

Confirmed
Acting Dean of the Faculty of Economics
M.Sabyrova
2023 year.

CATALOG OF ELECTIVE DISCIPLINES
For students in the direction of preparation 6B041 Business and administration

Brief description of the elective disciplines of the educational program

EPG	EP	Form of education	The name of discipline	Code of subject	Discipline cycle	Component	Number of credits	Level of training	Cafedra	Course	Academic period	Pre-requisites	Post-requisitions	Brief content of the discipline	Key learning outcomes	Name of the alternative discipline
B047 - «Marketing and advertising»	6B04104 - «Digital Marketing»	Full-time (bachelor 4 years) trimester	Professional Kazakh (Russian) language	PKRYa 2223	BS	Elective subjects	3.0	Bachelor	Management and marketing	2	1	russian and kazak languages	International marketing	Forms the skills of written and oral speech, observing all the norms of the Kazakh (Russian) professional literary language; knowledge of the semantic structural features of professional texts of various functional styles, communication skills and speech skills when reading professional texts in the specialty.	Use communication in oral and written forms in the state, Russian and foreign languages to solve professional problems of interpersonal and intercultural interaction.	Foreign language (optional)
B047 - «Marketing and advertising»	6B04104 - «Digital Marketing»	Full-time (bachelor 4 years) trimester	Foreign language (optional)	IYaD 2275	BS	Elective subjects	3.1	Bachelor	Management and marketing	2	1	russian and kazak languages	International marketing	Formation of the ability to carry out foreign language interpersonal and intercultural communication with native speakers. Formation of a holistic picture of the world for students. Promoting the general speech development of students. The ability to translate professional texts.	Use communication in oral and written forms in the state, Russian and foreign languages to solve professional problems of interpersonal and intercultural interaction.	Professional Kazakh (Russian) language
B047 - «Marketing and advertising»	6B04104 - «Digital Marketing»	Full-time (bachelor 4 years) trimester	Additional foreign language (Chinese language)	DIYaK Ya 2268	BS	Elective subjects	3.0	Bachelor	Foreign languages	2	1	Foreign languages	International marketing	Chinese is a course of practical classes for first and second year students of all specialties. The purpose of the course: to teach students the use of the Chinese language in the professional sphere and the development of Chinese colloquial speech in the field of certain professions. Course objectives: formation of intercultural communicative competence of students studying in non-linguistic specialties in the process of foreign language education. Students develop basic knowledge of phonetics, writing (including hieroglyphs), grammar (grammatical models), lexicology and vocabulary of the Chinese language, etc.	Use communication in oral and written forms in the state, Russian and foreign languages to solve professional problems of interpersonal and intercultural interaction.	Professional Kazakh (Russian) language
B047 - «Marketing and advertising»	6B04104 - «Digital Marketing»	Full-time (bachelor 4 years) trimester	Professionally-oriented Foreign Language	POIYa 2231	BS	Elective subjects	3.0	Bachelor		2	3	Economic theory	International marketing	To form the professional foreign language speech of future specialists to increase the level of professional competence, proficiency in a professional foreign language for the implementation of written and oral information exchange, further development of speech activity (reading, writing, listening and speaking - monologue and dialogic speech). Rules of speech behavior in accordance with situations of professional communication, depending on the style and nature of communication in the social, household and academic spheres.	Use communication in oral and written forms in the state, Russian and foreign languages to solve professional problems of interpersonal and intercultural interaction.	Additional foreign language (Chinese language)

