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Kazakh Agrotechnical University named after S.Seifullin

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APPROVE
Chairman of the Board
JSC "Kazakh agrotechnical
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A.K. Kurishbayev
2019



EDUCATIONAL PROGRAM

«Marketing and brand management in the market of goods and services»
(name of the program)

Code and classification of the field of education: 7M04 Business, management and law

Code and classification of training areas: 7M041 Business and management

Code in the International Standard Classification of Education: 0410

Qualification: Master of Business and Management in the educational program 7M041
«Marketing and brand management in the market of goods and services»

Training term: 1 year

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Educational program 7M041 «Marketing and brand management in the market of goods and services»

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Acting Dean of the Faculty of Economics



Aitkhozhin S.K

Head of the department



Rustembaev B.E.

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1 Passport of the educational program

1.1 The purpose of the educational program: “Marketing and brand management in the market of goods and services” is to prepare a marketing specialist of a new formation who is able to conduct marketing research, possessing broad fundamental knowledge, initiative, possessing the ability for scientific search and creativity, adaptation to the changing demands of the labor market and technology, which corresponds to the overall mission of the university.

The objectives of the program are as follows:

- participation of graduates in the conduct of comprehensive research of national and international commodity markets in order to obtain information for making management decisions;
- identification of consumer requirements for the quality characteristics of goods and services, the formation of consumer demand and forecasting sales volumes;
- participation in the development and economic justification of operational and start-up plans for the enterprise at the national and international levels;
- to reveal modern approaches to the organization of marketing activities in various industries and fields of activity.

The ultimate goal of the educational program is the preparation for the educational program “Marketing and brand management in the market of goods and services”, which implies a clear orientation to the future, which is manifested in the possibility of building your education with regard to success in personal and professional activities that meets the requirements of employers.

2 General characteristics of the educational program (relevance, features, competitive advantages, uniqueness, stakeholders, etc.)

The educational program “Marketing and brand management in the market of goods and services” is designed on the basis of a modular learning system that forms general cultural, special language and professional competencies.

A marketer is a specialist whose duties include the analysis and study of preferences, customer demand and, as a result, the development of a strategy that will help increase the competitiveness of the company's products, increase its turnover and profits. It is up to the marketer to continue the success, popularity and level of sales of the products promoted, since it helps the manufacturer to understand and satisfy the needs of the consumer as much as possible.

The specialty assumes that the marketer is engaged in research and analysis of the consumer market, competitors' activities, develops and implements the company's own marketing strategy, actively promotes and successfully sells goods and services. The marketer analyzes the information received, draws conclusions and makes the best decisions. Based on the results obtained, he develops a marketing mix, uses the most effective methods, techniques and technologies in order to more fully and qualitatively meet the needs of customers and ensure the profitability of the company's activities.

The advantages of the educational program are as follows:

- preparation is conducted in the Kazakh, Russian and English languages;
- the use of interactive teaching methods (interactive lectures, case studies, role-playing and business games, presentations and business projects;
- in-depth study of a foreign language;
- the passage of research practices in leading companies;
- High percentage of specialist employment.

The master's program is aimed at training highly qualified specialists who are able to form ideas about the modern theoretical and practical problems of marketing, management, economics and business.

The training program is focused on training professionals who effectively solve marketing problems, are able to make non-standard solutions that ensure the competitiveness, successful and sustainable development of the company. The master program allows you to update and expand knowledge, improve your professional level and acquire additional analytical and research competencies.

Much attention is paid to the study of the development of the market of goods and services in Kazakhstan, advertising, strategies to promote goods and services to the market and much more.

3 Competency model (portrait) graduate

3.1 Professional activities

The sphere of professional activity of the master of the educational program "Marketing and brand management in the market of goods and services" can perform various functions in the implementation of management, business, commercial and research activities of economic entities. During the implementation of the sales and scientific and technical activities, the masters study the marketing opportunities and environment of economic entities, conduct marketing research, select the target segment, predict consumer demand and position products for the selected segment, develop policies in the field of product management, price, sales and communications, designed to meet the needs of consumers and generate income, develop strategic and current marketing plans and control them.

