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Kazakh Agrotechnical University named after S.Seifullin

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APPROVE
Chairman of the Board
JSC "Kazakh agrotechnical
University. S.Seifullin "
A.K. Kurishbayev
« 31 » 05 2019



EDUCATIONAL PROGRAM

«**Marketing and brand management in the market of goods and services**»
(name of the program)

Code and classification of the field of education: 7M04 Business, management and law

Code and classification of training areas: 7M041 Business and management

Code in the International Standard Classification of Education: 0410

Qualification: Master of Economic Sciences in the educational program 7M041
«Marketing and brand management in the market of goods and services»

Training term: 2 years

Nur-Sultan, 2019

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Educational program 7M041 «Marketing and brand management in the market of goods and services»

considered at the meeting of the department "Marketing and service"

Protocol No. 8 dated March 28, 2019

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Acting Dean of the Faculty of Economics



Aitkhozhin S.K

Head of the department



Rustembaev B.E.

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1 Passport of the educational program

1.1 The purpose of the educational program: "Marketing and brand management in the market of goods and services" is to prepare specialists for independent activities in the field of solving marketing problems.

The objectives of the program are as follows:

-organization and direct participation of graduates in conducting comprehensive studies of national and international commodity markets in order to obtain information for making management decisions;

-identification of consumer demands to the quality characteristics of goods and services, the formation of consumer demand and forecasting sales volumes;

-participation in the development and economic justification of operational and start-up plans for the enterprise at the national and international levels;

- to reveal modern approaches to the organization of marketing activities in various industries and fields of activity.

The ultimate goal of the educational program is the preparation for the educational program "Marketing and brand management in the market of goods and services", which implies a clear orientation to the future, which is manifested in the possibility of building your education with regard to success in personal and professional activities that meets the requirements of employers.

2 General characteristics of the educational program (relevance, features, competitive advantages, uniqueness, stakeholders, etc.)

The educational program “Marketing and brand management in the market of goods and services” is designed on the basis of a modular learning system that forms general cultural, special language and professional competences.

A marketer is a specialist whose duties include the analysis and study of preferences, customer demand and, as a result, the development of a strategy that will help increase the competitiveness of the company's products, increase its turnover and profits. It is up to the marketer to continue the success, popularity and level of sales of products promoted, since it helps the manufacturer to understand and satisfy the needs of the consumer as much as possible.

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

The advantages of the educational program are as follows:

- preparation is conducted in the Kazakh, Russian and English languages;
- the use of interactive teaching methods (interactive lectures, case studies, role-playing and business games, presentations and business projects;
- in-depth study of a foreign language;
- the passage of research practices in leading companies;
- High percentage of specialist employment.

The Master program in the specialty “Marketing and Brand Management in the Goods and Services Markets” is aimed at training highly qualified specialists who are able to form ideas about the modern theoretical and practical problems of marketing, management, economics and business.

The training program is focused on training professionals who effectively solve marketing problems, are able to make non-standard solutions that ensure the competitiveness, successful and sustainable development of the company. The master program allows you to update and expand knowledge, improve your professional level and acquire additional analytical and research competencies.

Much attention is paid to the study of the development of the market of goods and services in Kazakhstan, advertising, strategies to promote goods and services to the market and much more.

3 Competency model (portrait) graduate

3.1 Professional activities

The scope of professional activity includes:

- scientific and pedagogical activity in the system of higher, postgraduate education and science;
- research activities;
- production activity as a marketer, marketing manager, consultant, administrative specialist, researcher at institutes, research programs, international cooperation programs, etc .;
- educational, educational and planned activities in accordance with the degree of Master of Economic Sciences.

3.2 Types of professional activity

Types of professional activity:

- organization and conduct of the scientific, educational process in educational institutions by profile;
- research and development activities;
- accounting of business transactions in enterprises of various organizational and legal forms and sectors of the economy;
- experimental research activities;
- the rational organization of their financial and economic relations;
- assistance in protection of economic interests and property of individuals and legal entities.

3.3 General Education Competences

Know:

- methodology of scientific knowledge;
- principles and structures of the organization of scientific activity;
- types of scientific results: a single fact, an empirical generalization, model, law, theory and law;
- psychology of cognitive activity of undergraduates in the learning process.

Be able to:

- use the knowledge gained for the development and application of ideas in the context of scientific research;
- to summarize the results of research and analytical work;
- successfully carry out research and management activities;
- to apply knowledge of pedagogy and psychology in their educational activities;
- to think creatively and creatively to solve new problems and situations.

Have skills:

- scientific research activities, solving standard scientific problems;
- professional communication and intercultural communication;
- processing economic data in accordance with the task, justify the results.