B047 - «Marketing and advertising»	6B04104 - «Digital Marketing»	Full-time (bachelor 4 years) trimester	Information technology and systems in marketing	ITSM 2237	BS	Elective subjects	5.0	Bachelor	Management and marketing	2	1	Information and communication technologies	Market analysis tools	Analysis of marketing software. Computer technology processing of marketing information. Databases in marketing and advertising. Databases in marketing and advertising. Development of the database structure for a given topic in the Access environment. Databases in marketing and advertising. Development of the database structure for a given topic in the Access environment. Market of marketing information systems. Information technology data analysis. Work with the SPSS package. Computer modeling technologies for solving functional marketing tasks. Modeling market structure Methods of questioning. Frequency analysis. Evaluation of the competitiveness of the goods and the study of the competitive environment. Testing the effectiveness of the advertising product. Internet services analysis of advertising company competitors. Internet technologies in marketing and advertising. Work with online advertising services	The ability to collect, process, economic-statistical, mathematical analysis of data, present the results of their own research in the form of analytical reports, reviews, abstracts, presentations, recommendations; use marketing research tools when choosing the organizational structure of an electronic marketing service; perform calculations to optimize the product range, distribution system, product distribution and promotion; evaluate the effectiveness marketing activities, develop economically sound recommendations. The ability to effectively use applied software products, modern digital platforms, technologies, be able to adapt technical data processing tools to build distribution channels and deliver products to the end customer, organize sales and customer service.	
B047 - «Marketing and advertising»	6B04104 - «Digital Marketing»	Full-time (bachelor 4 years) trimester	Digital technology in marketing	DTM 2240	BS	Elective subjects	3.0	Bachelor	Management and marketing	2	2	Economic theory	Internet technologies and e-commerce	Digital marketing concept, advantages and integration of digital and offline channels. Creation of sites and landing pages (landing page). Content marketing and the creation of selling texts for websites and other Internet channels. Search engine optimization (SEO optimization). Promotion in social media. Forms and methods of setting contextual and banner advertising. Web analytics and analysis of the effectiveness of advertising campaigns. Email marketing.	The ability to collect, process, economic and statistical, mathematical analysis of data, to present the results of their own research in the form of analytical reports, reviews, theses, presentations, recommendations; use the tools of marketing research when choosing the organizational structure of the electronic marketing service; making calculations to optimize the product range, distribution system, product distribution and promotion; assess the effectiveness of marketing activities, develop economically sound recommendations. The ability to effectively use software applications, modern digital platforms, technologies, be able to adapt technical data processing tools for building distribution channels and delivering products to the final customer, organizing sales and customer service.	Industry 4.0 tools in Marketing

B047 - «Marketing and advertising»	6B04104 - «Digital Marketing»	Full-time (bachelor 4 years) trimester	Industry 4.0 tools in Marketing	IIM 2244	BS	Elective subjects	3.0	Bachelor	Management and marketing	2	2	Economic theory	Internet technologies and e-commerce	The main attention is paid to the theoretical issues of the formation of Industry 4.0, the peculiarities of the development of digital economies in a number of regions of the world, special emphasis is placed on the detailed study of such tools as Big Data ("Big Data"), Internet of Things ("Internet of Things" and "Industrial Internet of Things"), Blockchain ("Blockchain"), cyberphysical systems, etc.	The ability to collect, process, economic and statistical, mathematical analysis of data, to present the results of their own research in the form of analytical reports, reviews, theses, presentations, recommendations; use the tools of marketing research when choosing the organizational structure of the electronic marketing service; making calculations to optimize the product range, distribution system, product distribution and promotion; assess the effectiveness of marketing activities, develop economically sound recommendations. The ability to effectively use software applications, modern digital platforms, technologies, be able to adapt technical data processing tools for building distribution channels and delivering products to the final customer, organizing sales and customer service.	Digital technology in marketing
B047 - «Marketing and advertising»	6B04104 - «Digital Marketing»	Full-time (bachelor 4 years) trimester	Internet technologies and e-commerce	ITEK 2222	BS	Elective subjects	3.0	Bachelor	Management and marketing	2	3	Marketing	Market analysis tools	Internet technologies and e-commerce as an integral part of electronic business. Organizational and technological foundations of e-commerce on the Internet. Characteristics of objects and subjects of electronic commerce. E-commerce in the consumer market for goods and services: business-to-consumer technologies. Organization of interfirm interaction in e-commerce processes: business-to-business technologies. Features of mobile and television commerce. Problems and prospects for the development of e-commerce in Kazakhstan. Organization and regulation of e-commerce in economically developed countries	The ability to collect, process, economic and statistical, mathematical analysis of data, to present the results of their own research in the form of analytical reports, reviews, theses, presentations, recommendations; use the tools of marketing research when choosing the organizational structure of the electronic marketing service; making calculations to optimize the product range, distribution system, product distribution and promotion; assess the effectiveness of marketing activities, develop economically sound recommendations. The ability to effectively use software applications, modern digital platforms, technologies, be able to adapt technical data processing tools for building distribution channels and delivering products to the final customer, organizing sales and customer service.	Internet marketing
B047 - «Marketing and advertising»	6B04104 - «Digital Marketing»	Full-time (bachelor 4 years) trimester	Internet marketing	IM 2250	BS	Elective subjects	3.0	Bachelor	Management and marketing	2	3	Marketing	Market analysis tools	Modern Internet marketing tools are being studied for the implementation of the company's marketing objectives, the organization of work and the alignment of work with Internet advertising and online marketing service providers to achieve the tasks set and the development of a system for analyzing the effectiveness of investing in Internet marketing.		Internet technologies and e-commerce

