

Reviewed in the Department of Management and Marketing meeting,

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**APPROVED BY**

Dean of the Faculty of Economics

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EDUCATIONAL PROGRAM DEVELOPMENT PLAN  
**6B04104 – «Digital Marketing»**

**Analytical justification of the program. Information about the educational program.**

The educational program 6B04104, "Digital Marketing" (bachelor's degree), is aimed at training highly qualified specialists with knowledge and skills in the field of digital marketing. The acquisition by students in the process of mastering professional educational programs of knowledge and skills and the formation of competence of a certain level and volume, allowing them to conduct professional activities in the field of marketing and perform work in a specific profession or specialty, and to participate in research and development to create an innovative product from the origin of the idea to its commercialization and distribution.

Program 6B04104, "Digital Marketing" (Bachelor's degree), was created in compliance with the National Qualifications Framework and synchronized with the European Qualifications Framework and Dublin Descriptors.

The program of study aims to produce highly skilled bachelor's degree holders in business and management who will be proficient in both traditional and Internet marketing, as well as e-commerce, and who can use contemporary software and information technologies to solve issues related to marketing.

**The objectives of the program are as follows:**

1. In order to gather data for managerial decision-making, graduates organize and actively participate in extensive research projects on both local and global commodities markets.
2. Identification of consumer requirements for the qualitative characteristics of goods and services, formation of consumer demand, and forecasting sales volumes.
3. Participation in the development and economic justification of operational and strategic plans for the company's activities in the national and international markets.
4. Demonstration contemporary methods for structuring marketing campaigns across various sectors and areas.
5. Participation in the collection and analysis of information about the behavior of the market and competitors in it through the use of the Internet and corporate database storage.
6. Solving the problems of optimizing marketing activities, shifting the emphasis to the area of speed of making decisions adequate to inform flows.
7. The use of modern information technologies in solving marketing problems in the electronic market.