3.4 Basic competences

Know:

- the main exercises in the field of national economy;
- the peculiarities of the organization of marketing activities in various industries and fields of activity;
- features of the marketing mix in some areas of activity;
- specific marketing research for various industries and fields of activity;
- features of the commodity, pricing, distribution and communication policy of the enterprise of the selected industry or field of activity;
- approaches to the development of marketing strategies and marketing management in industries and fields of activity.
- methods of regulation of international trade, the system of currency regulation and control in Kazakhstan.

Be able to:

- to apply theoretical positions, ideas and methods of classical marketing to solve specific practical problems in certain branches of activity;
- make effective decisions about the prospect of improving the position of an enterprise in the market based on an analysis of the internal and external environment;
- use the basic theories of modern marketing to solve applied problems;
- to apply the knowledge to choose the optimal strategy of the company based on market conditions in a particular field of activity.

Master:

- knowledge about the development of society, the diversity of cultures, civilizations, forms of social experience, the place of Kazakhstan in the world historical process;
- modern methods of assessing the market situation;
- the main methods of situational analysis of the position of the enterprise in the market space, in relation to the specific features and objectives of the use of marketing in certain industries and fields of activity;
- skills of analysis of the external and internal environment of the enterprise in various industry markets;
- information technologies for solving applied marketing tasks.
- the practice of international commercial transactions, the conclusion of the contract of sale and maintenance.

3.5 Professional competences:

accounting and economic activities: the collection, processing and preparation of baseline data to reflect the facts of the economic life of organizations; preparation of initial data for the calculation of economic and socio-economic indicators characterizing the activities of economic entities in the marketing field;

control: verification of marketing reports of business entities in order to establish the reliability of its performance and compliance of their activities with the provisions of current legislation; participation in the audit of financial and economic activities of organizations of all forms of ownership and its objects;

analytical and research: the collection and analysis of data required for specific economic calculations; processing of economic data, analysis, evaluation, interpretation of the results and justification of the findings; conducting statistical surveys, surveys,

questionnaires and the initial processing of their results; participation in the development of design decisions in the field of professional activity, the preparation of proposals and measures for the implementation of the developed projects and programs; analysis of the activities of economic entities;

organizational and management activities involved in supply and scientific and technical activities; bachelors study marketing opportunities and the environment of business entities, conduct marketing research, select a target segment, predict consumer demand and position products for the selected segment, develop policies in the field of product management, price, sales and communications, aimed at meeting the needs of consumers and making a profit, develop strategic and current e marketing plans and monitor their implementation;

pedagogical activity: teaching economic disciplines in educational institutions of secondary vocational education, secondary general education, and additional education.

4 Base professional practice (all types of practices)

Research practice is held in Astana Line Service, LLP, Economic Research Institute under the President of the Republic of Kazakhstan, KazAgroMarketing JSC, etc.

5 Structure of the Master's educational program in the scientific and pedagogical direction

№	The name of the cycles of disciplines and activities	The total complexity	
		In academic hours	In academic credits
1	2	3	4
1	Theoretical training	1920	64
1.1	The cycle of basic disciplines (BD)	1050	35
1)	University component (UK)	600	20
	History and philosophy of science	150	5
	Foreign language (professional)	150	5
	Pedagogics of higher school	90	3
	Psychology of management	150	5
	Teaching practice	60	2
2)	Component of choice (CC)	450	15
	Interactive marketing	150	5
	Quality and competitiveness	150	5
	Marketing logistics	120	4
1.2	The cycle of the main disciplines (MD)	1470	49
1)	University component (UK)		
	Strategic planning in marketing	150	5
	Technology Public relations	180	6
	Direct marketing	150	5
	Marketing in commercial activity	210	7
	Marketing management	150	5
2)	Component of choice (CC)		
	Marketing agricultural enterprises	150	5
	Mathematical methods in marketing research	150	5
3)	Research practice	360	12
2	Research work	720	24
1)	Master's scientific research work, including internships and the implementation of a master's thesis (MSRW)	720	24
3	Additional types of training (ATT)		
4	Final certification (FC)	360	12
1)	Design and defense of the master's thesis (DDMT)	360	12
	Total	3600	120

Application 1

Application 2

Application 3 Description of the disciplines of compulsory and university components