B047 - «Marketing and advertising»	6B04104 - «Digital Marketing»	Full-time (bachelor 4 years) trimester	Econometrics for business solutions	EDBR 2224	BS	Elective subjects	5.0	Bachelor	Management and marketing	2	3	Economic theory	Marketing research	Place and role of econometrics for business solutions. The linear regression model is a preliminary data analysis. Least square method. Statistical properties of the method of least squares and linear regression models. Analysis of the significance of regressors, prediction of new values of the dependent variable. Violation of the main hypotheses of the linear regression model, verification of economic and managerial decisions using the linear regression model, asymptotic properties of the least-squares method for estimating the linear regression model.	The ability to collect, process, economic and statistical, mathematical analysis of data, to present the results of their own research in the form of analytical reports, reviews, theses, presentations, recommendations; use the tools of marketing research when choosing the organizational structure of the electronic marketing service; making calculations to optimize the product range, distribution system, product distribution and promotion; assess the effectiveness of marketing activities, develop economically sound recommendations. The ability to effectively use software applications, modern digital platforms, technologies, be able to adapt technical data processing tools for building distribution channels and delivering products to the final customer, organizing sales and customer service.	Quantitative methods of analysis in marketing
B047 - «Marketing and advertising»	6B04104 - «Digital Marketing»	Full-time (bachelor 4 years) trimester	Quantitative methods of analysis in marketing	KMAM 2254	BS	Elective subjects	5.0	Bachelor	Management and marketing	2	3	Economic theory	Marketing research	The main tools of marketing analysis are studied. In particular, the issues of planning and conducting marketing research; the information system of marketing research; a systematic approach to the problems of marketing analysis and marketing decision-making.	The ability to collect, process, economic and statistical, mathematical analysis of data, to present the results of their own research in the form of analytical reports, reviews, theses, presentations, recommendations; use the tools of marketing research when choosing the organizational structure of the electronic marketing service; making calculations to optimize the product range, distribution system, product distribution and promotion; assess the effectiveness of marketing activities, develop economically sound recommendations. The ability to effectively use software applications, modern digital platforms, technologies, be able to adapt technical data processing tools for building distribution channels and delivering products to the final customer, organizing sales and customer service.	Econometrics for business solutions
B047 - «Marketing and advertising»	6B04104 - «Digital Marketing»	Full-time (bachelor 4 years) trimester	Marketing of goods and services	MTU 3317	AS	Elective subjects	3.0	Bachelor	Management and marketing	3	1	Marketing	Marketing organization and planning	Features of the service sector. Features marketing products. Segmentation and positioning in the market for goods and services. Consumer behavior in the market for goods and services. Assortment policy in the field of goods and services. Pricing in the field of goods and services. Communication policy in the field of services and goods. Competition in the field of goods and services. Customer loyalty: essence, formation and measurement. The quality of goods and services. Brand policy in the service sector	The ability to identify potential customers, identify their needs and preferences, segmentation and selection of target market segments, as well as the development and formation of the product range, the establishment of a system of prices and discounts. The ability to effectively use software applications, modern digital platforms, technologies, be able to adapt technical data processing tools for building distribution channels and delivering products to the final customer, organizing sales and customer service.	Marketing communication tools
B047 - «Marketing and advertising»	6B04104 - «Digital Marketing»	Full-time (bachelor 4 years) trimester	Marketing communication tools	IMK 3330	AS	Elective subjects	3.0	Bachelor	Management and marketing	3	1	Marketing	Marketing organization and planning	Tools like advertising, public relations, sales promotion and personal sales. Execution of cases on tools. Creating video clips for advertising and PR. Definition of the scope of application, positive and negative sides.		Marketing of goods and services

