

Reviewed in the Department of Management and Marketing meeting,

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**APPROVED BY**  
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#### EDUCATIONAL PROGRAM DEVELOPMENT PLAN

#### 7M04106 – «Marketing and brand management in the market of goods and services»

##### 1. Analytical justification of the program.

**The purpose of the educational program** "Marketing and brand management in the market of goods and services" is the training of specialists for independent activity in the area of problem-solving in marketing.

**The following are the program's targets:**

- organization and active involvement of graduates in extensive research projects on both local and global commodity markets for collecting data for managerial decision-making;
- determining what customers need in terms of qualitative features for products and services, creating demand, and projecting sales quantities;
- participation in the development and economic justification of operational and strategic plans for the company's activities at the national and international levels;
- to demonstrate contemporary methods for structuring marketing campaigns across various industries and sectors.

Training in the "Marketing and brand management in the market of goods and services" program, for instance, has as its ultimate goal a clear orientation towards the future. This manifests itself in the possibility of building one's education while considering success in personal and professional activities that meet employer requirements.

##### 2. General features of the curriculum (importance, attributes, advantage over competitors, uniqueness, stakeholders etc.)

The "Marketing and brand management in the market of goods and services" educational program is constructed around a modular learning system that creates professorial, specific language, and general cultural competencies.

A marketer is a specialist whose responsibilities include researching and analyzing consumer demand and preferences in order to create a plan that will enhance the company's profit, turnover, and ability to compete with its competitors. Since the marketer assists the manufacturer in better understanding and satisfying customer wants, it is the marketer who ultimately decides the continued success, popularity, and sales volume of the advertised products.

The specialty assumes that a marketer is engaged in research and analysis of the consumer market and the activities of competitors, develops and implements the company's own marketing strategy, and 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 package and uses the most effective methods, techniques, and technologies in order to better meet the needs of customers and ensure the profitability of the company's activities.

**The advantages of the educational program are as follows:**

- the training is conducted in Kazakh, Russian, and English.
- the implementation of interactive teaching techniques, such as case studies, presentations, business projects, role-playing games, and interactive lectures;
- advanced study of a foreign language;
- conducting practices in leading companies;
- a high percentage of professional employment.

