

Reviewed in the Department of Management and
Marketing meeting,
" _____ " Protocol no. _____ from
_____ 2023



EDUCATIONAL PROGRAM DEVELOPMENT PLAN 8D04105 – «Marketing»

Analytical justification of the program. The purpose of the PhD doctoral program in the educational program "Marketing" is to train a specialist marketer of a new formation, possessing broad fundamental knowledge, being proactive and adaptive to the changing demands of the labor market and modern technologies, and being able to work both individually and in a team.

The educational program's goals may include:

- deepening the theoretical and practical individual training of doctoral students with a high level of training;
- establishing requirements for receiving a comprehensive, excellent education;
- Students' capacity for self-improvement and self-development, as well as the requirement for their ability to independently create and master current information.

This educational program strengthens the connection with practice, allowing you to train high-level specialists with a high civic position, professional culture, and professional competence. In contemporary economics, marketing, and commercial activities, doctorate students have the option to customize their educational paths. This allows for the creation of flexible and mobile learning environments, the enhancement of students' capacity for self-improvement and self-development, the development of their creative mastery skills and need for independent modern knowledge acquisition, and the mastery of foundational courses at the interface of sciences, all of which ensure international professional mobility.

Information about the educational program.

The previous minimum level of education of persons wishing to master the educational programs of doctoral studies (scientific and pedagogical direction) assumes:

- have a foundational understanding of the natural sciences, including socio-humanitarian and economic fields, which help to shape highly educated individuals with a global perspective and a culture of thought;
- have the ability to design and implement viable solutions for marketing-related issues;
- have the ability for using information technology for work-related purposes;
- have expertise conducting research;

- have the capacity to learn new information that is required for both professional activity and master's degree continuation.

In today's world, any business must continuously research the industry, evaluate its prospects, and determine which products to manufacture in order to meet consumer demand. The company's management consistently conducts its operations in line with consumer demands and market requirements. The marketer performs these functions. Each company has a marketing department where marketers are constantly studying consumer requirements, optimal ways to meet requests, the strengths and weaknesses of competitors, and the entire market.

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, and business games;
- in-depth study of a foreign language;
- completion of research practices in leading companies;
- high percentage of professional employment.

The analysis of the growth of Kazakhstan's market for goods and services, advertising, market promotion tactics, and many other topics receive a lot of attention.

The development plan's primary goals. The primary aim of the plan for developing educational programs is to enhance the program's content by developing professional competencies in the area of contemporary digital technologies used in marketing projects to meet the organization's strategic and tactical objectives. Training of highly qualified specialists in the field of digital marketing, competitive in the domestic and international labor markets.

The main objectives of the EP development plan are:

- improvement and improvement of conditions for obtaining a full-fledged, high-quality professional education;
- modernization of the content of educational programs, taking into account global trends in the field of marketing in order to prepare graduates who are competitive in the domestic and international labor market;
- creation of prerequisites for independent research activities of the student;
- development of measures for mastering the work with scientific information using domestic and foreign experience in professional activities.

List of activities of the EP development plan

No	Activity	Deadline
1	Participation of various stakeholders in the development and revision of the EP	2023-2027

2	Providing top-notch foundations for international internships inside dissertation research frameworks	2023-2027
3	Improving the professional competencies of PhD students by studying diverse courses on educational platforms SkillsEnbek and Coursera	2023-2027
4	Attracting professors from leading foreign universities for teaching and research work within the framework of doctoral research	2023-2027
5	Participating in international initiatives, program-oriented financing, and grant funding competitions can enhance the scientific potential of teaching staff	2023-2027
6	Publication of research results in highly rated journals with a non-zero impact factor	2023-2027
7	Signing agreements with specialized businesses to support PhD students' research	2023-2027
8	Modernization and expansion of the material and technical base of the EP	2023-2027
9	Participation in the national ranking of specialties among universities in the Republic of Kazakhstan	2023-2027
10	Monitoring graduates' jobs on a constant basis	2023-2027

Reviewed in the Department of Management and Marketing meeting,

" 2 " Protocol no. 14 from 02 2023.