B047 - «Marketing and advertising»	6B04104 - «Digital Marketing»	Full-time (bachelor 4 years) trimester	Price policy and pricing	CPC 3229	BS	Elective subjects	4.0	Bachelor	Management and marketing	3	2	Macroeconomics	Distribution channels and marketing logistics	Pricing policy and pricing strategies in e-Commerce. Methods of substantiation of prices, pricing in the framework of the product range. Establishment of final retail prices in e-Commerce. Pricing and incentives. Psychological aspects of pricing in e-Commerce. The structure of the distribution channel. Organization of sales in electronic Commerce.	The ability to apply the law in professional activities. The ability to identify potential customers, identify their needs and preferences, segmentation and selection of target market segments, as well as the development and formation of the product range, the establishment of a system of prices and discounts.	Price policy and pricing strategy
B047 - «Marketing and advertising»	6B04104 - «Digital Marketing»	Full-time (bachelor 4 years) trimester	Price policy and pricing strategy	PCSC 3262	BS	Elective subjects	4.0	Bachelor	Management and marketing	3	2	Macroeconomic	Distribution channels and marketing logistics	This discipline forms a student's holistic view of the distinctive features of the pricing policy of trading enterprises, the main types of pricing strategies, the principles of their formation and the main stages of development, information on the significance and impact of price policy on the economic situation of a trading enterprise.	The ability to apply the law in professional activities. The ability to identify potential customers, identify their needs and preferences, segmentation and selection of target market segments, as well as the development and formation of the product range, the establishment of a system of prices and discounts.	Price policy and pricing
B047 - «Marketing and advertising»	6B04104 - «Digital Marketing»	Full-time (bachelor 4 years) trimester	Customer Loyalty Management	ULP 3239	BS	Elective subjects	4.0	Bachelor	Management and marketing	3	2	Marketing research	Branding and Leadership personal business	Customer loyalty: types and methods of evaluation. The concept of "loyalty" of consumers and the relevance of its consideration in the context of modern economic relations. Sales promotion tools and monetary loyalty. Methods for assessing customer loyalty. Types and purpose of loyalty programs. Development of loyalty programs, accumulative bonus systems, discount systems.	Ability to interpersonal social and professional communication in the state, Russian and foreign languages; organize teamwork on the principles of tolerance, taking into account ethical, professional and cultural differences. The ability to identify potential customers, identify their needs and preferences, segmentation and selection of target market segments, as well as the development and formation of the product range, the establishment of a system of prices and discounts. Ability to organize monitoring and analysis of marketing activities, as well as the development of means of promotion and communication impact on the consumer.	Content marketing
B047 - «Marketing and advertising»	6B04104 - «Digital Marketing»	Full-time (bachelor 4 years) trimester	Content marketing	KM 3260	BS	Elective subjects	4.0	Bachelor	Management and marketing	3	2		Branding and Leadership personal business	This discipline forms a student's holistic view of the concepts, definitions, methods of research, distribution and collection in demand to attract viewers. The goal of the technology is to encourage users to take a targeted action, in accordance with its features in your conversion scenario. With the help of content marketing, they attract potential customers and retain existing ones	Ability to interpersonal social and professional communication in the state, Russian and foreign languages; organize teamwork on the principles of tolerance, taking into account ethical, professional and cultural differences. The ability to identify potential customers, identify their needs and preferences, segmentation and selection of target market segments, as well as the development and formation of the product range, the establishment of a system of prices and discounts. Ability to organize monitoring and analysis of marketing activities, as well as the development of means of promotion and communication impact on the consumer.	Customer Loyalty Management

B047 - «Marketing and advertising»	6B04104 - «Digital Marketing»	Full-time (bachelor 4 years) trimester	Strategic marketing	SM 3242	BS	Elective subjects	4.0	Bachelor	Management and marketing	3	2	Marketing research	Marketing organization and planning	This discipline is aimed at studying the main strategic marketing tools that are used in the practice of international and domestic companies to implement a strategic management system, implement the main marketing functions, identify target markets, develop target positioning and create competitive advantages of the company. The main focus is on the practical issues of applying strategic marketing, as well as on mastering the concept of marketing as a modern business philosophy. The course reveals the basic concepts of the problems and tools of the marketing approach to management, the implementation of the main functions of marketing, the principles of strategic management of the marketing complex, the organization and control of marketing in the company. Much attention is paid to market segmentation and positioning strategies, as well as strategies for developing key competitive advantages.	The ability to collect, process, economic and statistical, mathematical analysis of data, to present the results of their own research in the form of analytical reports, reviews, theses, presentations, recommendations; use the tools of marketing research when choosing the organizational structure of the electronic marketing service; making calculations to optimize the product range, distribution system, product distribution and promotion; assess the effectiveness of marketing activities, develop economically sound recommendations. Ability to organize and conduct marketing planning and control activities of economic entities in the production and sale of products and services, as well as apply this knowledge to create an effective marketing management system for any business entity, willingness to continually improve the level of general educational and professional knowledge.	Strategic analysis in Marketing
B047 - «Marketing and advertising»	6B04104 - «Digital Marketing»	Full-time (bachelor 4 years) trimester	Strategic analysis in Marketing	SAM 3256	BS	Elective subjects	4.0	Bachelor	Management and marketing	3	2	M	Marketing organization and planning	Comprehensive management of performance evaluation in the field of analysis: an approach to evaluating the evaluation of strategy, long-term evaluation of the results of marketing activities, effective methods of marketing management of the company in accordance with the needs assessment, taking into account modern development conditions.	The ability to collect, process, economic and statistical, mathematical analysis of data, to present the results of their own research in the form of analytical reports, reviews, theses, presentations, recommendations; use the tools of marketing research when choosing the organizational structure of the electronic marketing service; making calculations to optimize the product range, distribution system, product distribution and promotion; assess the effectiveness of marketing activities, develop economically sound recommendations. Ability to organize and conduct marketing planning and control activities of economic entities in the production and sale of products and services, as well as apply this knowledge to create an effective marketing management system for any business entity, willingness to continually improve the level of general educational and professional knowledge.	Strategic marketing