3.2 Types of professional activity

Types of professional activity:

- organization and conduct of the scientific, educational process in educational institutions by profile;
- accounting of business operations at enterprises of various organizational and legal formations of economic sectors;
- experimental research activities;
- the rational organization of their financial and economic relations;
- assistance in protection of economic interests and property of individuals and legal entities.

3.3 General Education Competences

Know:

- principles and structures of the organization of scientific activity;
- types of scientific results: a single fact, an empirical generalization, model, law, theory and law;
- psychology of cognitive activity of undergraduates in the learning process.

Be able to:

- to carry out marketing research in any areas for subsequent strategic decision making by business entities in the field of market segmentation;
- to summarize the results of analytical work;
- successfully carry out research and management activities;
- to apply the knowledge of psychology in their professional activities;
- think creatively and creatively to solve new problems and situations.

Have skills:

- **research activities, solving standard scientific problems;**
- professional communication and intercultural communication;
- processing economic data in accordance with the task, justify the results.

3.4 Basic Competences

Know:

- The main teachings in the field of national economy;

- 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 commodity, pricing, distribution and communication policy of the enterprise of the selected industry or field of activity;
- approaches to the development of marketing strategies and marketing management in industries and fields of activity.
- methods of regulation of international trade, the system of currency regulation and control in Kazakhstan.

Be able to:

- apply the theoretical concepts, ideas and methods of classical marketing to solve specific practical problems in certain sectors of activity;
- make effective decisions about the prospect of improving the position of an enterprise 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 knowledge to choose the optimal strategy of the company based on market conditions in a particular field of activity.

Master:

- 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 the enterprise in the market space, in relation to the specific features and objectives of the use of marketing in certain industries and areas of activity;
- skills of analyzing the external and internal environment of the enterprise in various industry markets;
- information technology for solving applied marketing tasks.
- the practice of international commercial transactions, the conclusion of the contract of sale and maintenance.

3.5 Professional competences

accounting and economic activities: the collection, processing and preparation of baseline data to reflect the facts of the economic life of organizations; preparation of initial data for the calculation of economic and socio-economic indicators characterizing the activities of economic entities in the marketing field;

control: verification of marketing reports of business entities in order to establish the reliability of its performance and compliance of their activities with the provisions of current legislation; participation in the audit of financial and economic activities of organizations of all forms of ownership and its objects;

analytical and research: the collection and analysis of data required for specific economic calculations; processing of economic data, analysis, evaluation, interpretation of the results and justification of the findings; conducting statistical surveys, surveys, questionnaires and the initial processing of their results; participation in the development of design decisions in the field of professional activity, the preparation of proposals and

measures for the implementation of the developed projects and programs; analysis of business entities;

organizational and management activities: participation in production and sales and scientific and technical activities; bachelors study marketing opportunities and the environment of business entities, conduct marketing research, select the target segment, predict consumer demand and position products for the selected segment, develop policies in the field of product and price management , sales and communications, aimed at meeting the needs of consumers and making a profit, develop strategic and current marketing plans and control their implementation.

4 Base professional practice (all types of practices)

Research practice is held at Astana Line Service LLP, Food Contract Corporation JSC, Yasmin LLP, RSE NPT Astana Branch, Alua NS LLP, B.S Astana LLP, Zhaltyrsky Elevator LLP, Nura-KB Kyrylys LLP, Sepe-2012 LLP.

5 Structure of the educational program of the magistracy in the profile direction

№	The name of the cycles of disciplines and activities	The total complexity with a typical training period of 1 year	
		In academic hours	In academic credits
1	2	3	4
1	Theoretical training	750	25
1.1	The cycle of basic disciplines (BD)	300	10
1)	University component (UK)	180	6
	Foreign language (professional)	60	2
	Management	60	2
	Psychology of management	60	2
2)	Component of choice (CC)	120	4
	Quality and competitiveness	120	4
1.2	The cycle of the main disciplines (MD)	750	25
1)	University component (UK)	180	6
	Interactive marketing	150	5
2)	Component of choice (CC)	120	4
	Marketing logistics	150	5
	Marketing management	150	5
3)	Production practice	300	10
2	Experimental research work	390	13
1)	Experimental research work of a graduate student, including the internship and the master's project (ERWM)	390	13
3	Additional types of training		
4	Final certification (FC)	360	12
1)	Design and defense of the master's project (DDMP)	360	12
	Total	1800	60

Application 1.

