, обращений в органы власти и ответов на
4	Mastering the	ON	Планирование маркетинговых программ и продвижение бренда
5	Establishing	ON	Обеспечение коммуникаций с государственными органами, профессиональными сообщес
6	Have the	ON	Проведение исследований, анализ рынка, трендов
7	Use the basics	ON	Мониторинг и анализ законодательных, политических решений и тенденций
8	Mastering	ON	Планирование и реализация стратегии продвижения, маркетинговых программ, рекламных
9	Understanding the	ON	Обеспечение взаимодействия с деловыми партнерами, экспертами, консультантами, с др
10	Use skills in	ON	Планирование и реализация стратегии продвижения, маркетинговых программ, рекламных
11	Knowledge of	ON	Планирование маркетинговых программ и продвижение бренда
12	Use of various	ON	Организация и проведение (участие) мероприятий

Data on disciplines

Nº	Name of discipline	Short description of discipline	Cycle
1	Fundamentals of Scientific Research	The goal is to form knowledge about the principles, technologies, practical methods and techniques of conducting scientific research based on modern achievements of scientists. Forms the basic foundations of scientific culture and ethics, flexible perception of scientific texts, skills of effective application of acquired knowledge in planning and organizing research work, the ability to analyze and summarize research results.	GED
2	Ilyastanu	The purpose of the discipline is to develop a deep-thinking personality with high aesthetic taste, appreciating literature, art, traditions, culture and language of the Kazakh people through a deep and comprehensive study of the works of Ilyas Zhansugurov. Forms an understanding of the importance of the works of Ilyas Zhansugurov in the development of the Kazakh literary language; skills of intellectual and creative thinking, the ability to cherish the values of national and spiritual heritage.	GED
3	Fundamentals of Financial Literacy	The course is aimed at gaining knowledge and skills in the field of personal finance management. Also, as part of the course, students will learn how to use in practice all kinds of tools in the field of finance, save and increase savings, plan a budget competently, learn how to analyze financial information and navigate financial products to choose an adequate investment strategy.	GED
4	Basics of Law and Anti-Corruption Culture	The aim is to familiarize students with the main branches and institutions of law, the basics of an anti-corruption culture, as well as the laws of the emergence, development and functioning of the state and law. The course forms the skills of an anti-corruption culture and a high level of theoretical knowledge about the main functions of law in the state and society, its impact on the development of law-based state, civil society.	GED

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5	Ecology and Life Safety Basics	allowing to analyze environmental processes, assess the socio-ecological consequences of anthropogenic activities, methods and technologies of protection in emergency situations. Develops skills to assess the impact of environmental factors on human health; predict environmental processes for planning and implementing measures to improve life safety; make decisions in adverse environmental and emergency situations, taking into account the possible consequences of accidents, catastrophes, natural disasters.	GED
6	Economics and Entrepreneurship	The purpose is to familiarize students with the economic problems of modern society, the formation of economic thinking and gaining knowledge in the field of theoretical foundations and practical skills in the field of entrepreneurship. It is focused on the formation of students' comprehensive understanding of the laws of the functioning of the economy, obtaining business education aimed at acquiring applied competencies in various fields of entrepreneurial activity, reveals the features of creating and successfully running their own business.	GED
7	Legal Regulation of Mass Media and Advertisting	In the process of studying the discipline, the student studies the layout and placement of advertising messages. Works with an understanding of the importance of the law and legislation in the field of mass media. Learns the specifics of working with advertising, understanding the importance of data in an interview. Professional ethics and laws are studied in connection with advertising. The student theoretically learns the laws on mass media, advertising, copyright, and the code of ethics.	BD
8	Spelling and Punctuationin Writing	Applies the requirements to the organization and conduct of different types of image events, to consider modern conceptual approaches to image-making, to have an idea of the different models of image communication. Knows the basic concepts and terms associated with the theory of image-making, the rules of business interaction during negotiations, business conversations, meetings, place of research in image-making, the problems of image-making.	BD
9	Fundamentals of Artificial Intelligence	The discipline is aimed at studying the basic concepts, methods and algorithms that underlie the creation and application of artificial intelligence. As part of this course, students will learn the theoretical foundations of machine learning, neural networks, natural language processing algorithms, and computer vision. They will also get acquainted with the ethical, social and legal aspects of the application of artificial intelligence in various areas of life.	BD
10	Fundamentals of Communication Theory	The discipline will teach you to understand the nature of the renewal of communication, to familiarize you with the concept of modern communication. It will help to understand the impact of communication on the search, collection, storage, processing and dissemination of information. The student will be able to analyze the ideas, interpretations and works of the founders of the theory of communication, will be able to describe current trends based on the theoretical views of the founders and researchers of the concept of communication. It is possible to compare the scientific views and conclusions of scientists about the theoretical and practical significance of the works of S. Black, A. Balashov, F. Ilyasova on the widespread use of communication technologies in the political system. Masters modern methods and tools of professional communication.	BD
11	History of Kazakh Literature and Art	The course «History of Kazakh Literature and Art» is aimed at the comprehensive study of the spiritual heritage of the Kazakh people, the literary process, and the historical stages of artistic development. Within the framework of the course, literary movements, genres, artistic methods, and the system of cultural and aesthetic values are analyzed – from ancient literature to the contemporary period. The course covers the poetry of the zhyrau tradition, the literature of the Enlightenment period, national literature of the early 20th century, the Soviet era, and the literary process of the independence period. It also examines the formation and development of traditional and modern forms of Kazakh art – music, theater, visual arts, and cinema.	BD