1. Basic information about the discipline:	
Name of the discipline	Foreign language (professional)
2. Amount of credits	5
3. Prerequisite:	Level A1, A2, B1
4. Post requisites:	Writing the dissertation, future professional activity
5. Competences:	<p>Know:</p> <ul style="list-style-type: none"> - the lexical and grammatical minimum in the amount necessary for working with foreign language texts in the process of professional (economic) activity; -realia of the country of the studied language. <p>Be able to:</p> <ul style="list-style-type: none"> -read and translate foreign texts of professional orientation; -to take and process in accordance with the intended purpose various information in English, obtained from printed, audiovisual, sources within the professional sphere of communication (radio and television broadcasts, phono and video recordings); -perform translation with a dictionary of texts of varying degrees of difficulty from English to Russian and from Russian to English within the professional sphere of communication. <p>Master skills:</p> <ul style="list-style-type: none"> -the necessary skills of professional communication in the framework of the topics covered in a foreign language; - lead the conversation in English, participate in the discussion, speak publicly in the business and professional communication sphere; use speech etiquette correctly; - to re-speak orally and in writing in English English-language printed materials within the framework of business and professional areas of communication; -pell in writing in English questions and problems related to the specialty.
6. Course author	Department of "Foreign languages"
7. Literature	<ol style="list-style-type: none"> 1. Аванесян Ж.Г. Английский язык для экономистов: учебное пособие/Аванесян Ж.Г. –9-е изд. , стер. М.: Омега-Л, 2014. 2. Агабекян И.П. Английский язык для менеджеров: учебное пособие/И.П. Агабекян. –(Высшее образование). –Ростов н/Д.: Феникс, 2014. 3. Акопян А.А. Англо-русский словарь/Травкина А. Д. –(справочное издание). –Москва: Проспект, 2013. 4.Винокуров А. М. Англо-русский и русско-английский словарь./А.М. Винокуров. –М.: Мартин, 2013. 5.Вся грамматика английского языка: учебное пособие/Поль Ларрейя и др.; пер. на рус. Кутуминой О. А. –М.: АСТ, 2013. 6.Гарагуля С.И. Английский язык для делового/С. И. Гарагуля. Ростов н/Д: Феникс, 2014 7.Гарбузова Т.М. Практическая грамматика. Все о временах в английском языке: книга/Т. М. Гарбузова. Ростов н/Д: Феникс, 2014. 8.Деловое общение по-английски: резюме, переписка, переговоры: учебное пособие/И.М. Овчинникова; В.А. Лебедева. –М.: Университетская книга, 2014
8. Content of the discipline:	The specificity of oral speech and the norm of pronunciation: the orthoepic norm of the English language. Semantic, structural and communicative integrity of the text, its units. Lexical and grammatical features of the genres

	of scientific style and presentation in oral and written varieties. Study reading skills. Constructions with impersonal verb forms. Subjunctive mood. Foreign language terminology of major industries. Speech models of the description of structures and systems, definitions, argumentation. Polysemy prepositions in the English language. Work on translations by specialty. Polysemy prepositions in the English language. Work on translations by specialty.
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1. Basic information about the discipline:	
Name of the discipline	History and philosophy of science
2. Amount of credits	5
3. Prerequisite:	Sociology, political science, cultural studies, psychology, modern history of Kazakhstan.
4. Post requisites:	History and philosophy of science, philosophy of modern society.
5. Competences:	Formation of openness of consciousness, understanding of our own national code and national identity, spiritual modernization, competitiveness, realism and pragmatism, independent critical thinking, the cult of knowledge and education.
6. Course author	Department of Philosophy
7. Main literature	1. Петрова В.Ф., Хасанов М.Ш. «Философия». – Алматы: Эверо, 2014. 2. Бертран Р. «История западной философии» – М.: Издатель Litres, 2018. – 1195 с. 3. Kenny A.«New History of Western Philosophy». Volume 1-4. – Oxford University Press, 2006 - 2010. (Кэнни Эй. «Нью хистори оф Вестерн философи». Волум 1-4 – Оксфорд юниверсити пресс, 2006-2010)
8. Content of the discipline	The emergence and development of philosophy. Basics of philosophical understanding of the world. Consciousness, soul and language. Being. Ontology and metaphysics. Human philosophy and value world. “ Мәңгілік Ел” and “ Рухани жаңғыру” - the philosophy of the new Kazakhstan.