Application 2.

Application 3 Description of the disciplines of compulsory and university components

1. Basic information about the discipline:	
Name of the discipline	Management
2. Amount of credits	2
3. Prerequisite:	General education disciplines, Economic theory, Microeconomics, Macroeconomics
4. Post requisites:	Writing the dissertation, future professional activity
5. Competences:	<p>As a result of studying this discipline, students should:</p> <p>Know:</p> <ul style="list-style-type: none"> -the essence of management, the development of views on management and management approaches; the role and place of the manager in the organization; -the essence of management decisions and the technology of their preparation and adoption; answers to questions about linking processes, control functions, group dynamics and leadership; modern methods of change management. <p>Be able to:</p> <ul style="list-style-type: none"> -define a system of organizational goals, develop a strategy and tactics for their implementation; to identify and characterize the factors of internal and external environment of the organization; -analyze and design the organizational structure of management; develop and justify options for effective management decisions and choose the best of them; -to select and apply a leadership style that ensures the effectiveness and efficiency of the organization. <p>Master skills:</p> <ul style="list-style-type: none"> - setting management goals and developing strategic plans for the organization; analysis and selection of effective management decisions; -the use of methods and techniques of work that mobilize personnel to achieve organizational and personal goals; development and construction of effective organizational structures; -the use of various methods and styles of conflict resolution.
6. Course author	Department Management
7. Literature	<p>1. Мескон и др. Основы менеджмента. - М.: Издательство «Вильямс» 2006.</p> <p>2. Виханский О.С., Наумов А.И. Менеджмент: Учебник. - 2-е изд. - М. «Экономистъ», 2014.</p> <p>3. Дафт Р. Менеджмент. 8-е изд./пер. с англ. под ред. С.К.Мордовина. - СПб.: Питер, 2009.</p> <p>4. Виханский О.С., Наумов А.И. Практикум по курсу «Менеджмент». М.: «Экономистъ», 2004.</p> <p>5. Ахметов К.Г., Сагиндинов Е.Н. Основы менеджмента: учебник Актобе-Уральск: А-Полиграфия, 2005.</p> <p>6. Карбетова З.Р., Карбетова Ш.Р. Менеджмент: Учебник – Алматы: ТОО «Жания-полиграф», 2014.</p> <p>7. Коваленко Б.Б. Основы менеджмента: Курс лекций. Часть I: учебное пособие Издательство:Санкт-Петербургский НИИ, 2015.</p> <p>8. Акмаева Р.И. Менеджмент: учебник – М.; Берлин: Директ-Медиа, 2018.</p> <p>9. Ефимов А.Н. Менеджмент. Практикум: учебное пособие для студентов вузов, обучающихся по экономическим специальностям – М.; ЮНИТИ-ДАНА, 2015.</p>

