

Ministry of Agriculture of the Republic of Kazakhstan
Kazakh Agrotechnical University named after S.Seifullin

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University Academic Council
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APPROVE

Chairman of the Board
JSC "Kazakh agrotechnical
University. S.Seifullin "

A.K. Kurishbayev
« 31 » 05 2019

EDUCATIONAL PROGRAM

«**Marketing**»

(name of the program)

Code and classification of the field of education: 8DM04 Business, management and law

Code and classification of training areas: 8D041 Business and management

Code in the International Standard Classification of Education: 0410

Qualification: PhD in educational program 8D041«Marketing»

Training term: 3 years

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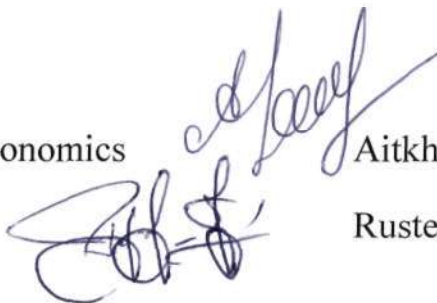
Educational program 8D041 "Marketing"

considered at the meeting of the department "Marketing and Service"
Protocol No. 8 dated March 28, 2019,

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Acting Dean of the Faculty of Economics

Head of the department



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1 Passport of the educational program

1.1 The purpose of the educational program:The goal of the PhD doctoral educational program in the Marketing program is to prepare a marketing specialist with a wide range of basic knowledge, initiative, adaptive to changing labor market requirements and modern technology, able to work both individually and in a team..

The tasks of the educational program can be:

- deepening the theoretical and practical individual training of doctoral students with a high level of training;

-providing conditions for a full and high-quality education;

-development in students of the ability to self-improvement and self-development, the needs of the skills of independent creative mastery of modern knowledge.

This educational program enhances communication with practice, allowing you to train high-level specialists with a high civil position, professional culture, and professional competence.

The opportunity for doctoral students to choose an individual educational path in modern areas of the economy, marketing and commercial activities, makes it possible to create conditions for mobile flexible planning of the educational process, develop students' ability to self-improvement and self-development, educate the need and skills for independent creative mastering of modern knowledge, learn basic courses on science, guaranteeing professional mobility at the international level.

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

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

- have a basic knowledge of the natural sciences (social humanitarian and economic) disciplines that contribute to the formation of a highly educated person with a broad outlook and culture of thinking;

- be able to formulate and practically solve problems in the field of marketing;

- be able to use information technology in the field of professional activity,

- possess the skills of research activities;

- have the skills to acquire new knowledge necessary for professional activities and for continuing education in the magistracy.

In today's world, every enterprise needs to constantly study the market, analyze market opportunities, choose which products it needs to produce, so that it is in demand from the consumer. The management of the company always carries out its activities in accordance with the requirements of the market and the demands of the consumer. These functions are performed by a marketer. Each company has a marketing department, where marketers are constantly studying consumer requirements, the best ways to meet the demands, strengths and weaknesses of competitors and the entire market..

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.

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 scope of professional activity includes:

- scientific activities in the system of higher, postgraduate education and science;
- educational, cognitive and planned activities in accordance with the degree of Master of Economic Sciences.

3.2 Types of professional activity

Types of professional activity:

1) in the economic, managerial and organizational-technological field:

- management positions, specialists of non-profit organizations;
- analysts, consultants information and analytical centers;
- experts of domestic and international projects;
- experts, consultants in educational organizations.

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 economic, social and economic calculations of indicators based on standard methods, taking into account the existing regulatory frameworks;
- summarize the results of analytical work;
- successfully carry out research and management activities;
- apply the knowledge of psychology in their professional activities;
- to think creatively and creatively to solve new problems and situations.

Have skills:

- research activities, solving standard scientific problems;
- professional communication and intercultural communication;
- processing of 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;

- The 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 select 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

A graduate of PhD doctoral studies in the specialty “Marketing” in the learning process masters the following skills:

- receiving, processing and transfer of marketing information resources using modern technical means;
- development of marketing strategy;
- carrying out comprehensive marketing research;
- development, organization and implementation of marketing policy;
- The use of modern marketing technologies;
- application of international quality standards and international ISO standards.

4Base professional practice (all types of practices)

Research practice is held at Astana Line Service LLP, Economic Research Institute under the President of the Republic of Kazakhstan, KazAgroMarketing JSC, KazAgrofinance, CS Astana-Management LLP, Esil-Agro LLP, Inkom Mebel JSC.

