

Reviewed in the Department of Management and Marketing meeting,

" 8 " Protocol no. 16 from
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APPROVED BY
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EDUCATIONAL PROGRAM DEVELOPMENT PLAN

7M04106 – «Marketing and brand management in the market of goods and services»

1. Analytical justification of the program.

The purpose of the educational program "Marketing and brand management in the market of goods and services" is the training of specialists for independent activity in the area of problem-solving in marketing.

The following are the program's targets:

- organization and active involvement of graduates in extensive research projects on both local and global commodity markets for collecting data for managerial decision-making;
- determining what customers need in terms of qualitative features for products and services, creating demand, and projecting sales quantities;
- participation in the development and economic justification of operational and strategic plans for the company's activities at the national and international levels;
- to demonstrate contemporary methods for structuring marketing campaigns across various industries and sectors.

Training in the "Marketing and brand management in the market of goods and services" program, for instance, has as its ultimate goal a clear orientation towards the future. This manifests itself in the possibility of building one's education while considering success in personal and professional activities that meet employer requirements.

2. General features of the curriculum (importance, attributes, advantage over competitors, uniqueness, stakeholders etc.)

The "Marketing and brand management in the market of goods and services" educational program is constructed around a modular learning system that creates professorial, specific language, and general cultural competencies.

A marketer is a specialist whose responsibilities include researching and analyzing consumer demand and preferences in order to create a plan that will enhance the company's profit, turnover, and ability to compete with its competitors. Since the marketer assists the manufacturer in better understanding and satisfying customer wants, it is the marketer who ultimately decides the continued success, popularity, and sales volume of the advertised products.

The specialty assumes that a marketer is engaged in research and analysis of the consumer market and the activities of competitors, develops and implements the company's own marketing strategy, and actively promotes and successfully sells goods and services. The marketer analyzes the information received, draws conclusions, and makes optimal decisions. Based on the results obtained, he develops a marketing package and uses the most effective methods, techniques, and technologies in order to better meet the needs of customers and ensure the profitability of the company's activities.

The advantages of the educational program are as follows:

- the training is conducted in Kazakh, Russian, and English.
- the implementation of interactive teaching techniques, such as case studies, presentations, business projects, role-playing games, and interactive lectures;
- advanced study of a foreign language;
- conducting practices in leading companies;
- a high percentage of professional employment.

The Master's program in the specialty "Marketing and brand management in the markets of goods and services" is aimed at training highly qualified specialists who are able to form ideas about modern theoretical and practical problems of marketing, management, economics, and business.

The training program's main goal is to produce experts who are able to manage marketing-related jobs with efficiency and who can make innovative choices that support the company's growth, success, and competitiveness. Through the Master's program, you can raise your professional profile, broaden and update your knowledge, and develop new research and analytical skills.

Much attention is paid to the study of the development of the market for goods and services in Kazakhstan, advertising, strategies for promoting goods and services to the market, and much more. To improve the quality of the educational program 7M04106 "Marketing and brand management in the market of goods and services," it is necessary to constantly improve the development of the EP.

The main objectives of the EP development plan are:

- enhancing the requirements for receiving a comprehensive, first-rate professional education;
- modernization of course material, accounting for worldwide marketing trends to ensure graduates are competitive in both home and foreign job markets;
- establishing requirements for the student's independent research projects;
- creation of strategies for mastering the task using scientific data and professional experience from both domestic and international sources.

List of activities of the EP development plan

No	Activity	Deadline
1	The constant process of improving the educational program with the participation of students and employers	2023-2027
2	Improving the professional competencies of undergraduates by studying various courses on educational platforms Skills: Enbek and Coursera	2023-2027
3	Attracting professors from leading foreign universities for teaching and research work within the framework of undergraduates research	2023-2027
4	Increasing the scientific potential of teaching staff by participating in competitions for grants funded by the Ministry of Agriculture of the Republic of Kazakhstan, as well as contractual activities	2023-2027
5	Publication of research results in highly rated journals with a non-zero impact factor	2023-2027
6	Ensuring, on an ongoing basis, the external and internal academic mobility of students and teaching staff	2023-2027
7	Signing agreements with specialized businesses to support PhD students' research	2023-2027
8	Modernization and expansion of the material and technical base of the EP	2023-2027
9	Participation in the national ranking of specialties among universities in the Republic of Kazakhstan	2023-2027
10	Monitoring graduates' jobs on a constant basis	2023-2027

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