1. Basic information about the discipline:	
Name of the discipline	Pedagogics of higher school
2. Amount of credits	3 (scientific ped.)
3. Prerequisite:	Philosophy, Sociology, General Pedagogy, General Psychology
4. Post requisites:	Teaching practice. The activity of a teacher of higher professional education and management of the pedagogical process.
5. Competences:	As a result of studying the discipline "Pedagogy of higher education" undergraduate: Learn: actual problems of pedagogical science; the essence of the pedagogical activity of the university teacher; Owns the abilities: the selection from the surrounding reality of pedagogical facts, phenomena, events and descriptions of them in the language of pedagogical science, based on the laws of pedagogical theories, explanations, forecasting and development; the design of the educational process, based on new concepts of training and education. Will be competent: in teaching and in solving problems of higher pedagogical education and the prospects for its further development; in the application of effective in high school learning technologies; solutions of current psychological and pedagogical problems, evaluation of achieved results As a result of “ Teaching practice” the undergraduate student: He knows educational, scientific, educational, methodical, organizational work of the department and is able to develop the necessary documents for educational work. He knows curatorial work and is able to plan, organize and carry out

	educational work in high school. Able to form the content of the forms (lectures, seminars, workshops) training. Competent in conducting lectures, seminars, laboratory classes.
6. Course author	Department of Vocational training (Sagaliyeva Zh.K., Zhusupova A.A., Shakhmetova DS, Seylkhan G.I.)
7. Main literature	1. Завада Г. В., Бушмина О. В. Педагогика высшей школы: Учеб. пособие. – Казань: КГЭУ, 2008. 2. Кузнецов И. Н. Настольная книга практикующего педагога: Учеб. пособие. – М.: Гросс Медиа: РОСБУХ, 2008. 3. Есекешова М. Д., Сагалиева Ж.К. Педагогика высшей школы: Учеб. пособие. – Астана: издательство Фолиант, 2018.
8. Content of the discipline and teaching practice	Basics of higher education pedagogy. The subject and tasks of higher education pedagogy. Methodology and methods of pedagogical research in higher education. The process of education in high school. The purpose of education as a pedagogical problem. Supervision Educational group - as an object and subject of the pedagogical process. Didactic higher education. The pedagogical process in higher education. Laws, patterns and principles of learning. Methods, forms and means of teaching in higher education. The current state of higher education in the Republic of Kazakhstan. Professional development of a higher education teacher. The terms of teaching practice are 1 day (6 hours) per week during the trimester, for a total of 60 hours (2 credits). 1-3 week - "Educational and fact-finding". Acquaintance with the educational, scientific, educational, methodical, organizational work of the department and mastering the methodology of developing the necessary documents for teaching. 4-6 week - "Educational work." Acquaintance with the main tasks of the curator and the peculiarities of the organization of educational work in a group. Planning, organizing and conducting educational work in the curator group. 7-10 week - "Educational work". Formation of the content of classes on forms of education (lectures, seminars, practical classes) on the methods and technologies of training. Preparation for the educational process. Making visual aids, test items. Conducting trial lectures, seminars, workshops.

1. Basic information about the discipline:	
Name of the discipline	Psychology of management
2. Amount of credits	5 (scientific-ped.), 2 (prof.)
3. Prerequisite:	Philosophy, Sociology, General Psychology, Higher School Psychology
4. Post requisites:	Teaching practice, research practice. Psychological support of management activities; methods of working with functional states in marketing activities;
5. Competences:	As a result of mastering the discipline, the undergraduate must: Know: -social-psychological content and structure of management; and management functions; psychological personality characteristics of the leader; psychological patterns of joint activities to achieve organizational goals; -the basic approaches to solving managerial tasks and the rules for their solution under the conditions of actually operating production structures, methods of working with functional states in the activities of a manager, optimization of managerial processes. Be able to: - apply the knowledge gained during the course; free to operate with

	<p>psychological concepts; use psychological knowledge in explaining phenomena in the field of management psychology and group processes;</p> <p>-to analyze the professional activity of the manager in terms of ensuring his psychological effectiveness;</p> <p>-to apply methods and techniques aimed at developing the professionalism of management personnel, the personality of the manager and increasing the effectiveness of the management system.</p> <p>Master skills:</p> <p>- professional skills of psychological analysis of professional activities of a manager, phenomena in the field of work and joint activities to achieve organizational goals;</p> <p>-practical skills of psychological support of management activities; methods of working with functional states in the activities of the manager;</p> <p>- skills in the use of developmental technologies aimed at improving the professionalism of management personnel and team management.</p> <p>To be competent in the willingness to lead a team in the sphere of their professional activities, tolerantly perceiving social, ethical, confessional and cultural differences.</p>
6. Course author	Zhusupova A.A., Sagaliyeva ZH.K., Shakhmetova DS, Seylkhan G.I.
7. Main literature	<p>1. Столяренко А.Д. «Психология управления» Ростов – на – Дону «Феникс» 2007.</p> <p>2. Столяренко А.Д. «Психология делового общения и управления» Ростов – на – Дону «Феникс» 2008.</p> <p>3. Волкогонова О.Д., Зуб А.Т. «Управленческая психология» Москва ИД «Форум» - Инфра – М 2007.</p> <p>4. Немов Р.С. «Психология» Москва изд.центр «Владос» 2010.</p>
8. Content of the discipline	Management psychology in the system of scientific knowledge. The main approaches to the study of the control system. Individual professional leader concept. Managerial interaction as an aspect of managerial activity. Decision making process as an aspect of management activities. Psychological features of the implementation of basic management functions. Psychology of the subject of management.