5 Structure of the educational program of doctoral studies in the scientific and pedagogical 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	Educational component	1590	53
1.1	The cycle of basic disciplines (BD)		
	University component (UK)		
1)	Methodology of marketing research	150	5
	Problem Based Learning method	150	5
2)	Component of choice (CC)		
	Methodology of a scientific experiment	150	5
3)	Teaching practice	150	5
1.2	The cycle of the main disciplines (MD)		
	University component (UK)		
1)	Innovative strategies and risks	300	10
	Marketing educational services	150	5
2)	Component of choice (CC)		
	Applied methods in marketing research	150	5
3)	Research practice	390	13
2	Research work	3450	115
1)	PhD student's research work, incl. internship and doctoral thesis	3450	115
3	Additional types of training		
4	Final certification (FC)	360	12
1)	Writing and defending a doctoral dissertation	360	12
	Total	5400	180

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	Methodology of marketing research
2. Amount of credits	5
3. Prerequisite:	Marketing, Marketing Research
4. Post requisites:	Applied methods in marketing research, Doctoral student research work
5. Competences:	<p>Know:</p> <ul style="list-style-type: none"> -requirements for the preparation of information and analytical materials; methods and processes of collecting, transmitting, processing and accumulating information; methods for calculating key market indicators; types of statistical methods used in marketing research. <p>Be able to:</p> <ul style="list-style-type: none"> -prepare information and analytical materials; interpret the results of applied statistical methods in marketing research; reasonably choose methods for obtaining marketing information. <p>Master:</p> <ul style="list-style-type: none"> -skills of interpretation of the results of using mathematical methods in the form of specific recommendations for making marketing and management decisions; -skills to use basic marketing information collection tools; skills of processing and systematization of marketing research data; skills in using basic marketing research tools and marketing information analysis.
6. Course author	Abuov K.K.
7. Main literature	<p>1. Кобзарь, А.И. Прикладная математическая статистика. Для инженеров и научных работников. М. : Физматлит, 2012</p> <p>2. Наумова, Л.М. Проектирование маркетинговых исследований: учебное пособие. - Йошкар-Ола : ПГТУ, 2014. Агалаков, С.А. 3.</p>
8. Content of the discipline	<p>Basic concepts, principles and types of marketing research. Legal and ethical foundations of marketing research. Marketing information: concepts, types, features of work. Methods of collecting information. Marketing research procedure. Setting the task of marketing research. Development of a marketing research program. The implementation of the study. Training and control of field personnel. Processing and analysis of information. Simple and cross tabulation. Designing summary tables. Statistics mean dispersion and covariance analysis. Correlation and regression analysis. Factor and cluster analysis</p>

1. Basic information about the discipline:	
Name of the discipline	Innovative strategies and risks
2. Amount of credits	10
3. Prerequisite:	Methodology of marketing research
4. Post requisites:	Writing the doctoral dissertation
5. Competences:	<p>Know:</p> <ul style="list-style-type: none"> -basic economic theories, laws and categories, -main components and process control steps, -trends in the development of concepts of management processes. <p>Be able to:</p> <ul style="list-style-type: none"> -analyze the external and internal environment of the organization and production, -apply optimal competitive strategies, - analyze management systems in the company and identify management problems. <p>Master:</p> <ul style="list-style-type: none"> -management process analysis methodology, -analytical approaches and tools to develop an optimal strategy for managing an organization and processes in order to form long-term competitive advantages in the market.
6. Course author	Zh.K. Taybasarov
7. Main literature	<p>1. Теория процессного управления: Монография/Ю.В. Ляндау, Д.И. Стасевич. - М.: НИЦ Инфра-М, 2013.</p> <p>2. Бизнес-процессы: Регламентация и управление: Учебник/В.Г. Елиферов, В.В. Репин; Институт экономики и финансов "Синергия". - М.: НИЦ ИНФРА-М</p> <p>3. Методы менеджмента качества. Процессный подход/П.С. Серенков, А.Г. Курьян, В.П. Волонтей. - М.: НИЦ ИНФРА-М; Мн.: Нов. знание, 2014.</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. Basic methods for 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 .

