

S.Seifullin Kazakh Agro Technical Research University

Considered
at the meeting of the Academic
Council of the Faculty
Protocol No 7
from "26" January 2024



I approve
Dean of the Faculty of Economics
Sabyrova M.E.
« 26 » 01 2024

PLAN
DEVELOPMENT OF THE EDUCATIONAL PROGRAM
7M04106 «Marketing and Brand Management in the market of commodities and
services»
for 2024-2029

Considered at an extended meeting of the Department of Management and
Marketing
Protocol No. 6 dated «_17_»_01_2024

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1 Passport plan for the development of the master's degree educational program 7M041 “Marketing and brand management in the market of goods and services”

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 competencies.

A marketer is a specialist whose responsibilities include analyzing and studying preferences, customer demand and, as a result, developing a strategy that will help increase the competitiveness of a company’s products, increase its turnover and profit. The further success, popularity and level of sales of the promoted products depend on the marketer, since he helps the manufacturer to understand and satisfy the needs of the consumer as much as possible.

The specialty assumes that a marketer is engaged in research and analysis of the consumer market, the activities of competitors, 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 optimal 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 efficiently satisfy the needs of customers and ensure the profitability of the company.

The advantages of the educational program are as follows:

- training is conducted in Kazakh, Russian and English languages;
- 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;
- undertaking research internships in leading companies;
- high percentage of employment of specialists.

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

1	Reasons for developing an EP development plan	Strategic development plan S.Seifullin Kazakh Agro Technical Research University
2	The main developers of the EP development plan	Karabassov Rasul Asylbekovich, Candidate of Economic Sciences, Associate Professor Tulegenova Zh.U, Candidate of Economic Sciences, senior lecturer Kasenova Asiya Zhandarbekovna, Candidate of Economic Sciences, Associate Professor Mutallyapova Sh.E, Candidate of Economic Sciences, Associate Professor Bimoldin Damir – Director of ALBI LLP

3	Deadlines for the implementation of the EP development plan	2024-2029
4	Volume and sources of financing	Financing of state orders from the republican budget; attraction of external sources of financing. The amount of funding for 7M041 “Marketing and brand management in the market of goods and services” is determined taking into account the formation of a contingent of students on a paid basis (at the expense of master’s students’ own funds) and based on the sources of ongoing and funded projects of the department (in terms of providing material and technical base).
5	Expected final results of the implementation of the EP development plan	<ul style="list-style-type: none"> – constant improvement of the quality of professional education at the university, taking into account changing conditions and requirements for graduates of the master’s program “Marketing and brand management in the market of goods and services”; – increasing the efficiency of scientific research; – strengthening the connection between science and production; – provision of highly qualified scientific and teaching personnel of the university that meet the qualification requirements; – improvement of the system of personnel, scientific, technical, technological and information and consulting support for the agro-industrial complex of Kazakhstan; – modernization of the management system for scientific and educational activities of the university in accordance with the requirements of world standards; – sustainable development of the university and increasing its competitiveness in the research and educational space at the international level.

2. Analytical justification for the EP

2.1. Information about the educational program

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

Learning outcomes

Graduates of this program will be able to demonstrate:

ON 1. Possess theoretical and practical competencies in the field of socio-psychological relations and manage a team tolerantly accepting ethnic, religious and cultural differences.

ON 2. Apply methodology and methods of pedagogical research in order to improve the quality of professional and educational activities, be able to conduct a conversation-dialogue in a foreign language in the field of specifics, use the rules of speech etiquette, compose annotations, abstracts, scientific research in a foreign language.

ON 3. Analyze and forecast trends in the market for agricultural goods and services to create a marketing plan in order to increase market share and promote products of domestic brands.

ON 4. Develop active social mobility in order to determine the quality of goods and services, as well as determine their competitiveness, be able to adapt the world experience of marketing technologies to the conditions of the domestic market.

ON 5. Determine and evaluate the preferences of potential clients and buyers in the market of goods and services, apply modern digital technologies for data analysis and visualization using interactive marketing tools.

ON 6. Apply modern methods of processing and interpreting marketing information for strategic marketing planning, monitor the state of the market for goods and services, choose direct marketing methods to promote the products of an economic entity.

ON 7. Summarize, compile, analyze and interpret marketing, financial, statistical reporting, working with information from various sources, including global and local information networks, and use the results of the analysis to make management decisions.