1. Basic information about the discipline:	
Name of the discipline	Strategic marketing planning
2. Amount of credits	5
3. Prerequisite:	Marketing Management, Psychology of management
4. Post requisites:	Writing the dissertation, future professional activity
5. Competences:	<p>Know:</p> <p>-logical, organizational and methodological foundations of strategic planning in marketing;</p> <p>Be able to:</p> <p>- build strategic planning processes in the organization;</p> <p>Master skills:</p> <p>- methods of forecasting, planning and management in the development of strategic plans.</p> <p>–The technology of change management in the organization.</p>
6. Course author	Department "Marketing and service"
7. Main literature	<p>Томпсон Р., Стрикленд С. Стратегический менеджмент. – М.: ЮНИТИ, 1998.</p> <p>Ансофф И. Новая корпоративная стратегия. – М., ЮНИТИ, 1999.</p>
8. Content of the discipline	Strategic planning of the marketing process at the corporate, functional and instrumental levels. Tactical (operational) planning and budgeting marketing.

	Implement a marketing strategy. The impact of the organizational structure of the company on the implementation of strategies. Evaluation and control in the system of strategic marketing.
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1. Basic information about the discipline:	
Name of the discipline	Technology Public relations
2. Amount of credits	6
3. Prerequisite:	Quality and competitiveness, Marketing management
4. Post requisites:	Writing the dissertation, future professional activity
5. Competences:	<p>Know:</p> <ul style="list-style-type: none"> - basics of the modern theory of public relations; - methods of analysis and modeling of PR activities; - domestic and foreign experience of public relations services. <p>Be able to:</p> <ul style="list-style-type: none"> -analyze and correctly interpret the changes in the field of PR; -use standard PR technologies, techniques and generate new ones. <p>Master skills:</p> <ul style="list-style-type: none"> -technologies of work with the team.
6. Course author	Department "Marketing and service"
7. Main literature	<p>1. Кривонос А.Д., Филатова О.Г., Шишкина М. А. Основы теории связей с общественностью: Учебник для вузов. – М., 2011.</p> <p>2. Почепцов Г.Г. Паблик рилейшнз для профессионалов. – М., 2005.</p> <p>Белов А. Теория и практика связей с общественностью: Учебное пособие. - СПб., 2005.</p>
8. Content of the discipline	The problems of mass communication as a control subsystem. The theory of mass communication and the role of "public relations" in modern society. Legal and ethical support of public relations activities. The concept and communicative functions of the image in public relations. Advertising and media planning. Public relations in government structures. PR in non-profit organizations. PR-technologies in attracting investments. Basic PR documents.

1. Basic information about the discipline:	
Name of the discipline	Marketing logistics
2. Amount of credits	4
3. Prerequisite:	Marketing in commercial activity
4. Post requisites:	Writing the dissertation, future professional activity
5. Competences:	<p>Know:</p> <ul style="list-style-type: none"> - basic concepts and concepts of marketing logistics; -methodology marketing logistics; - methods and tools of marketing logistics. <p>Be able to:</p> <ul style="list-style-type: none"> - to analyze the system of distribution channels of products; - develop a distribution strategy; - determine the most effective forms of product delivery to the consumer; - make a choice of intermediaries. <p>Master skills:</p> <ul style="list-style-type: none"> -methods and tools for digital distribution of electronic content.
6. Course author	Department "Marketing and service"
7. Main literature	<p>1. Аникин, Б.А. Коммерческая логистика: учебник/Б.А. Аникин, А.П. Тя пухин. – М.: Вэлби, Проспект, 2006.</p> <p>2. Анисимов, В.П. Логистика. Ответы на экзаменационные вопросы: Учебное пособие для вузов/В.П. Анисимов, М.В. Снежинская. – М.:</p>

	Изд-во «Экзамен», 2006.
8. Content of the discipline	The essence of the concept of marketing logistics. The relationship of logistics and marketing. The distribution of marketing and logistics functions in the production activities of the company. Content logistics marketing. Delivery delivery - return on marketing logistics. Marketing and sales approach to production management. Marketing logistics concept. Marketing as the basis for the design, formation and optimization of logistics systems. The main activities of logistics in the implementation of marketing strategies. Coordination and operational management of information flow in integrated supply chains. Electronic channels of marketing and distribution. Logistics interaction with production, marketing and financing. Areas of interaction between logistics and marketing. Features of interaction and coordination in distribution logistics. Interaction in the logistics service.

