

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.

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PLAN  
DEVELOPMENT OF THE EDUCATIONAL PROGRAM  
6B04104 «Digital маркетинг»  
for 2024-2029

Considered at an extended meeting of the Department of Management and  
Marketing

Protocol No. 6 dated « 17 » 01 2024

## Content

No	Component name	Page
1	Passport for the development of the educational program (EP)	3
2	Analytical justification for the EP	4
2.1	Information about the educational program	4
2.2	Information about students	7
2.3	Internal conditions for the development of EP	7
2.4	Characteristics of the surrounding society	8
2.5	Information about teaching staff implementing the educational program.	8
2.6	Characteristics of EP achievements	8
3	Characteristics of the problems that the EP development plan is aimed at solving and justification for the need to solve them	9
4	The main goals and objectives of the EP development plan, indicating the timing and stages of its implementation	9
5	Measures to reduce the impact of risks for EP	9
6	Action plan for the development of EP	12
7	Mechanism for implementing the EP development plan	13
8	Assessment of the socio-economic efficiency of the implementation of the EP development plan	13
9	Model of EP graduate by level of study	13

## 1 Passport plan for the development of the undergraduate educational program “Digital Marketing”

The emergence of new businesses is the driving force of the economy for many developed or developing countries. Nowadays, it is not enough to have the perfect idea for business success; what is relevant is knowledge of a wide range of entrepreneurial concepts and skills, the ability to develop the right strategies for managing a company, creating an effective team and being a skillful leader. This became the basis for the development of the educational program (hereinafter EP) “Business Management and Entrepreneurship”, and it is also necessary to note the change in the structure and content of employers’ requirements for the training and formation of personnel in the field of business management.

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 funding	Financing from the state budget, attraction of external sources of financing. The amount of funding for EP 6B04104 “Digital Marketing” is determined taking into account the formation of a contingent of students on a paid basis (at the expense of students’ own funds) and on the basis of the sources of implemented and financed projects of the department (in terms of providing MTB).
5	Expected final results of the implementation of the EP development plan	- Providing educational services at the level of world educational standards, ensuring the competitiveness of graduates in the labor market; - Training of specialists who have the knowledge and skills to organize their own business, who have mastered new methods and techniques of business management, new areas of entrepreneurship, ready to innovate and manage new ideas; - Preparation of qualified and competitive bachelors in business management

## **2. Analytical justification for the EP**

### **2.1. Information about the educational program**

The purpose of OP 6B04104 “Digital Marketing”: is to prepare highly qualified bachelors of business and management who will master the tools of traditional marketing, as well as knowledge in the field of Internet marketing and e-commerce skills, and will be able to solve marketing problems using modern information technologies and software.

#### **The objectives of the educational program “Digital Marketing” are:**

- training of a highly qualified specialist with professional competencies in the field of management and marketing, aimed at a successful career as a customer service manager, marketer, sales manager, sales manager, company sales manager, brand manager and business development specialist ;

- training of specialists competitive in the labor market with in-depth theoretical and practical training in the field of analysis and processing of information, risk assessment, modeling and forecasting of business processes, analysis of social and economic phenomena based on modern technologies, entrepreneurship and business, capable of self-improvement and self-development and mastering new knowledge throughout their active life;

- training of specialists capable of substantiating scientific conclusions on the selection of the necessary forms of organization and business management, management decisions, interpretation of the results obtained;

- training of specialists with a high level of professional culture, including a culture of professional communication, who have a civic position.

The main field of activity of the graduate is labor organization and personnel management in an enterprise, economic management of an enterprise, business administration in small and medium-sized enterprises, sales management, Internet marketing technologies. A Bachelor of Business and Management is a highly qualified specialist who is proficient in modern methods of collecting and processing information, assessing risks, modeling and forecasting business processes, analyzing social and economic phenomena based on modern technologies

Graduates of the Digital Marketing program can work as management specialists and middle and senior managers in domestic and foreign companies, including:

- in strategic development departments;
- in project offices, incl. in managing digital projects;
- in customer support services, interaction with partners;
- in the linear divisions of the company;
- in the personnel development service.

The responsibilities of a program graduate directly depend on the specifics of the company itself.

The objects of professional activity of graduates of the direction “6B041 Business and Management” are: economic, financial, marketing, production, economic and analytical services of organizations and enterprises, regardless of their type of activity, form of ownership, categories of participants, organizational

and legal forms, state bodies of the republican and local levels.