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12	History of Public Relations	advertising, as well as with the essence, meaning, role of public relations in society, the peculiarities of the development of PR in the world and advanced countries, and also form their own ideas. The student comprehends the experience of advertising thinking, linking the role of PR and political advertising in the country, learns the features of the development of world-class advertising and advertising methods, the nature and direction of transmission, ideological foundations, types and colors, forms and basic methods of cognition.	BD
13	Introduction to Public Relations	It examines the stages of formation and development of the foundations of modern public relations. Be able to understand the basic systems of public relations and the views of researchers. The student learns the essence, meaning, role of public services in society and features of the development of PR in modern civil society. The reasons for the need for public communication in the development of society and the acquisition of skills and opportunities for new communication, the basics of professional skills are developed.	BD
14	Modern Technologies of Public Relations	The discipline is aimed at studying modern public relations technologies, methods of organizing public communications, and the application of digital tools in PR activities. The course covers crowdsourcing technologies, stakeholder engagement, and the development of communication strategies based on the principles of social responsibility and sustainable development.	BD
15	Media Psychology	The student gets an idea of the general theoretical foundations of psychology, the basic conceptual principles of mass communication. The psychological characteristics of people in professional communication, the influence of psychological mood in communication, the psychological characteristics of an employee during an interview are taken into account.	BD
16	Theory and Methods of Information Research	The discipline covers methods and experience of thorough collection, processing, research, writing processes. The student learns to conduct research and draw conclusions when checking information. Masters the theoretical and methodological foundations of studying the reliability of information obtained from various sources. Will be able to apply the basic techniques that are taken into account when collecting information and important information from social networks. Studies the theoretical foundations of information research using fact-checking methods, learns to identify information.	BD
17	Media and Information Analysis	The discipline covers the mechanisms of professional competence in the processing of information and data in the media, using modern methods of public relations. Students will be able to determine the authenticity of open and secret information, comment and write, learn the features of comparative analysis of photo data, drawing conclusions, expressing opinions.	BD
18	Basics of Branding	Teaches the concept, the basic principles and rules of the brand, the concept of branding in marketing design, the basics of creative thinking in advertising, the rules for the formation of the image of the individual and the team and the basics of distinguishing from competitors. In addition, teaches methods and techniques of creating a brand using modern technologies.	BD
19	Computer Technology in the Media	The discipline teaches students to work with modern techniques. In the process of creating a video clip, it uses the technical and technological capabilities of modern production. Teaches the basics of video editing, the history of its creation and the basics of technology, the stages of creating a video. Students will master computer editing programs and methods of Photoshop, mechanisms for working with programs used in the creation of newspapers and magazines.	BD
20	Drafting a Business Plan for the Project	Students will learn the skills of creating business PR projects in the public and state, commercial spheres. During the course, the components of PR projects are considered. The discipline uses global and domestic cases for drawing up a business plan of the project.	BD