ON 8. Solve problems and tasks, evaluate methods of scientific research of the market of goods and services, obtain new reliable facts based on observations, experiments, scientific analysis of empirical data, compile analytical reviews of accumulated information in world science and production activities, summarize the results obtained in the context of previously knowledge accumulated in science and draw conclusions and practical recommendations based on representative and original research results.

Base of professional internships

Professional practice is an integral part of a master's student's preparation and provides for students to master not only theoretical learning skills, but also practical skills. The main types of professional practice are teaching and research,

The main goal of professional practice is to prepare a systematically and broadly-minded intellectual who knows the basics of the theory of economics and creative activity, has practical skills in collecting, processing and analyzing data, the results of scientific experiments, is capable of independently generating ideas, has the inclination and ability to create a business, in combination with fundamental professionalization in the chosen field of study.

The purpose of professional practice: consolidation of acquired theoretical knowledge and mastery of practical skills and experience to identify and formulate a problem, study it and justify solutions.

The purpose of the internship is to acquire primary professional competencies, including consolidation and deepening of theoretical knowledge acquired during the training process, obtaining first research skills, business correspondence skills, acquiring practical skills and work skills in accordance with the specialty of study. Training practice is carried out on the basis of KATU named after. S. Seifullin with study tours to organizations that are objects of future professional activity.

Bases of professional practice: government bodies, national companies, agricultural enterprises and other companies. The university has concluded agreements with enterprises for students to undergo practical training. The objects of professional practice for students of the educational program are national companies, government agencies, Astana LineService LLP, the Institute of Economic Research under the President of the Republic of Kazakhstan, KazAgroMarketing JSC, etc.

2.2. Information about students

The educational program "Marketing and Brand Management in the Market of Goods and Services" is aimed at training and developing highly qualified and competitive specialists in the field of marketing.

Currently, 9 first-year master's students are studying in the educational program "Marketing and Brand Management in the Market of Goods and Services" (scientific and pedagogical direction).

2.3. Internal conditions for the development of EP

To ensure the effectiveness of the implementation of the EP "Marketing and Brand Management in the Market of Goods and Services," the department uses the material and technical base at its disposal: a total of 6 classrooms, of which 1 lecture class, 3 classrooms, 2 computer classes.

Currently, 27 personal computers (equipment) and 7 interactive whiteboards are used in the educational process.

In general, the training area used in the process of training students in the specialty fully complies with sanitary and fire safety standards, regulatory indicators “Educational and material assets of higher educational institutions.”

The teaching materials for the educational program (TMEP) for the educational program in structure and content are compiled taking into account practice orientation, an interdisciplinary approach and taking into account the purpose and results of training, complies with the general requirements for the preparation of TMEP, and within the framework of credit technology of education.

The level of development of educational and methodological complexes regulates the general requirements for the preparation of students, technologies for organizing the management and support of the educational process, the content and organization of the final certification of students, taking into account the requirements of employers.

2.4. Characteristics of the surrounding society

The implementation of the EP “Marketing and Brand Management in the Market of Goods and Services” involves partner-employers who ensure the organization of all types of professional practice in accordance with the approved end-to-end program of practices and generally meet the qualification requirements for training specialists in this profile. Issues of vocational training, professional practice and employment of graduates are resolved at the department with the mandatory participation of employers. Every year the department hosts round tables, in which managers and representatives of commercial structures, banks, and industrial enterprises take part. The department organizes meetings with graduate employers, practical workers, seminars with representatives of the companies Astana LineService LLP, ALBI LLP, Institute of Economic Research under the President of the Republic of Kazakhstan, KazAgroMarketing JSC, etc., joint ventures and others, joint department meetings. Employers periodically review the educational trajectories of student training in order to include new elective courses in the structure of the EP, which provide for the formation of competencies that are significant for future work activity..

2.5. Information about teaching staff implementing the educational program.

According to EP 7M04106 “Marketing and brand management in the market of goods and services,” the staff of the teaching staff is 11 teachers, including 11 candidates of science, 1 PhD, 1.

The degree of OP is 100%.

The department employs teachers who are winners of the “Best University Teacher” competition - 3 people, holders of the international Bolashak scholarship - 1, certified teachers in special courses of this EP, teachers annually undergo advanced training courses at the republican and international levels of universities, foundations, enterprises and on the basis of NPP "Atameken".