B047 - «Marketing and advertising»	6B04104 - «Digital Marketing»	Full-time (bachelor 4 years) trimester	Social responsibility of business	SOB 3272	BS	Elective subjects	4.0	Bachelor	Management and marketing	3	3	the economy of the enterprise	Branding and Leadership personal business	Responsibility and its role in management. The role of responsibility in a corporate-type organization. Evolution and content of the concept of social responsibility of business. Types and forms of internal social responsibility. Social responsibility of business: style and leadership. Social responsibility of business: support of education and science. Social responsibility of business: health care support.	skills of "ecological thinking", "lean manufacturing" and "social entrepreneurship"	Entrepreneurship
B047 - «Marketing and advertising»	6B04104 - «Digital Marketing»	Full-time (bachelor 4 years) trimester	Mathematical methods and models for making marketing	MMMP MR 4225	BS	Elective subjects	4.0	Bachelor	Management and marketing	4	2	Marketing	Pregraduate practice	Methods of mathematical formalization of processes in marketing activities, fundamentals of economic and mathematical modeling, stages of mathematical modeling. Linear programming models, finite methods of solving linear programming problems, the theory of duality in linear programming models and its use in the analysis of marketing research. Transport problem. Application package.	The ability to collect, process, economic and statistical, mathematical analysis of data, to present the results of their own research in the form of analytical reports, reviews, theses, presentations, recommendations; use the tools of marketing research when choosing the organizational structure of the electronic marketing service; making calculations to optimize the product range, distribution system, product distribution and promotion; assess the effectiveness of marketing activities, develop economically sound recommendations. The ability to effectively use software applications, modern digital platforms, technologies, be able to adapt technical data processing tools for building distribution channels and delivering products to the final customer, organizing sales and customer service.	Design, web design and SEO optimization
B047 - «Marketing and advertising»	6B04104 - «Digital Marketing»	Full-time (bachelor 4 years) trimester	Design, web design and SEO optimization	DVDSO 4258	BS	Elective subjects	4.0	Bachelor	Management and marketing	4	2	Marketing	Pregraduate practice	The discipline reveals the theoretical and practical sources of obtaining the essential significance of the company's brand, creating proposals for design solutions, as well as purposeful and targeted search for sources of income, analysis and promotion of products.	The ability to collect, process, economic and statistical, mathematical analysis of data, to present the results of their own research in the form of analytical reports, reviews, theses, presentations, recommendations; use the tools of marketing research when choosing the organizational structure of the electronic marketing service; making calculations to optimize the product range, distribution system, product distribution and promotion; assess the effectiveness of marketing activities, develop economically sound recommendations. The ability to effectively use software applications, modern digital platforms, technologies, be able to adapt technical data processing tools for building distribution channels and delivering products to the final customer, organizing sales and customer service.	Mathematical methods and models for making marketing