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21	Modern Press Service	modern journalism, media, and the field of mass communications. Information and communication technologies (ICT) explain not only the media sphere but also social practices. Media activities highlight the competencies and technical capabilities of specialists in the field of media and communications, as well as train them in the specifics of the press secretary's work.	BD
22	Business Communication: Public Speaking and Writing	The discipline provides for mastering the world of written, oral norms of speech and Ethics in business communication. Types of speech and artistic typology, models of public speaking, communicative features of speech, techniques of public speaking, processing of the spoken word, techniques of preserving the text in the mind, artistic expression of thought, types of speech and features of oratorical art.	BD
23	Digital Culture of Professional Activity	In the course of studying the discipline, the student studies the types of culture in professional activity, their main tasks, the need for use in professional activity, types of culture. In addition to freely communicating with the public, students can distinguish between clothing culture, greeting culture, speech and communication culture, digital culture and global culture.	BD
24	PR Services in Commercial Organizations	The discipline is aimed at studying the organization of PR services in commercial organizations, the development of corporate communications, and the promotion of goods and services. The course covers modern tools for stakeholder engagement, corporate reputation management, and communication practices based on the principles of sustainable development and corporate social responsibility.	BD
25	Topical Issues of Communication Research	The course is based on the specifics of the main stages of the development of communication with the public, the integration of knowledge about communication and their connection with public life in the necessary research in the development of communication. The student will be able to work with modern types and methods of research, scientific terms and dictionaries.	BD
26	Communication Organization and Management	The discipline will provide an opportunity for in-depth study of organizational skills and ways of communication when studying the discipline. The student will be able to behave confidently in any environment, express an opinion, openly, honestly express his thoughts, prove his point of view.	BD
27	Project Activities in the Field of Public Relations	The discipline is aimed at studying the principles of developing, planning, and implementing PR projects. The course covers project management methods, partner and resource identification, and the evaluation of the effectiveness of communication activities. It also examines the development of PR projects based on the principles of sustainable development, social responsibility, and inclusiveness.	BD
28	Speech Culture of a Specialist in the Field of Public Relations	The subject studies the ways of business communication and verbal forms of communication. The student will be able to master the communicative features of public speaking, techniques of public speaking, facilitating the construction of sentences, methods of creating layouts of advertising words and freely compose his speech in various environments.	BD
29	Sociological and Marketing Research in the Field of Public Relations	The course is an introduction to innovative marketing methods in advertising, the history and theoretical foundations of marketing in relation to society. Technologies of effective marketing planning and strategic planning in a team, optimal planning methods for creating advertising are being developed.	BD
30	Project Management in Public Relations	The purpose of the course is to teach the basic methodological laws of management and design methods in the field of public relations. The student studies management methods in the field of public relations, planning and organizational mechanisms, management and control. Learns to analyze the features and results of work at the initial, intermediate and final stages of project development.	BD
31	Legal Culture	The subject is based on legislative principles and principles, accepted moral norms and legal foundations. Students study the essence of professional morality, the Code of Ethics and the Law on Mass Media, legal norms regulating communication activities in Kazakhstan and abroad, the rights and duties of journalists.	BD