Career growth develops from the position of an ordinary specialist and assumes in the future the position of head of a department, executive director or director of development of a company, the position of an enterprise manager who is responsible for the competitiveness of the company, controls and coordinates the activities of all structural divisions.

Career growth of graduates of master's and doctoral studies involves fulfilling the duties of heads of departments and the actual research and educational institutions.

### **General educational 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 policies of an enterprise in the chosen industry or field of activity;
- approaches to developing marketing strategies and marketing management in industries and areas of activity.
- methods of regulating international trade, the 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 certain 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 individual industries and areas of activity;
- skills in analyzing the external and internal environment of the enterprise in various industry markets;
- information technologies for solving applied marketing problems;
- practice of carrying out international commercial transactions, concluding sales contracts and maintaining them.

#### **Have skills:**

- independent organization and conduct of marketing research in a specific market, analysis and interpretation of the results;
- analysis of marketing problems and specific market situations;
- drawing up marketing programs and plans of a strategic and tactical nature.

**Be competent:**

- in the use of special marketing terminology and specialty vocabulary;
- in collecting, analyzing and processing data necessary to solve set marketing tasks in organizations;
- in organizing and conducting marketing events in organizations;
- in the preparation and implementation of marketing plans and programs in agricultural organizations;
- in the analysis and interpretation of marketing data on socio-economic processes and phenomena, identifying trends in changes in socio-economic indicators of the activities of agricultural organizations.

**Basic competencies**

Bachelors of Business and Management have the following basic competencies:

*Native language* (Kazakh/Russian): understand the content of any information, express thoughts, feelings, opinions in written and oral forms (listening, speaking, reading and writing).

*Foreign languages*: master basic communication skills in a foreign language: understand, express, interpret concepts, thoughts, feelings, facts and opinions, both orally and in writing (listening, speaking, reading, writing) in an appropriate range of social and cultural contexts.

*Fundamental mathematical, natural science and technical training*: develop and apply mathematical ways of thinking (logic, spatial thinking, etc.) in their professional activities; is able to use the basics of natural science knowledge and methodology to identify production problems and solve professional problems.

*Computer training*: confidently use modern information technologies for work, leisure and communications; have the skills to use digital devices to participate in collaborative networks using the Internet in the field of professional activities.

*Educational training*: have basic knowledge in the field of economic and management disciplines (sciences); have the ability to engage in self-learning, be able to effectively manage time and information; strive for professional and personal growth.

*Social training* (personal, intercultural, civic competencies): master ethical and legal norms of social behavior that allow effective and constructive participation in public and work life; develop the ability to prevent and resolve conflict situations, find compromises, correlate your opinion with the opinion of the team; comply with business ethics standards.

*Entrepreneurial and economic training*: have the basics of economic knowledge, have scientific ideas about management, marketing, finance, etc.; know and understand the goals and objectives of state regulation of the economy; plan and manage projects to achieve professional goals.

*Cultural training:* know the traditions and culture of the peoples of Kazakhstan; understand the importance of creative expression of ideas; be aware of the principles of tolerant behavior of the individual and the prevention of everyday racism, xenophobia, extremism; have high spiritual qualities.

### **Base of professional internships (indicate all types of internships)**

The direction “6B041 Business and Management” provides educational and professional internships.

Educational practice is planned in a cycle of basic disciplines, in the amount of 2 credits, and professional (industrial, pre-graduation) - in the amount of 10 credits.

The university has concluded agreements with enterprises for students studying in the direction “6B041 Business and Management” to undergo professional practice. The objects of professional practice for students of the educational program are national companies, government bodies, joint-stock companies, large agricultural enterprises, etc. Among them are such enterprises as ALVI LLP, the Institute of Economic Research under the President of the Republic of Kazakhstan, the Republican Chamber of the Kazakh White-headed Breed, etc.

### **2.2. Information about students**

Анализ рынка подтверждает, что основным контингентом обучающихся по уровню образования бакалавриата являются выпускники средних образовательных школ, колледжей, по сокращенному ускоренному обучению контингент формируются из числа выпускников колледжей, а также выпускников университетов, желающих получить второе высшее образование.

Качество контингента будет определяться как процент от общего контингента поступающих на данную ОП по результатам ЕНТ и КТ, а также из числа обладателей знака «Алтын белы», «Аттестат с отличием» и т.п., победителей международных и республиканских предметных олимпиад.