B047 - «Marketing and advertising»	6B04104 - «Digital Marketing»	Full-time (bachelor 4 years) trimester	Market analysis tools	IAR 3226	BS	Elective subjects	4.0	Bachelor	Management and marketing	3	3	Economic theory	Pregraduation practice	Problem statement research. The concept of market analysis. The objectives of market research. Types of market research. Distribution of market information by the elements of marketing decisions and by types of marketing decisions. Formulation and assessment of the problem of market research. Market research plan. Stages of the market analysis process. Internal and external information. Types of data: primary and secondary data. The advantages and disadvantages of data types. Sources of secondary data. Methods of collecting primary data. Poll. Types of survey, the advantages and disadvantages of the types of survey. Observation Types of observations. Expert interview. Focus group. Experiment. Data analysis tools. Frequency analysis. Correlation analysis. Regression. Dispersion analysis. Factor analysis. Cluster analysis. Analytical models of market analysis. Competitive analysis tools. Assessment of market potential. Risk assessment. Elements of a report on the results of the study. Stages of preparation of the report on the results of the study.	The ability to collect, process, economic and statistical, mathematical analysis of data, to present the results of their own research in the form of analytical reports, reviews, theses, presentations, recommendations; use the tools of marketing research when choosing the organizational structure of the electronic marketing service; making calculations to optimize the product range, distribution system, product distribution and promotion; assess the effectiveness of marketing activities, develop economically sound recommendations. The ability to effectively use software applications, modern digital platforms, technologies, be able to adapt technical data processing tools for building distribution channels and delivering products to the final customer, organizing sales and customer service.	Trade Marketing Tools
B047 - «Marketing and advertising»	6B04104 - «Digital Marketing»	Full-time (bachelor 4 years) trimester	Trade Marketing Tools	ITM 3248	BS	Elective subjects	4.0	Bachelor	Management and marketing	3	3	Economic theory	Pregraduation practice	Trade marketing includes financial, competitive, price incentives for resellers and the company's own sales staff and is used by companies constantly and everywhere, actively influencing and motivating everyone who stands between the product and the consumer to work with the brand. Typical tools of trade marketing (trade marketing) are: bonuses; discounts; bonuses to sales personnel when performing assigned marketing tasks, promotions, contests, distribution of free samples, etc.	The ability to collect, process, economic and statistical, mathematical analysis of data, to present the results of their own research in the form of analytical reports, reviews, theses, presentations, recommendations; use the tools of marketing research when choosing the organizational structure of the electronic marketing service; making calculations to optimize the product range, distribution system, product distribution and promotion; assess the effectiveness of marketing activities, develop economically sound recommendations. The ability to effectively use software applications, modern digital platforms, technologies, be able to adapt technical data processing tools for building distribution channels and delivering products to the final customer, organizing sales and customer service.	Market analysis tools
B047 - «Marketing and advertising»	6B04104 - «Digital Marketing»	Full-time (bachelor 4 years) trimester	Distribution channels and marketing logistics	KDML 3228	BS	Elective subjects	4.0	Bachelor	Management and marketing	3	3	Management of marketing	Technology sales, business negotiations and presentations	Optimization of distribution channels and marketing logistics in the delivery of products and goods. Basic principles and methods of optimization of distribution channels and marketing logistics, taking into account the conditions of transportation and warehousing in the delivery of products from the enterprise to consumers	The ability to identify potential customers, identify their needs and preferences, segmentation and selection of target market segments, as well as the development and formation of the product range, the establishment of a system of prices and discounts. The ability to effectively use software applications, modern digital platforms, technologies, be able to adapt technical data processing tools for building distribution channels and delivering products to the final customer, organizing sales and customer service.	Business ethics


