

Specificity of the educational program of the specialties

5B051100 «Marketing», 6M051100 «Marketing»

The modern development of the market relations requires broader application of marketing in different areas of human activities. However its practical use is interfaced to existence of a row of the problems caused in most cases by misunderstanding of entity and possibility of marketing. Now representation of logical sequence of reviewing of the main questions, a measure of practical implementation of possibility of marketing is required

Besides today marketing is used in all organizations participating in competitive fight for attention, favor and money of buyers, absolutely free in a choice of necessary goods and services. Therefore each organization should know responses to a number of important questions. Who are our buyers? How to attract and satisfy their demands? What needs and their vital values? Who are our competitors in the market? How to convince our buyers that we can serve them better, than our competitors? Responses to all these questions can find the marketing specialist.

The graduate of the specialty «Marketing» must be in professional activity at the enterprises of any form of ownership in all fields of activity: in trade, manufacturing, procuring and processing agricultural and other enterprises. He can work in advertizing, in the sphere of production and services at positions, beginning from the marketing specialist to the director.

On a labor market of our region marketing specialists, advertizing, marketing and sales managers, and other workers who must have the diploma of the marketing specialist are in high demand today. Therefore it is possible to predict that further development of the market relations in the Republic of Kazakhstan will lead to the extension of demand for marketing specialists

Processes of further researches demand experts of higher qualification and competence. The magistracy and further doctoral studies is focused on it.

The educational program comprises the main subjects of discipline which have methodical and practical character; they are coordinated to practice of the organization of marketing activities of managing subjects, in effective support of compliance of supply and demand on goods and services, in increase of production efficiency and competitiveness of production of farms.

The expert training chair «Marketing and Service» was established in March, 2001. Educational activities are carried out according to the license of the Ministry of Education and Science of the Republic of Kazakhstan № 0062189 AB series of 02.08.2008 with validity period without restrictions (Appendix 3). Training of specialists is carried out according to SES of RK 5.04.019-2012. Standard curricula based on which the working plan of specialty is made are attached to the state standards.

Experience of the chair «Marketing and Service» on implementation of credit system of training is generalized at learning seminars of the university. The system of an assessment of educational achievements in case of credit technology of training provides reliability, objectivity, transparency of monitoring of knowledge the students.