



PASSPORT OF THE EDUCATIONAL PROGRAM

- **7M04106 Marketing**
- **(scientific and educational area)**

PURPOSE OF THE EDUCATIONAL PROGRAM

Master's training in the field of Marketing offering a high level of professional culture and professional competencies, ensuring skills in marketing organization and management; decision-making on matters that affect selection and implementation of product, price, distribution and communication marketing strategies facilitating the efficient development of market-oriented enterprises

PROFESSIONAL FIELD

Education and business as well as research and developmental and management activities, government regulation based on the application of marketing principles

LEARNING OUTCOMES (LO)

- LO1** - understands the role of science and scientific knowledge, understands its structure, forms and methods, social and ethical problems associated with the development and use of achievements in science, engineering and technology in marketing;
- LO2** - applies a complex of knowledge of the latest marketing theories, understands trends in the development of organizational and consumer behavior in the market, innovative development, project management and business processes; independently identifies, organizes and structures new professional knowledge;
- LO3** - explores topical problems in the development of marketing, transformation of markets, consumer behavior models, development of types of marketing focused on the use of innovative methods and information technologies;
- LO4** - develops research projects for the development of marketing of goods, services, regions, new technologies based on innovative theory and practice of marketing;
- LO5** - develops marketing tactics and strategies in accordance with the goals, customer expectations and company policies focused on ethical, sustainable and socially responsible standards of activity;
- LO6** - communicates on professional and daily topics in Kazakh, Russian and foreign languages, capable of organizing professional activities in a multicultural environment, taking into account of ethnocultural and confessional differences and particularities of the socio-cultural structure of society;
- LO7** - assesses the effectiveness of marketing activities, monitors the digital and social reputation of companies, determines the effectiveness of elements of marketing mix, the results of marketing activities of the main competitors, the prospects for using innovative marketing methods, interactive marketing communications.
- LO8** - plans, organizes and conducts marketing research using modern technologies in the field of market analysis, consumer behavior, competitors, company personnel; monitors external and internal environment of the company, monitoring social networks to identify and manage social corporate reputation;
- LO9** - defines brand and positioning strategies, brand management and provide clear brand guidelines for brand protection, tracking and measurement of its effectiveness to inform future activities; plans proposals for the development of a product portfolio throughout the entire product life cycle;
- LO10** - offers innovative marketing methods and solutions for the strategic development of companies, organizational behavior and effective relationships with market participants