B047 - «Marketing and advertising»	6B04104 - «Digital Marketing»	Full-time (bachelor 4 years) trimester	Business ethics	EB 2210*	BS	Elective subjects	4.0	Bachelor	Management and marketing	3	3		Technology sales, business negotiations and presentations	Theoretical foundations of ethics. Professional and business ethics, business etiquette. The history of the formation of ethical foundations. Ethics of management. Features of the corporate culture of the organization. The main types of business contacts. Fundamentals of social responsibility of business. The main problems of macroethics and microethics.	The ability to identify potential customers, identify their needs and preferences, segmentation and selection of target market segments, as well as the development and formation of the product range, the establishment of a system of prices and discounts. The ability to effectively use software applications, modern digital platforms, technologies, be able to adapt technical data processing tools for building distribution channels and delivering products to the final customer, organizing sales and customer service.	Distribution channels and marketing logistics
B047 - «Marketing and advertising»	6B04104 - «Digital Marketing»	Full-time (bachelor 4 years) trimester	B2B marketing	BM 3322	AS	Elective subjects	3.0	Bachelor	Management and marketing	3	3	Economic theory	Marketing organization and planning	Basics of B2B marketing. The scale of business marketing and the conditions for the formation of business markets. Demand for the B2B market. Formation of a marketing strategy in the B2B market. Purchases and holding in the B2B markets. Marketing analysis in the B2B market and competitive intelligence. Management of sales and distribution channels in the B2B market. Marketing communications in the B2B market.	The ability to identify potential customers, identify their needs and preferences, segmentation and selection of target market segments, as well as the development and formation of the product range, the establishment of a system of prices and discounts. Ability to organize and conduct marketing planning and control activities of economic entities in the production and sale of products and services, as well as apply this knowledge to create an effective marketing management system for any business entity, willingness to continually improve the level of general educational and professional knowledge.	Sales in B2B and B2C
B047 - «Marketing and advertising»	6B04104 - «Digital Marketing»	Full-time (bachelor 4 years) trimester	Sales in B2B and B2C	PBB 3328	AS	Elective subjects	3.0	Bachelor	Management and marketing	3	3	Marketing	Marketing organization and planning	Sales in B2B and B2C. Sales as customer situation management. Models of the situation determined by business processes and regulations of client companies. Models and situations determined by the status and competencies of the LPR. Work with the buyer and the purchasing committee.	The ability to identify potential customers, identify their needs and preferences, segmentation and selection of target market segments, as well as the development and formation of the product range, the establishment of a system of prices and discounts. Ability to organize and conduct marketing planning and control activities of economic entities in the production and sale of products and services, as well as apply this knowledge to create an effective marketing management system for any business entity, willingness to continually improve the level of general educational and professional knowledge.	B2B marketing
B047 - «Marketing and advertising»	6B04104 - «Digital Marketing»	Full-time (bachelor 4 years) trimester	Entrepreneurship	Pre 3302	BS	Elective subjects	4.0	Bachelor	Economy	3	3	the economy of the enterprise	Branding and Leadership personal business	The content of entrepreneurial activity on the Internet: objects, subjects and goals. An entrepreneurial idea and its choice. The choice of the organizational form of entrepreneurial activity on the Internet. The material base of entrepreneurial activity on the Internet. State regulation of business activity on the Internet. Evaluation of the effectiveness of entrepreneurial activity on the Internet. The culture of entrepreneurship on the Internet. Entrepreneurial risks on the Internet.	Critical understanding of the specifics of regulatory documents in the organization of labor of workers and the development of entrepreneurship. Mastering the knowledge of building your own business and the basics of marketing management and logistics, including in the field of agribusiness	Social responsibility of business

B047 - «Marketing and advertising»	6B04104 - «Digital Marketing»	Full-time (bachelor 4 years) trimester	International marketing	MM 4315	AS	Elective subjects	3.0	Bachelor	Management and marketing	4	2	Marketing	Pregraduation practice	Introduction to international marketing. Research of international marketing environment Marketing research in global markets. International segmentation and entry strategies to overseas markets. Commodity policy in international marketing. Pricing in international marketing. The main forms of international marketing activities Definition and essence of international marketing policy. Traditional forms of marketing in international marketing: direct and indirect exports. The main functions of intermediaries in world trade. The advantages and disadvantages of indirect exports. The main decisions in the formation of sales channels for foreign trade. The main types of international sales channels. Promotion policy in international marketing. Forms and methods of entering the international market.	The ability to identify potential customers, identify their needs and preferences, segmentation and selection of target market segments, as well as the development and formation of the product range, the establishment of a system of prices and discounts. Ability to organize monitoring and analysis of marketing activities, as well as the development of means of promotion and communication impact on the consumer.	Examination of goods and services
B047 - «Marketing and advertising»	6B04104 - «Digital Marketing»	Full-time (bachelor 4 years) trimester	Examination of goods and services	ETU 4332	AS	Elective subjects	3.0	Bachelor	Management and marketing	4	2	Marketing	Pregraduation practice	The classification of the assortment and indicators characterizing the quality of goods is revealed; the conditions of storage, certification and coding of goods are studied; modern methods of conducting an examination of goods and determining their productivity; the case of the arrest of various groups of goods on the market.	The ability to identify potential customers, identify their needs and preferences, segmentation and selection of target market segments, as well as the development and formation of the product range, the establishment of a system of prices and discounts. Ability to organize monitoring and analysis of marketing activities, as well as the development of means of promotion and communication impact on the consumer.	International marketing
B047 - «Marketing and advertising»	6B04104 - «Digital Marketing»	Full-time (bachelor 4 years) trimester	Tourism Marketing	MT 4316	AS	Elective subjects	4.0	Bachelor	Management and marketing	4	2	Marketing	Pregraduation practice	Introduction Theoretical foundations of tourist marketing. The economic mechanism of the functioning of tourism in modern conditions. Content of tourist marketing. Principles and functions of tourist marketing. Marketing Quality Management to Tourism	The ability to identify potential customers, identify their needs and preferences, segmentation and selection of target market segments, as well as the development and formation of the product range, the establishment of a system of prices and discounts. Ability to organize monitoring and analysis of marketing activities, as well as the development of means of promotion and communication impact on the consumer.	Agricultural marketing
B047 - «Marketing and advertising»	6B04104 - «Digital Marketing»	Full-time (bachelor 4 years) trimester	Agricultural marketing	AM 4327	AS	Elective subjects	4.0	Bachelor	Management and marketing	4	2			The essence and features of agricultural marketing functioning. Legal aspects of marketing activities in the agro-industrial complex. Food consumption and marketing. The role of the processing sector in food marketing. Wholesale and retail trade in agricultural marketing. Ensuring the quality and competitiveness of agricultural products. Improving marketing activities in the agro-industrial complex.	The ability to identify potential customers, identify their needs and preferences, segmentation and selection of target market segments, as well as the development and formation of the product range, the establishment of a system of prices and discounts. Ability to organize monitoring and analysis of marketing activities, as well as the development of means of promotion and communication impact on the consumer.	Tourism Marketing