1. Basic information about the discipline:	
Name of the discipline	Direct marketing
2. Amount of credits	5
3. Prerequisite:	Marketing management, Technology Public relations
4. Post requisites:	Writing the dissertation, future professional activity
5. Competences:	<p>Know:</p> <ul style="list-style-type: none"> -main economic categories and methods for their definition; -modern legislation, regulatory framework for the development of marketing communication activities of the enterprise - statistical and other mathematical methods that are suitable for marketing analysis and forecasting of the enterprise. <p>Be able to:</p> <ul style="list-style-type: none"> -use the legislative and regulatory framework in their work; -organize the collection, processing and summary of statistical and information about the marketing and communication activities of the enterprise; -use economic, statistical and other methods of analysis and planning of the enterprise -use modern technical means and information technologies for solving analytical and research tasks. <p>Master skills:</p> <ul style="list-style-type: none"> - applicable laws and regulations; - skills of collecting, processing and analyzing information.
6. Course author	Department "Marketing and service"
7. Main literature	<p>1. В.В. Салий, А.В. Наумова. Директ-маркетинг в среде тотальной коммуникации./Энциклопедия маркетинга: - 31.05.2010.</p> <p>2. Ю. Фуколова. Директ-маркетинг подводит покупателя к товару./Институт проблем предпринимательства. - 20.04.2006.</p> <p>3. Direct marketing hiring expected to rebound in Q1./BtoBOnline. - 20.01.2011.</p>
8. Content of the discipline	The main functions of direct marketing in the enterprise. Direct marketing as part of marketing communications. Planning for direct marketing activities. Essence, goals and objectives of the channels of distribution of DM communications. The growing importance of marketing partnerships. Customer personal data is the basis of direct marketing. Databases of consumer behavior, their social and psychological characteristics. Filling and updating databases. Protection of enterprise databases. Essence, goals, objectives, direct mailing. Types of direct mailing. Advantages and

	disadvantages of each type, mechanics of use. Characteristics of effective advertising messages (letters) to the consumer about specific products (services). Requirements for the compilation of advertising messages and methods of their resolution. The structure and mechanism of the psychological impact of advertising text on the consumer. Requirements for the structural elements of the advertising text: the content and titles, illustrations and slogan, captions under the illustrations. Characteristic style and language of the message. The idea, theme and main text of the advertising message (mailing). Graphic features and expressive means in the advertising message.
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1. Basic information about the discipline:	
Name of the discipline	Marketing in commercial activity
2. Amount of credits	7
3. Prerequisite:	Quality and competitiveness
4. Post requisites:	Marketing management, Writing dissertation work, future professional activity
5. Competences:	<p>Know:</p> <ul style="list-style-type: none"> - basic concepts of branding; -specification of brand formation and management; branding models, communication branding models; - brand structure; brand typology. <p>Be able to:</p> <ul style="list-style-type: none"> - analyze the product, highlight its benefits; -analyze competitive analysis data; conduct SWOT analysis; -conduct a communication audit of the existing brand. <p>Master skills:</p> <ul style="list-style-type: none"> -principles of competitive analysis; -the theory of unique sales offers and positioning principles; legal aspects of protecting trademarks and brand identity elements; - methods and technologies of brand leadership; -the main strategies of brand policy of the company.
6. Course author	Department "Marketing and service"
7. Main literature	<p>1. Малашенко Н.П. Маркетинг на потребительском рынке: учеб.пособие для студентов вузов, обучающихся по специальности «Маркетинг»/Н.П. Малашенко. – М.: Издательство «Омега-Л», 2008.</p> <p>2. Никишин В.В. Маркетинг розничной торговли. Теория и методология/В.В. Никишин. – М.: ЗАО «Издательство «Экономика»», 2003.</p> <p>3. Парамонова Т.Н. Маркетинг в розничной торговле: Учебно-практическое пособие./Под общей редакцией профессора Т.Н. Парамоновой. – М.: ИД ФБК ПРЕСС, 2004.</p>
8. Content of the discipline	Brand and brand: basic concepts and definitions. Macromedia and brand strategy of the company. The concept and essence of branding. The main stages of branding. Features of branding in Kazakhstan. The essence and main features of political branding. Social and territorial branding. Introduction to leadership. Traditional leadership concepts. Leadership Theory. Behavioral leadership theories. Situational leadership theories. Style and image of leadership in the enterprise system.