Основными конкурентами по реализации данной ОП является Есиль Университет, который реализует 6B040100 «Маркетинг (по отраслям)» в соответствии с реестром ОП МОН РК, поэтому контингент обучающихся будет сформирован с учетом стоимости обучения за год.

По ОП «Digital маркетинг» обучаются всего студентов - 169, из них на государственном языке - 60, на русском языке - 109 студентов. По общеобразовательному гранту - 8, на договорной основе - 161 студентов (данные на 01.12. 2023г.).

### **2.3. Внутренние условия для развития ОП**

To ensure the effectiveness of the implementation of 6B04104 EP “Digital Marketing”, the department uses the material and technical base at its disposal: classrooms in total - 6 of which lecture class - 1, classrooms - 3, computer classes - 2.

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.”

UMKD 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 UMKD, within the framework of credit education technology.

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**

Partner-employers participate in the implementation of 6B04104 EP “Digital Marketing”, who ensure the organization of all types 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 graduates-employers, practical workers, seminars with representatives of the company ALBI LLP, the Institute of Economic Research under the President of the Republic of Kazakhstan, the Republican Chamber of Kazakh White-headed Breed joint ventures and others, and joint meetings of the department are held. 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 6B04104 “Digital Marketing”, the staff of the teaching staff is 35 teachers, including 14 candidates of science, 4 PhD doctors, 1 doctor of science, 14 masters of science and 2 specialists. The extent of EP is 54%.

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

Individual teachers will be involved - practitioners with practical experience in the field of business management and entrepreneurship.

At the department, the formation of scientific and pedagogical personnel is carried out through the training of masters and doctors of philosophy of the RIV according to the educational program.

#### **2.6. Characteristics of EP achievements**

1. The EP was developed jointly with employers, with the direct participation of Astana LineService LLP, as well as a number of other employers.

2. EP “Digital Marketing” is accredited by the Agency for Quality Assurance of Education IAAR - 2019. In the IAAR<sup>8</sup> ranking, the OP “Digital Marketing”



occupied the following positions: 2020 - 2nd place, 2021 - 3rd place, 2022 - 8th, 2023 - 4th.

### **3. Characteristics of the problems that the EP development plan is aimed at solving, and justification for the need to solve them**

Insufficient participation of department teachers in grant and project competitions, in innovative programs at various levels; there is no active participation of department teachers in foreign scientific programs, few foreign co-executors of research work; insufficient participation of teachers of the department in publications included in the bibliographic databases of AAL or GS1epse, Bsoriz or RISC, insufficient number of internships for teachers and internships for students in EP abroad.

### **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 “Digital Marketing” in the context of ensuring its competitiveness in the market of educational services.

#### **Tasks:**

1. Ensuring compliance of the content of the OP with the requirements of the ore 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 in this EP.

3. Creation of prerequisites for independent search and research activities of the student as part of the experiment at all stages of training.

4. Improvement and improvement of conditions for obtaining full, high-quality vocational education.

#### **5. Measures to reduce the impact of risks for EP**

- Expanding scientific cooperation and partnerships with leading foreign universities and research centers, attracting leading foreign scientists to carry out scientific research;

- Improvement of developed educational programs for the development of internal academic mobility;

- Participation of the department’s teaching staff in international educational exhibitions and fairs held by the university;

- Development of a plan for academic mobility of teaching staff between universities of the Republic of Kazakhstan;

- Study of teaching staff of the English language department;

- Invitation of foreign scientists to participate in the educational process of EP

- Concluding agreements with leading research institutes and scientific centers for targeted training of students.

## 6. Action plan for the development of EP

	Name of events	Implementation deadlines	Responsible	Expected results	Resource support
1	Analysis of the content of the graduate model for the educational program “Digital Marketing”, taking into account the analysis of the labor market and levels of education (bachelor’s, master’s and doctoral studies)	December, 2024	Head of department, heads of EP	Approval of the graduate model by the faculty council	No funding required
2	Updating the catalog of elective disciplines with the participation of employers, teaching staff, students, graduates of the department of the educational program “Digital Marketing”	December, 2024	Head of department, heads of EP	Approval of the catalog of elective disciplines	No funding required
3	Development and implementation of elective courses in English	Constantly	Department	Introduction of disciplines in English into the educational process	Funding required
4	Introduction of innovative technologies into the educational process in accordance with the demands of the labor market.	Constantly	Department	Introduction of new technologies into the educational process (act of implementation)	Funding required
5	Conducting seminars and round tables on the use of innovative technologies in the educational process	2 times per academic year	Department	Round tables and seminars	Funding required
6	Monitoring and updating catalogs	1 time per	Department	Expert opinions	No funding