B047 - «Marketing and advertising»	6B04104 - «Digital Marketing»	Full-time (bachelor 4 years) trimester	SMM marketing	SM 4230	BS	Elective subjects	4.0	Bachelor	Management and marketing	4	2	Marketing	Pregraduation practice	The concept of "social media marketing" (SMM), the history of the direction. Marketing in social networks; the key mechanics of social media; content in social networks; the key mechanics of the promotion in social networks; Instagram; social media monitoring; analysis of efficiency; Youtube; mobile instant messaging; Community management.	Ability to organize monitoring and analysis of marketing activities, as well as the development of means of promotion and communication impact on the consumer. The ability to effectively use software applications, modern digital platforms, technologies, be able to adapt technical data processing tools for building distribution channels and delivering products to the final customer, organizing sales and customer service.	SMM promotion
B047 - «Marketing and advertising»	6B04104 - «Digital Marketing»	Full-time (bachelor 4 years) trimester	SMM promotion	SP 4246	BS	Elective subjects	4.0	Bachelor	Management and marketing	4	2	Marketing	Pregraduation practice	SMM strategy: stages of development. Social networks as a marketing tool. The basics of copywriting. Promotion in social networks. Working with the blogosphere. Planning of advertising campaigns on the Internet	Ability to organize monitoring and analysis of marketing activities, as well as the development of means of promotion and communication impact on the consumer. The ability to effectively use software applications, modern digital platforms, technologies, be able to adapt technical data processing tools for building distribution channels and delivering products to the final customer, organizing sales and customer service.	SMM marketing
B047 - «Marketing and advertising»	6B04104 - «Digital Marketing»	Full-time (bachelor 4 years) trimester	Integrated Marketing Communications	IMK 4333	AS	Elective subjects	3.0	Bachelor	Management and marketing	4	2	Marketing	Pregraduation practice	Characteristics of marketing communications. Advertising in the system of marketing communications. Sales promotion. Public relations. Direct marketing. Internet marketing and mobile marketing. Exhibitions as an element of marketing communications of the organization. Product promotion through integrated marketing communications.	Ability to interpersonal social and professional communication in the state, Russian and foreign languages; organize teamwork on the principles of tolerance, taking into account ethical, confessional and cultural differences. Ability to organize monitoring and analysis of marketing activities, as well as the development of means of promotion and communication impact on the consumer.	Theoretical basics of merchandising
B047 - «Marketing and advertising»	6B04104 - «Digital Marketing»	Full-time (bachelor 4 years) trimester	Theoretical basics of merchandising	TOT 4335	AS	Elective subjects	3.0	Bachelor	Management and marketing	4	2	Marketing	Pregraduation practice	Establishment of principles and methods of commodity science. A clear definition of the fundamental characteristics that make up the use value. Systematization of a variety of goods through the rational application of classification and coding methods. The study of the properties and indicators of the assortment for the analysis of an industrial or trade organization. Managing the assortment of the organization. Determination of the nomenclature of consumer properties and indicators of goods. Assessment of the quality of goods, including new domestic and imported ones.	The ability to identify potential customers, identify their needs and preferences, segmentation and selection of target market segments, as well as the development and formation of the product range, the establishment of a system of prices and discounts. The ability to effectively use software applications, modern digital platforms, technologies, be able to adapt technical data processing tools for building distribution channels and delivering products to the final customer, organizing sales and customer service.	Integrated Marketing Communications

The catalog of elective disciplines was approved by the Council of the Faculty of Economics protocol № 12 29.06 2023 year.

Acting Head of the Department of Management and Marketing, Candidate of Economics, Professor

 Nukesheva A. Zh.