1. Basic information about the discipline:	
Name of the discipline	Marketing management
2. Amount of credits	5

3. Prerequisite:	Modern methods of marketing research, quality and competitiveness
4. Post requisites:	Marketing in commercial activity, Marketing agricultural enterprises
5. Competences:	<p>Know:</p> <ul style="list-style-type: none"> - principles of construction, characteristics, factors of choice and transformation of business models of companies in management strategies; - know the basics of the evolution of business models, classification criteria, typology; - main approaches to the development of strategies and tactics of commercial organizations, the role of the corporate center in these processes. <p>Be able to:</p> <ul style="list-style-type: none"> - to establish the connection of business decisions with the company's strategy; - apply various tools and procedures for identifying the use of business models; identify promising (strategic) directions for the development of commercial organizations of a corporate type, including through the implementation of merger strategies. <p>Master skills:</p> <ul style="list-style-type: none"> - technologies and design algorithms for an innovative business model; - practical skills and technologies of using the balanced scorecard in the development and implementation of organizational strategies; - the methods of conducting analytical work on the functional subsystems of commercial organizations.
6. Course author	Department "Marketing and service"
7. Main literature	<ol style="list-style-type: none"> 1. Ф.Котлер, К.Л.Келлер. Маркетинг менеджмент – 14-е издание – СПб.: Питер,2014г. 2. Савчук Г.А., Управление маркетингом на предприятии, учебное пособие, Савчук Г.А., Мокерова Ю.В., М,2014 3. П.Дойль., Ф.Штерн. Маркетинг-менеджмент и стратегии. 4-е издание – М.: Питер,2007
8. Content of the discipline	Theoretical foundations and the concept of marketing management. Marketing research in the marketing management system. Methodological bases of the analysis of the marketing environment. Market segmentation in marketing management. Analysis of consumer purchasing behavior (or customer relationship management). Organization of marketing services. Marketing management of enterprise product policy. Marketing management pricing policy of the enterprise. Marketing management of the distribution system of the enterprise. Marketing management of enterprise communication policy. Planning as the main function of marketing management. Control and audit in marketing management. Marketing management at various levels (at the macro level, at the corporate level, at the micro level). Strategies to promote products at the instrumental level.

Application 4. Description of elective disciplines

1. Basic information about the discipline:	
Name of the discipline	Marketing agricultural enterprises
2. Amount of credits	5
3. Prerequisite:	Quality and competitiveness, Marketing management
4. Post requisites:	Writing a thesis, the future professional activity
5. Competences:	<p>Know:</p> <ul style="list-style-type: none"> - models of behavior of economic agents and markets; <p>Be able to:</p> <ul style="list-style-type: none"> - to manage the development of the organization, to analyze and develop the strategy of the organization on the basis of modern methods and advanced scientific achievements; <p>Own:</p> <ul style="list-style-type: none"> - qualities of quantitative and qualitative analysis for making management decisions.
6. Course author	Department "Marketing and service"
7. Literature	<p>Мазилкина Е.И. Маркетинг в отраслях и сферах деятельности: учебник / Е.И. Мазилкина. – Ростов н/Д: Феникс, 2012.</p> <p>Маркетинг: учебник / Наумов В.Н. - М.: НИЦ ИНФРА-М, 2016.</p> <p>Основы маркетинга: учебник / Ю.Н. Егоров. - 2-е изд., перераб. и доп. - М.: НИЦ ИНФРА-М, 2015.</p>
8. Content of the discipline	The essence and features of agricultural marketing functioning. Legal aspects of marketing activities in the agro-industrial complex (AIC). Food consumption and marketing. The role of the processing industry in food marketing. Wholesale and retail in marketing agro-industrial complex. Ensuring the quality and competitiveness of agricultural products. Improving marketing activities in the AIC.