Individual practical teachers will be involved who have practical experience in the field of entrepreneurship.

At the department, the formation of scientific and pedagogical personnel is carried out through the training of masters and PhDs in the educational program.

2.6 Characteristics of EP achievements

The EP “Marketing and brand management in the market of goods and services” was developed jointly with employers, with the direct participation of Astana LineService LLP.

The EP “Marketing and Brand Management in the Market of Goods and Services” is accredited by the Agency for Quality Assurance in Education, IAAR – 2019.

3. SWOT analysis of the internal and external environment

<p>Strengths</p> <ul style="list-style-type: none"> -compliance of educational activities for multi-level personnel training; - high level of qualification of teaching staff; - relatively high level of office equipment; <p>Work is systematically carried out with stakeholders to correct curricula</p>	<p>Weaknesses</p> <ul style="list-style-type: none"> - low volume of publications in journals with high ratings; - insufficient involvement of teachers in research and grant work; - a low proportion of teachers who speak foreign languages; <p>Strengths</p>
<p>Opportunities</p> <ul style="list-style-type: none"> - the possibility of training specialists for certain priority sectors of the economy (agro-industrial complex); - availability of conditions for the use of information technology in scientific and educational activities; 	<p>Threats</p> <ul style="list-style-type: none"> -strong competition, the presence of universities that train similar specialists; - the rapid pace of changes in the legislative and regulatory rules of the functioning of universities and their structures

4. The main goals and objectives of the EP development plan, indicating the timing and stages of its implementation

The main goal of the EP development plan is to improve the methodology for developing EP and ensuring the sustainability of the implementation of the EP “Marketing and brand management in the market of goods and services” in the context of ensuring its competitiveness in the market of educational services.

Tasks:

1. Ensuring compliance of the content of the EP with the requirements of the labor market and employers;
2. Formation of professional competencies based on analysis of the labor market and graduate model in order to determine the competitive advantages of graduates of the department of this EP.
3. Creation of prerequisites for independent search and research activities of the student within the framework of the experiment at all stages of training.
4. Improvement and improvement of conditions for obtaining full-fledged, high-quality vocational education.

5. Measures to reduce the impact of risks on the Educational program

№	Name of the risk	Risk prevention measures
1	Insufficient enrollment of applicants	Implementation of high-quality career guidance on an ongoing basis throughout the academic year
2	Insufficient quality assurance of educational services	Organization of advanced training and retraining of the university's teaching staff according to international and national programs. Strengthening the active participation of teachers in the publications of scientific publications included in the bibliographic databases of Web of Science, Scopus or RSCI.
3	Insufficient financing of educational activities	Active participation of master students and teachers in scientific projects funded by the State Fund of the Ministry of Science and Higher Education of the Republic of Kazakhstan and the Ministry of Agriculture of the Republic of Kazakhstan, economic and contractual research.
4	Lack of qualified teaching staff	Involvement of qualified specialists from production and foreign scientists in educational activities.
5	Changing market conditions for educational services	Constant monitoring of market conditions, taking into account the requirements of employers, holding a job fair, updating the OP to provide master students with relevant competencies in demand in the professional and academic labor markets.

At the end of the academic year, process managers submit a risk management report to the quality service. After submitting the reports, the quality service conducts a risk management analysis once a year. By November 1 of this year, the heads of departments are developing a risk management plan. In July, for the past academic year, each process manager provides a report according to the risk management plan. The risk map and risk management plan are reviewed and approved by the Board of NAO S. Seifullin KATI. The approved risk management

plan and risk map are submitted to the Board of Directors by the First Deputy Chairman of the Management Board. Risk monitoring consists in controlling the level of risk. This is achieved by updating on a regular basis (1 time per year) information on risks, risk management measures, the status of implementation of measures, as well as by tracking the degree of influence and probability of occurrence of risks developed earlier at the stage of identification and risk assessment.