8. Content of the discipline:	Characteristics of the organization and management. The evolution of managerial thought. Internal and external environment of the organization. Social responsibility of business and manager ethics. Communications. Making management decisions. Planning. Organization as a management function. Motivation. Control. Group dynamics. Leadership: power and influence. Leadership styles. Managing conflict and stress. Change management.
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1. Basic information about the discipline:	
Name of the discipline	Psychology of management
2. Amount of credits	2
3. Prerequisite:	Philosophy, Sociology, General psychology, Higher school psychology
4. Post requisites:	Pedagogical practice, research practice. Psychological support of management activities; methods of working with functional states in activities manager
5. Competences:	<p>As a result of mastering the discipline, the undergraduate must:</p> <p>Know:</p> <ul style="list-style-type: none"> -social-psychological content and structure of management; and management functions; psychological personality characteristics of the leader; psychological patterns of joint activities to achieve organizational goals; -the basic approaches to solving managerial tasks and the rules for their solution under the conditions of actually operating production structures, methods of working with functional states in the activities of a manager, optimization of managerial processes. <p>Be able to:</p> <ul style="list-style-type: none"> - apply the knowledge gained during the course; free to operate with psychological concepts; use psychological knowledge in explaining phenomena in the field of management psychology and group processes; to analyze the professional activity of the manager in terms of ensuring his psychological effectiveness; -to apply methods and techniques aimed at developing the professionalism of management personnel, the personality of the manager and increasing the effectiveness of the management system. <p>Master skills:</p> <ul style="list-style-type: none"> - professional skills of psychological analysis of professional activities of a manager, phenomena in the field of work and joint activities to achieve organizational goals; -practical skills of psychological support of management activities; methods of working with functional states in the activities of the manager; - skills in the use of developmental technologies aimed at improving the professionalism of management personnel and team management.
6. Course author	Zhusupova A.A., Sagaliyeva ZH.K., Shakhmetova DS, Seylkhan G.I.
7. Main literature	<ol style="list-style-type: none"> 1. Столяренко А.Д. «Психология управления» Ростов – на – Дону «Феникс» 2007. 2. Столяренко А.Д. «Психология делового общения и управления» Ростов – на – Дону «Феникс» 2008. 3. Волкогонова О.Д., Зуб А.Т. «Управленческая психология» Москва ИД «Форум» - Инфра – М 2007. 4. Немов Р.С. «Психология» Москва изд.центр «Владос» 2010.
8. Content of the discipline	The essence of marketing from a psychological point of view. Marketing management problems. Phases of marketing development as a basis for

	understanding its psychological aspects. Competitors and other market partners: psychological aspects of interaction. Personal values of the consumer as the basis of psychological segmentation. Brands as sources and conductors of empirical experiences. Model of global life styles.
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1. Basic information about the discipline:	
Name of the discipline	Foreign language (professional)
2. Amount of credits	2
3. Prerequisite:	Level A1, A2, B1
4. Post requisites:	Writing the dissertation, future professional activity
5. Competences:	<p>Know:</p> <ul style="list-style-type: none"> - the lexical and grammatical minimum in the amount necessary for working with foreign language texts in the process of professional (economic) activity; -realia of the country of the studied language. <p>Be able to:</p> <ul style="list-style-type: none"> -read and translate foreign texts of professional orientation; -to take and process in accordance with the intended purpose various information in English, obtained from printed, audiovisual, sources within the professional sphere of communication (radio and television broadcasts, phono and video recordings); -perform translation with a dictionary of texts of varying degrees of difficulty from English to Russian and from Russian to English within the professional sphere of communication. <p>Master skills:</p> <ul style="list-style-type: none"> -the necessary skills of professional communication in the framework of the topics covered in a foreign language; - lead the conversation in English, participate in the discussion, speak publicly in the business and professional communication sphere; use speech etiquette correctly; - to re-speak orally and in writing in English English-language printed materials within the framework of business and professional areas of communication; -pell in writing in English questions and problems related to the specialty.
6. Course author	Department of Foreign languages
7. Literature	<ol style="list-style-type: none"> 1. Аванесян Ж.Г. Английский язык для экономистов/Аванесян Ж.Г. – 9-е изд. , стер. –(Курс иностранного языка). –М. : Омега-Л, 2014. 2. Агабекян И.П. Английский язык для менеджеров [Текст] : учебное пособие/И.П. Агабекян. –(Высшее образование). –Ростов н/Д. : Феникс, 2014. 3. Акопян А.А. Англо-русский словарь/Травкина А. Д. –(справочное издание). –Москва : Проспект, 2013. 4.Винокуров А. М. Англо-русский и русско-английский словарь: 100 тыс слов, словосочетаний и выражений / А.М. Винокуров. –М. : Мартин, 2013. 5.Вся грамматика английского языка: учебное пособие / Поль Ларрейя и др. ; пер. на рус. Кутуминой О. А. –М. : АСТ, 2013. 6.Гарагуля С.И. Английский язык для делового общения/С. И. Гарагуля. – (Высшее образование). Ростов н/Д : Феникс, 2014 7.Гарбузова Т.М. Практическая грамматика. Все о временах в английском языке: книга / Т. М. Гарбузова. Ростов н/Д: Феникс, 2014.

