

The specifics of the educational programs of specialties 6D051100 – «Marketing»

The need for marketing specialists caused by the fact that in a market economy and the emerging competitive environment, more companies are turning to marketing as a system of building its market policy.

Using the management in the modern concept of marketing companies strive to base their activities in accordance with its key principle: to produce what is sold, rather than to sell what is produced.

Systematic and scientific-organized marketing allows companies to study the market thoroughly and comprehensively, to form and to influence actively the demand, to plan product portfolio efficiently and effectively carry out promotional activities, to carry out pricing policies.

The special program takes place in the formation of doctoral students skills of analytical work on the study of commodity markets and managing the development of the company's products.

Besides, today marketing is used by all organizations participating in the competition for attention, favor and money of customers who are absolutely free in the choice of the necessary goods and services. Today, labor market of our region demands specialists of marketing, advertising, marketing and sales managers, and other professionals who need to have a degree in marketing. Therefore, one can predict that the further development of market relations in the Republic of Kazakhstan will lead to increase the demand for specialists in marketing.

Graduates of educational program 6D051100 «Marketing» can successfully work in the following sectors and areas:

- Research and teaching activities in the system of higher and postgraduate education and scientific sphere;
- production activities as marketing, finance director, manager, consultant, specialist of administrative bodies, researcher at the Institute, research programs, international cooperation programs, etc..

Educational programs cover the main themes of discipline, which are methodological and practical, they are linked with the practice of the organization of marketing activities of economic entities in the effective provision of matching supply and demand for goods and services, to improve the efficiency of production and competitiveness of farm products. Educational program of specialty 6D051100 «Marketing» is developed in accordance with the changes and additions to the Decree of the Government of 13.05.2016 № 292 «On approval of the state obligatory standards of education relevant levels of education» from 23.08.2012 №1080, taking into account the requirements of the Dublin descriptors, agreed with the European qualifications framework and model curriculum of specialty 6D051100 – Marketing. To government standards there are attached model curricula on the basis of which the work plan for this specialty was made. The experience of department of «Marketing and service» on implementing credit system of education is extended to the university teaching seminars. Evaluation system of educational achievements with credit technology ensures reliability, objectivity, transparency, control of knowledge of students.