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32	The Basis of Media Expertise	sincerity in conducting an expert examination, depending on the types of media. It is aimed not to change the main ideas in compliance with the rules and requirements for conducting an expert examination, but to pay attention to the versatility of the product in which the effectiveness of the decision is evaluated. The student will be able to convey the result through the methods studied, based on the principles of working with specific materials in the media.	BD
33	Event Management	In the management of any incidents, they learn the mechanisms of determining the main direction and purpose of the case. Able to organize actions against competitors, understanding the methods of force majeure in carrying out the main action, the impact of political, social and world problems on the event.	BD
34	Digital Media and Artificial Intelligence	The course teaches students how to work with digital media tools and artificial intelligence technologies. During the course, methods of creating, editing, and distributing multimedia content are studied. In addition, the application of artificial intelligence in the media field is explored, including text, video, and audio generation, data analysis, and automation technologies. Students acquire skills in working with digital platforms, using neural networks, and processing visual and textual content.	BD
35	Enviromental Journalism	Based on the results of environmental research, future journalists and PR specialists will be able to understand the opinions and judgments on social networks when drawing up strategic plans and truly master the basic principles of media in writing complex environmental issues..	BD
36	Crisis Management in PR Activities	One of the multifaceted tasks of public relations is mastering the methodological foundations of discomfort management. It is aimed at rapid decision-making in crisis situations, the organization of the work team in case of accidents and the formation of leadership qualities. Teaches various psychological actions and organizational skills during crises.	BD
37	Writing Informational PR Materials	During the course, students, journalists and bloggers will master the mechanisms for adapting facts and events to the selection process and bringing them to the target audience in the process of creating the necessary PR documents. The discipline is aimed at applying methods and techniques for working with information. At the same time, the student will learn the subtleties of writing PR material.	BD
38	Methods of Reputation Management	The course teaches the rules and norms of the formation of a business or professional image, the basic conditions for the formation of a team image, the theory of image makeup, basic concepts and terms, methods of conducting business meetings, forms of behavior, rules of interaction. The student studies managerial skills, forms of influence, management theory and methodological system.	PD
39	Network PR and SMM	The main stages, methods and types of convergence of Kazakh and foreign mass media as the leading factors in the formation of a universal journalist are presented. The social network is described, the main attention is paid to the specifics of advertising services in new media and the Internet. The student learns to take pictures, write radio materials, create various types of media text in social networks.	PD
40	PR Genres on the Internet	The course teaches students how to create content, methods and techniques of advertising on the Internet, mechanisms of work, working on the web, composing the text of Internet publications, copying, working with various sites using new technologies on the Internet, methods of advertising on websites, methods of attracting readers.	PD
41	Mediadesign	The discipline is aimed at developing knowledge and practical skills in the field of modern media design and digital technologies. It covers the history and features of typography, the principles of print and online publication design, artistic techniques, methods for creating interactive content, and current trends in media design. The course examines the characteristics of Kazakhstan's media market, methods for analyzing the design of traditional and online media, and the fundamentals of working with Adobe PageMaker, CorelDRAW, and Adobe Photoshop. Particular attention is paid to responsible information consumption, countering disinformation, fostering digital culture, and promoting the principles of sustainable development in the media environment.	PD

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42	Media Relations	principles of media relations, legal characteristics of modern public relations and their theoretical foundations, general theoretical foundations and communication methodologies, legal features of public relations, communication methods, mechanisms for establishing public relations.	PD
43	Media Literacy	The course helps to explain the basics of information literacy in the media, make judgments, master the writing and formatting of information (pictures, videos, images, graphs, tables). Information literacy in the media teaches to distinguish between the mechanisms of digital society, to develop information content, to understand and explain. The student studies the methodological foundations of data collection, methods of processing, publication and analysis of public opinion.	PD
44	PR in Public Authorities	The discipline is aimed at studying the specific features of organizing public relations activities in government agencies. It covers methods of interaction with the public, information support for government initiatives, and the development of communication projects aimed at promoting the principles of sustainable development, social responsibility, and transparency in public administration.	PD
45	Organization of Work of Public Relations Departments	Taking into account the laws of Public Relations, students learn the types of work of Information, advertising, and public relations departments of public relations, methods of work, communication tools, and organizational skills. Be able to apply the main features and principles of work in departments, communication mechanisms that correspond to the scope of work.	PD
46	Theory and Methods of PR-text	The course is mainly devoted to the types and forms of text documents in the field of advertising and PR, in-depth study of the perception of advertising in the text and psychological problems of its perception, the structural basis of the text, its function, writing requirements and rules.	PD