	8.Деловое общение по-английски: резюме, переписка, переговоры: учебное пособие/И.М. Овчинникова ; В.А. Лебедева. –М.: Университетская книга, 2014
8. Content of the discipline:	The specificity of oral speech and the norm of pronunciation: the orthoepic norm of the English language. Semantic, structural and communicative integrity of the text, its units. Lexical and grammatical features of the genres of scientific style and presentation in oral and written varieties. Study reading skills. Constructions with impersonal verb forms. Subjunctive mood. Foreign language terminology of major industries. Speech models of the description of structures and systems, definitions, argumentation. Polysemy prepositions in the English language. Work on translations by specialty. Polysemy prepositions in the English language. Work on translations by specialty.

1. Basic information about the discipline:	
Name of the discipline	Marketing management
2. Amount of credits	5
3. Prerequisite:	Marketing, Marketing management
4. Post requisites:	Writing the dissertation, future professional activity
5. Competences:	<p>Know:</p> <ul style="list-style-type: none"> - principles of construction, characteristics, factors of choice and transformation of business models of companies in management strategies; - know the basics of the evolution of business models, classification criteria, typology; -main approaches to the development of strategies and tactics of commercial organizations, the role of the corporate center in these processes. <p>Be able to:</p> <ul style="list-style-type: none"> - to establish the connection of business decisions with the company's strategy; - apply various tools and procedures for identifying the use of business models; - identify promising (strategic) directions for the development of commercial organizations of a corporate type, including through the implementation of merger strategies. <p>Master skills:</p> <ul style="list-style-type: none"> -technologies and design algorithms for an innovative business model; -practical skills and technologies of using the balanced scorecard in the development and implementation of organizational strategies; -the methods of conducting analytical work on the functional subsystems of commercial organizations.
6. Course author	Department Marketing and service
7. Main literature	<p>Ф.Котлер, К.Л.Келлер. Маркетинг-менеджмент – 14-е издание – СПб.: Питер,2014г.</p> <p>Савчук Г.А., Управление маркетингом на предприятии, учебное пособие, Савчук Г.А., Мокерова Ю.В., М,2014</p> <p>П. Дойль., Ф.Штерн. Маркетинг-менеджмент и стратегии. 4-е издание – М.: Питер,2007</p>
8. Content of the discipline	Theoretical foundations and the concept of marketing management. Marketing research in the marketing management system. Methodological bases of the analysis of the marketing environment. Market segmentation

	in marketing management. Analysis of consumer behavior of consumers. Organization of marketing services. Marketing management of enterprise product policy. Marketing management pricing policy of the enterprise. Planning as the main function of marketing management. Marketing management at various levels (at the macro level, at the corporate level, at the micro level).
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1. Basic information about the discipline:	
Name of the discipline	Interactive marketing
2. Amount of credits	5
3. Prerequisite:	Marketing, Marketing management
4. Post requisites:	Writing the dissertation, future professional activity
5. Competences:	<p>Know:</p> <ul style="list-style-type: none"> -the basic principles and methods of interactive marketing. <p>Be able to:</p> <ul style="list-style-type: none"> - independently and correctly choose the tools of marketing activities for conducting an effective advertising campaign of enterprises on the Internet. <p>Master skills:</p> <ul style="list-style-type: none"> - skills of collecting, processing, analyzing and interpreting the necessary data for effective marketing activities on the global Internet.
6. Course author	Department Marketing and service
7. Main literature	<p>1. Китова О.В. Управление эффективностью маркетинга: методология и проектное моделирование: Учебное пособие. - М.: ИНФРА-М, 2013.</p> <p>2. Савенкова Т.И. Основы практического маркетинга. М.: Экономистъ, 2012.</p> <p>3. Сачук Т.В Территориальный маркетинг. СПб.: Питер, 2011. - 368 с.</p>
8. Content of the discipline	New direction of work with end users, involving the direct participation of the consumer in the advertising campaign. The use of the huge opportunities of Internet resources: games, contests, social networks and other related services. the online distribution of a compelling brand image. Supply of goods on the market based on information technologies that integrate marketing activities in the internal and external environment of the enterprise.