	of elective disciplines in accordance with the development of key and professional competencies and labor market demands.	academic year			required
7	Publication of educational, educational, methodological and scientific literature on the implemented EP according to the recommendations of the UMO RUMS MES RK	Constantly	teaching staff	Educational literature	Funding required
8	Analysis of methodological support for the implementation of the EP “Digital Marketing”	December, 2024	Head of department, teaching staff	Syllabus	No funding required
9	Development of electronic resources (MOOCs) and posting them on the portal for a cycle of EP disciplines: basic and professional (at least 2 courses)	During a year	Head of department, teaching staff	MOOC courses	No funding required
10	Determination of courses (disciplines) by content: - practice-oriented; - scientific component; - - author's course.	September, 2024	Head of department, heads of EP	Coordination and approval of the OP jointly by employers	No funding required
11	Actively attracting practitioners and employers to teach academic disciplines in the amount of at least 5 credits in the EP “Digital Marketing”	Constantly	Head of department, heads of EP	Practice specialists	Funding required

12	Expanding the database of employers by attracting new partners from production and business, monitoring existing contracts for the effectiveness of its implementation	Constantly	Head of department, heads of EP	Practice specialists	Funding required
13	Involving social partners and employers in the development and examination of the implementation of educational programs	Constantly	Head of department, heads of EP	Practice specialists	Funding required
14	Inclusion of courses on the Coursera platform into the educational process	Constantly	Head of department, heads of EP	New knowledge and skills, increase your competitiveness in the labor market and expand your professional capabilities	Funding required
15	Involving social partners and employers in the development, examination and implementation of educational programs	Constantly	Head of department, heads of EP	Improvement and updating of OP	No funding required

## **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 Rating P8);
- formation of a contingent of students not only from Kazakhstan, but also from neighboring countries (Central Asia);
- creation of a modern educational, research and laboratory base within the framework of the content of the EP;
- the possibility of organizing professional practices on the basis of leading enterprises in foreign countries;
- training of highly qualified scientific personnel through master's and doctoral programs (RIV) at the level of modern requirements.

## **9. Model of EP graduate by level of study - bachelor's degree**

The graduate model of the educational program “Digital Marketing” is aimed at developing the necessary competencies for the future marketer as the main subject of the market.

### **Professional competencies**

Professional competencies

Bachelors of Business and Management have the following professional competencies:

have an idea about:

- developing marketing thinking, the ability to generalize, analyze, perceive information, set goals and choose ways to achieve it;
- the ability to find organizational and managerial marketing solutions applicable in the chosen field of activity, and the willingness to bear responsibility for them;
- awareness of the social significance of one's future profession, having high motivation to perform professional activities;
- the ability to understand the essence and significance of information in the development of a modern information society, to recognize the dangers and threats that arise in this process, to comply with the basic requirements of information security, including the protection of state secrets;
- mastering the basic methods, methods and means of obtaining, storing, processing information, having skills in working with a computer as a means of information management;
- ability to work with information in global computer networks;
- the ability to process and interpret data collected based on analysis of the internal and external environment of the enterprise, to prepare expert opinions and recommendations in the field of marketing management in various fields and fields

of activity;

- ability to plan and carry out work to study the organization of work of marketing services.

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 policies of the enterprise in the selected industry or field of activity;

- approaches to developing marketing strategies and marketing management in industries and areas of activity.

- methods of regulating international trade, the 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 certain 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 individual industries and areas of activity;

- skills in analyzing the external and internal environment of the enterprise in various industry markets;

- information technologies for solving applied marketing problems.

- practice of carrying out international commercial transactions, concluding sales contracts and maintaining.

have the skills:

- independent organization and conduct of marketing research in a specific market, analysis and interpretation of the results;

- analysis of marketing problems and specific market situations;

- drawing up marketing programs and plans of a strategic and tactical nature.

be competent:

- in the use of special marketing terminology and specialty vocabulary;

- in the collection, analysis and processing of data necessary to solve assigned

marketing tasks in agricultural organizations;

- in organizing and conducting marketing events in agricultural organizations;
- in the preparation and implementation of marketing plans and programs in agricultural organizations;

- in the analysis and interpretation of marketing data on socio-economic processes and phenomena, identifying trends in changes in socio-economic indicators of the activities of agricultural organizations.

Head of the Department of Management and Marketing



Karabasov R.A.