1. Basic information about the discipline:	
Name of the discipline	Interactive marketing
2. Amount of credits	5
3. Prerequisite:	Marketing, Marketing management
4. Post requisites:	Writing a thesis, the future professional activity
5. Competences:	<p>Know:</p> <ul style="list-style-type: none"> - the basic principles and methods of interactive marketing; <p>Be able to:</p> <ul style="list-style-type: none"> - to independently and correctly choose the tools of marketing activities for conducting an effective advertising campaign of enterprises on the Internet; <p>Own:</p> <ul style="list-style-type: none"> - skills of collecting, processing, analyzing and interpreting the necessary data for effective marketing activities on the global Internet.
6. Course author	Department "Marketing and service"
7. Literature	<p>Китова О.В. Управление эффективностью маркетинга: методология и проектное моделирование: Учебное пособие. - М.: ИНФРА-М, 2013.</p> <p>Савенкова Т.И. Основы практического маркетинга. М.: Экономистъ, 2012.</p> <p>Сачук Т.В. Территориальный маркетинг. СПб.: Питер, 2011. - 368 с.</p>
8. Content of the discipline	New direction of work with end users, involving the direct participation

	of the consumer in the advertising campaign. The use of the huge opportunities of Internet resources: games, contests, social networks and other related services. the online distribution of a compelling brand image. Supply of goods on the market based on information technologies that integrate marketing activities in the internal and external environment of the enterprise.
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1. Basic information about the discipline:	
Name of the discipline	Quality and competitiveness
2.Amount of credits	5
3.Prerequisite:	Psychology of management, Marketing Management
4.Post requisites:	Writing a thesis, the future professional activity
5.Competences:	<p>Know:</p> <ul style="list-style-type: none"> -the basic concepts of quality management and competitiveness, their interconnection and interdependence; -place management competitiveness in the system of scientific knowledge - the basis of modern approaches to the development of the organization on the basis of competitiveness management; - sources, ways of formation and development of competitive advantages, and on their basis the formation and implementation of competitive strategies; <p>Be able to:</p> <ul style="list-style-type: none"> -use the knowledge system in the field of competitiveness management; - apply the knowledge gained about competitive advantages in order to determine the real state of the organization and the prospects for its development; - identify problems in the analysis of specific situations and suggest ways to solve them in the field of competitiveness management; -systematize, summarize information when analyzing the competitiveness of trade organizations, goods and services. <p>Own:</p> <ul style="list-style-type: none"> - methodological approaches for conducting competitive analysis; -methods of practical work in the field of competitiveness of the organization; - the basis for the development of measures and ways to conduct competition; - methods of bibliographic search for the necessary materials on the quality and competitiveness of trade organizations, goods and services.
6. Course author	Department "Marketing and service"
7. Main literature	<p>Лифиц И.М. Конкурентоспособность товаров и услуг: учебник для бакалавров / И.М.Лифиц / 3-е изд. переработанное и доп. –М.: ЮРАЙТ, 2014</p> <p>Парамонова Т.Н. Конкурентоспособность предприятия розничной торговли: учеб. пособие / Т.Н. Парамонова, И.Н. Красюк / Гриф УМО. – М: КНОРУС, 201</p>
8. Content of the discipline	Place and role of product quality management in the system of market relations. Principles of quality assurance and product quality management. The evolution of product quality assurance methods. Quality management functions. The main methods of measuring product quality. The procedure and methods for assessing product quality. Competitiveness of goods and services as a measure of enterprise profits. Statistical methods of quality control and management. Legal basis for certification in the Republic of Kazakhstan.

1. Basic information about the discipline:	
Name of the discipline	Mathematical methods in marketing research
2. Amount of credits	5
3. Prerequisite:	Direct marketing, Strategic marketing planning
4. Post requisites:	Writing a thesis, the future professional activity
5. Competences:	<p>Know:</p> <ul style="list-style-type: none"> - economic and mathematical methods; - methods and processes of collecting, transmitting, processing and accumulating information; - models of production planning in the enterprise. <p>Be able to:</p> <ul style="list-style-type: none"> - use mathematical methods for solving economic problems; - solve the problems of production planning, make business plans on the basis of optimal solutions; - interpret the results of applied statistical methods in marketing research; - reasonably choose methods for obtaining marketing information. <p>Own:</p> <ul style="list-style-type: none"> - skills of interpretation of the results of using mathematical methods in the form of specific recommendations for making marketing and management decisions - skills of using basic marketing information collection tools; - skills of processing and systematization of marketing research data.
6. Course author	Department "Marketing and service"
7. Literature	<p>Кобзарь, А.И. Прикладная математическая статистика. Для инженеров и научных работников. — М.: Физматлит, 2012.</p> <p>Наумова, Л.М. Проектирование маркетинговых исследований: учебное пособие. — Йошкар-Ола: ПГТУ, 2014.</p>
8. Content of the discipline	The techniques of mathematical formalization of processes, the basics of economic and mathematical modeling, the stages of mathematical modeling. Linear programming methods. Economic analysis of optimal solutions in marketing research. Models of production planning in the enterprise. Modeling processes in agriculture. Methods of research and market analysis. Forecasting methods. Mini-business planning projects. Application packages.