6. Action plan for the development of educational programs

	Name of events	Сроки реализации	Ответственные	Ожидаемые результаты	Ресурсное обеспечение
1	Improving the graduate model of the educational program “Marketing and Brand Management in the Market of Goods and Services” in accordance with market conditions	Implementation deadlines	Responsible	Expected results	Resource support
2	Attracting professors from leading foreign universities for teaching and research work as part of undergraduate research	December, 2024	Head of department, heads of EP	Approval of the graduate model by the faculty council	No funding required
3	Conducting methodological and scientific seminars on the application of scientific results in the educational process	Constantly	Department	Increasing the share of foreign teachers and researchers in the educational process of the EP	Funding required
4	Monitoring and updating catalogs of elective disciplines in accordance with the development of key and professional competencies and labor market demands.	2 times per academic year	Department	Seminars	Funding required
5	Publication of educational, educational, methodological and scientific literature on the implemented EP according to the recommendations of the UMO RUMS MES RK	1 time per academic year	Department	Expert opinions	No funding required
6	Modernization and expansion of the material and technical base of the EP	Constantly	Teaching staff	Educational literature	Funding required
7	Actively attracting practitioners and employers to teach academic disciplines in the amount of at least 5 credits in the EP “Marketing and brand management in the market of goods and services”	Constantly	Head of department, teaching staff	Purchase of educational equipment	Funding required
8	Expanding the base of agreements with	Constantly	Head of department,	Practitioners	Funding required

	specialized enterprises for students to undergo research internships		head of educational program		
9	Constant process of improving the educational program with the participation of students and employers	Constantly	Head of department, head of educational program	Practitioners	Funding required
10	Improving the professional competencies of undergraduates by studying various courses on the rating educational platforms Skills Enbek and Coursera	Constantly	Head of department, head of educational program	Practitioners	Funding required

The list of target indicators of the Educational Program Development Plan

№	Name of the target indicator	Unit of measurement	Terms of implementation					
			2024	2025	2026	2027	2028	2029
	Quantitative indicators							
1	The total number of students	human	9	10	12	15	18	20
2	The number of students accepted for training under the state educational order	human	5	6	10	12	15	15
3	The share of graduates employed in the 1st year after graduation (from the total number of graduates)	%	70	75	80	82	85	90
Direction 1 Modernization of academic activities/Modernization of the content of the educational program								
4	Passage of specialized accreditation/ rosaccreditation in agencies that are full members of international European networks for ensuring the quality of education and included in the register of the authorized body in the field of education	number of educational programs	3	-	-	-	-	3

5	Development of joint and double-degree educational programs	number of educational programs	1	1	1	1	1	1
6	The positions of the educational program in the ratings IN THE IAAR	place	4	3	2	2	1	1
7	Number of textbooks and teaching aids	units	5	5	7	8	10	11
8	The number of contracts with employers in practice	units	10	10	12	15	18	20
Direction 2 Management improvement								
9	The number of teaching staff who have completed advanced training in the profile of the disciplines taught (72 hours)	units	5	6	7	8	10	10
10	Number of teaching staff/ percentage of teaching staff who have completed advanced training in foreign universities, research institutes	human %	1/10	1/10	1/10	1/10	1/10	1/10
11	Number of teaching staff/ percentage of teaching staff who have completed internships	human %	1/10	1/10	1/10	1/10	1/10	1/10
12	The number of attracted teaching staff from abroad	human	1	1	1	1	2	2
13	Number of teaching staff/ percentage of teaching staff with international certificates confirming proficiency in a foreign language	human %	1/10	1/10	1/10	1/10	1/10	1/10
Direction 3. Modernization of research activities								
14	The share of teaching staff participating in educational and research projects from the total number of teaching staff	%	20	20	25	30	35	40
15	The number of scientists who have completed internships in the world's leading scientific centers within the framework of the 500 Scientists program	units	2	2	2	2	3	3
16	Number of publications in Committee for Quality Control in the field of science and education	units	5	7	10	12	15	17
17	For undergraduates and doctoral students involved in research activities	%	20	20	20	25	25	30

7. Mechanism for implementing the EP development plan

The mechanism for implementing the EP development plan is determined taking into account the main tasks and activities for the implementation of this EP development plan.

8. Assessment of the socio-economic efficiency of the implementation of the EP development plan

When implementing an educational program development plan, it is effective to:

- the possibility of concluding a memorandum with universities from far and near abroad, included in the TOP 500 of the QS ranking);
- formation of a contingent of students not only from Kazakhstan, but also from neighboring countries (Central Asia);
- creation of a modern educational, scientific and laboratory base within the framework of the content of the EP;
- the possibility of organizing professional practice on the basis of leading enterprises in foreign countries;
- training of highly qualified scientific personnel through master's and doctoral studies (PhD) at the level of modern requirements.

