

PLAN

DEVELOPMENT OF THE EDUCATIONAL PROGRAM

THE MARKETING IN THE YEARS 2018-2022

Considered at the extended meeting of the Economics Department

Protocol № 2 «19» 09 2018 year

1. Information about educational programs.

The educational programs of the specialty «Marketing» of three levels are developed according to the National and European frameworks of qualifications, professional standards, coordinated with the Dublin descriptors. The educational programs are designed on the basis of modular system in studying of disciplines and turns on the modules, forming common cultural and professional competences. The educational programs were created on the basis of inquiry of the demanded employers in highly professional personnel, capable effectively to work in the changing conditions of the global market connected with development of processes of globalization and internationalization of economy and business.

THE DEVELOPMENT PLAN OF THE EDUCATIONAL PROGRAMME OF THE SPECIALTY «MARKETING»

2. The main objectives and the plan of the development of tasks with indications of terms and stages of its development.

The purpose of an educational program of the specialty «Marketing» is complex training of specialists of marketing specialists to independent activity in the field of the solution of marketing tasks and education of creatively conceiving experts possessing high creative potential.

The main objectives of an educational program are the following:

№	The name of the task	Realization terms	Development stages
1	Providing conditions for receiving full, quality professional education	Entire period of training	Providing educational services for development of professional skills
2	Integration of educational services with productions and scientific researches focused on requirements of national economy	Entire period of training	Acquisition of professional competences
3	Mastering instruments of market researches in carrying out complex researches for adoption of administrative decisions	Entire period of training	The analysis and processing of the received results
4	Consultations of employers and scientific SRI choosing of actual and almost significant subjects of theses and master theses	The training end in a bachelor degree and the training beginning in a master and PhD degree	Consultations of employers and interested persons

3. The plan of measures on EP development

№	Name of actions	Terms of realization	Responsible	Expected results	Resource providing
1	Formation of the commission on development of an educational programs	April 2018	Committee on faculty curricula, chair «Marketing»	Creation of the commission on development of an educational programs from among employers and leading teachers of this EP	Providing with necessary normative documents
2	Development of a common position on competences of an educational programs of experts with employers	May-June, 2018	Committee on faculty curricula, chair «Marketing»	Determination of competences of the expert and disciplines of specialty	Providing with necessary normative documents
3	Consideration and the statement of an educational programs on an academic council of faculty	September, 2018	Members of council of economics department	Formation of an educational programs according to professional standards	Providing with necessary normative documents

4	Development and strengthening of ties with foreign educational institutions and the educational organizations	October, 2018 – December, 2019	Members of chair «Marketing»	The conclusion of contracts with leaders foreign educational organizats	Providing with money for payment of teaching stuff's travel expenses
5	Integration of educational services with productions and scientific researches focused on requirements of national economy	2018 – 2022 yy	Members of chair «Marketing»	The conclusion of contracts with the leading organizations, market transformations of national economy working in the sphere	Providing with money for payment of travel expenses of PPS
6	Opening of branches of departments and experimental platforms of higher education institution	November, 2019	Members of chair «Marketin»	Branch opening on the basis of the leading managing subject	Providing with necessary normative documents
7	Creating favorable conditions for realization of students' creative potential and social support	September, 2018 – September, 2021	Members of chair «Marketing»	Training of the high qualified expert adapted for modern market conditions	Providing all necessary resources for PE development

Head of the chair of «Marketing»

Rustembayev B.E.