Application 4. Description of elective disciplines

1. Basic information about the discipline:	
Name of the discipline	Marketing logistics
2. Amount of credits	5
3. Prerequisite:	Marketing, Marketing management
4. Post requisites:	Writing a thesis, the future professional activity
5. Competences:	<p>Know</p> <ul style="list-style-type: none"> - models of behavior of economic agents and markets; <p>Be able to</p> <ul style="list-style-type: none"> - to manage the development of the organization, to analyze and develop the strategy of the organization on the basis of modern methods and advanced scientific achievements; <p>Own</p> <ul style="list-style-type: none"> - qualities of quantitative and qualitative analysis for making management decisions.
6. Course author	Department Marketing and service
7. Literature	<p>1. Мазилкина Е.И. Маркетинг в отраслях и сферах деятельности: учебник/Е.И. Мазилкина. – Ростов н/Д: Феникс, 2012.</p> <p>2. Маркетинг: учебник/Наумов В.Н. - М.: НИЦ ИНФРА-М, 2016.</p> <p>3. Основы маркетинга: учебник/Ю.Н. Егоров. - 2-е изд., перераб. и доп. - М.: НИЦ ИНФРА-М, 2015.</p>
8. Content of the discipline	Basic concepts of marketing logistics. Logistic system of the enterprise. Procurement logistics. Production logistics. Sales system of the enterprise. Distribution (marketing) logistics. Logistics warehousing. Inventory logistics. Transport logistics. Service in marketing logistics. Management of the flow of finished products flowing in the direction from the manufacturer to the consumer.

1. Basic information about the discipline:	
Name of the discipline	Quality and competitiveness
2.Amount of credits	4
3.Prerequisite:	Psychology of management, Marketing management
4.Post requisites:	Writing a thesis, the future professional activity
5.Competences:	<p>Know</p> <ul style="list-style-type: none"> -the basic concepts of quality management and competitiveness, their interconnection and interdependence; -place management competitiveness in the system of scientific knowledge - the basis of modern approaches to the development of the organization on the basis of competitiveness management; - sources, ways of formation and development of competitive advantages, and on their basis the formation and implementation of competitive strategies; <p>be able to:</p> <ul style="list-style-type: none"> -use the knowledge system in the field of competitiveness management; - apply the knowledge gained about competitive advantages in order to determine the real state of the organization and the prospects for its development;

	<ul style="list-style-type: none"> - identify problems in the analysis of specific situations and suggest ways to solve them in the field of competitiveness management; -systematize, summarize information when analyzing the competitiveness of trade organizations, goods and services. <p>own:</p> <ul style="list-style-type: none"> - methodological approaches for conducting competitive analysis; -methods of practical work in the field of competitiveness of the organization; - the basis for the development of measures and ways to conduct competition; - methods of bibliographic search for the necessary materials on the quality and competitiveness of trade organizations, goods and services.
6. Course author	Department Marketing and service
7. Main literature	<p>1. Лифиц И.М. Конкурентоспособность товаров и услуг: учебник для бакалавров/И.М.Лифиц/3-е изд. переработанное и доп. –М.: ЮРАЙТ, 2014.</p> <p>2. Парамонова Т.Н. Конкурентоспособность предприятия розничной торговли: учеб. пособие/Т.Н. Парамонова, И.Н. Красюк/Гриф УМО. –М: КНОРУС, 2017.</p>
8. Content of the discipline	Place and role of product quality management in the system of market relations. Principles of quality assurance and product quality management. The evolution of product quality assurance methods. Quality management functions. The main methods of measuring product quality. The procedure and methods for assessing product quality. Competitiveness of goods and services as a measure of enterprise profits. Statistical methods of quality control and management. Legal basis for certification in the Republic of Kazakhstan.