9. Model of EP graduate by level of study – master's degree

Learning outcomes are defined based on Dublin Level 2 descriptors and expressed through competencies. Learning outcomes are formulated both at the level of the entire program and at the level of a module or individual discipline.

Second level descriptors suggest the possibility of:

- 1) demonstrate developmental knowledge and understanding acquired at the higher education level that provides a basis or opportunity for the original development or application of ideas, often in the context of scientific research;
- 2) apply knowledge, understanding, and problem-solving ability to new or unfamiliar situations within the contexts and frameworks of broader (or interdisciplinary) areas related to the field of study;
- 3) integrate knowledge, cope with complexity, and make judgments based on incomplete or limited information, taking into account the ethical and social responsibility for the application of that judgment and knowledge.

Competency model (portrait) of a graduate

Areas of professional activity

The scope of professional activity includes:

- scientific and pedagogical activities in the system of higher, postgraduate education and the scientific field;
- research activities;
- production activities as a marketer, marketing manager, consultant, specialist in administrative bodies, researcher at institutes, research programs, international cooperation programs, etc.;

– educational, cognitive and planning activities in accordance with the obtained Master of Economic Sciences degree.

Types of professional activities:

– organization and conduct of the scientific, educational process in specialized educational organizations;

– research activities;

– accounting of business transactions at enterprises of various organizational and legal forms and sectors of the economy;

– experimental research activities;

– rational organization of their financial and economic relations;

– assistance in the protection of economic interests and property of individuals and legal entities.

General educational competencies

Know:

– methodology of scientific knowledge;

– principles and structures of organizing scientific activity;

– types of scientific results: single fact, empirical generalization, model, law, theory and pattern;

– psychology of cognitive activity of undergraduates in the learning process.

Be able to:

– use the acquired knowledge to develop and apply ideas in the context of scientific research;

– summarize the results of research and analytical work;

– successfully carry out research and management activities;

– apply knowledge of pedagogy and psychology in their teaching activities;

– think creatively and creatively approach solving new problems and situations.

Have skills:

– research activities, solving standard scientific problems;

– professional communication and intercultural communication;

– processing of economic data in accordance with the task, justifying the results obtained

Basic competencies

know:

– basic teachings in the field of national economics;

– features of the organization of marketing activities in various industries and fields of activity;

– features of the marketing mix in some areas of activity;

– specifics of marketing research for various industries and fields of activity;

- features of the product, pricing, distribution and communication policy of an enterprise in the chosen industry or field of activity;
- approaches to the development of marketing strategies and marketing management in industries and areas of activity.
- methods of regulation of international trade, system of currency regulation and control in Kazakhstan.

be able to:

- apply theoretical principles, ideas and methods of classical marketing to solve specific practical problems in individual sectors of activity;
- make effective decisions about the prospects for improving the company's position in the market based on an analysis of the internal and external environment;
- use the basic theories of modern marketing to solve applied problems;
- apply the acquired knowledge to select the optimal strategy for the company based on market conditions in a specific field of activity.

own:

- 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 an enterprise in the market space, in relation to the specific features and purposes of using marketing in certain industries and areas of activity;
- skills in analyzing the external and internal environment of an enterprise in various industry markets;
- information technologies for solving applied marketing problems.
- practice of carrying out international commercial transactions, concluding sales contracts and maintaining.


Professional competencies

- accounting and economic activities: collection, processing and preparation of initial data to reflect the facts of the economic life of organizations; preparation of initial data for carrying out calculations of economic and socio-economic indicators characterizing the activities of business entities in the marketing sphere.
- control: checking the marketing reporting of business entities in order to establish the reliability of its indicators and compliance of their activities with the provisions of the current legislation; participation in the audit of the financial and economic activities of organizations of all forms of ownership and their objects.
- analytical and research: collection and analysis of data necessary for carrying out specific economic calculations; processing of economic data arrays, analysis, evaluation, interpretation of the results obtained and substantiation of conclusions; conducting statistical surveys, surveys, questionnaires and primary processing of their results; participation in the development of design solutions in

the field of professional activities, preparation of proposals and activities for the implementation of developed projects and programs; analysis of the activities of economic entities.

– organizational and managerial activities participation in production, sales 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 satisfying consumer needs and generating profits, developing strategic and current marketing plans and monitoring their implementation.

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

Head of the Department of Management and Marketing  Karabassov R.A.