Application 4 Description of elective disciplines

1 Basic information about the discipline:	
Name of the discipline	Methodology of a scientific experiment
2.Amount of credits	
3.Prerequisite:	Modern methods of marketing research. Quality and competitiveness
4.Post requisites:	Writing the dissertation
5.Competences:	<p>Know</p> <ul style="list-style-type: none"> -features of the methodology of science as a doctrine of methods of scientific knowledge; -methodological and theoretical foundations of scientific research, requirements for the organization of research activities; -means and methods of scientific knowledge, features and methods of conducting a scientific experiment; methods of obtaining objective information necessary to substantiate the reliability of scientific results; -forms of presenting research results for practical use. <p>Be able to</p> <ul style="list-style-type: none"> -to carry out a justification of relevance and novelty, theoretical and practical significance of the results of scientific research; -plan research; apply scientific research methods; -process the research results, issue the results. <p>Master</p> <ul style="list-style-type: none"> -skills in research information; -skills in the design, planning and implementation of scientific research, the presentation of the results of scientific research and their practical use.
6 Course author	Karabasov R.A.
7Literature	<ol style="list-style-type: none"> 1. Современные средства оценивания результатов обучения, Звонников, В. И.; Чельшкова, М. Б., 2008г. 2. Основы научных исследований/Б.И. Герасимов, В.В. Дробышева, Н.В. Злобина и др. - М.: Форум, 2009. 3. Землянская Е.Н. Исследовательская и педагогическая практика магистрантов/Землянская Е.Н., Ковригина Л.П., Ситниченко М.Я. - М: Прометей, 2011 4. Кукушкина В. В. Организация научно-исследовательской работы студентов (магистров): Учебное пособие/В.В. Кукушкина. - М.: ИНФРА-М, 2011.
8. Content of the discipline	Methodology of scientific knowledge. Planning and conducting research. Scientific research. Types of research. Fundamental and applied research, development. The process of scientific knowledge. Empirical fact, observation, scientific fact, experiment and fixation of results. Hypothesis formation and testing. Formation of new concepts. Identify patterns, create a theory. Criteria for the truth of scientific knowledge. Modeling as a method of scientific research.

1. Basic information about the discipline:	
Name of the discipline	Applied methods in marketing research
2. Amount of credits	5
3. Prerequisite:	Marketing Management, Public Relations Technology

4. Post requisites:	Writing the dissertation, future professional activity
5. Competences:	<p>Know:</p> <p>-modern problems of the development of society at various levels and in various areas; have knowledge of economic, social, spiritual patterns of social development, as well as socio-psychological patterns of interaction of people belonging to different social groups; to be guided in modern market problems for solving research, applied and practical problems of marketing research.</p> <p>Beableto:</p> <p>-use this knowledge to conduct marketing research; develop and put into practice instrumental technologies for obtaining and analyzing marketing information.</p> <p>Master:</p> <p>-sociological and statistical methods of collecting and analyzing marketing information (MIS); socio-psychological and psychological skills of interpersonal and intercultural communication; acquire marketing research skills based on the implementation of knowledge about the methodology and methodology of sociological research, a variety of which are marketing research.</p>
6. Course author	Kaskatayev N.M.
7. Literature	<p>1. В.В. Салий, А.В. Наумова. Директ-маркетинг в среде тотальной коммуникации.//Энциклопедия маркетинга . - 31.05.2010.</p> <p>2. Ю. Фуколова. Директ-маркетинг подводит покупателя к товару//Институт проблем предпринимательства. - 20.04.2006.</p>
8. Content of the discipline	Goals, objectives, main directions, stages and types of marketing research. Objects of research. Marketing information: types, sources, selection criteria, methods for collecting, processing and analyzing information. Develop a marketing research plan. Forms and methods of marketing research. Processing and analysis of marketing information. Market research organizations, markets for goods (services) by industry.

1. Basic information about the discipline:	
Name of the discipline	Problem Based Learning method
2. Amount of credits	5
3. Prerequisite:	Quality and competitiveness, Marketing management
4. Post requisites:	Writing the dissertation
5. Competences:	<p>Know:</p> <p>-distinctive signs of modern educational technologies, -qualitative originality of educational technologies, -boundaries and conditions of application of modern educational technologies, effects of use, -theoretical aspects of designing modern educational technologies.</p> <p>Beableto:</p> <p>-carry out a scientific analysis of the capabilities and potential of</p>

	modern educational technologies, -apply educational technology design methodology, -apply modern educational technologies in a broad educational practice. -demonstrate the ability to select, implement and design modern technologies that are relevant to the goals and objectives of the educational process.
6. Course author	Karabasov R.A.
7. Literature	1. Кривонос А.Д., Филатова О.Г., Шишкина М. А. Основы теории связей с общественностью: Учебник для вузов. – М., 2011. 2. Почепцов Г.Г. Паблик рилейшнз для профессионалов. – М., 2005. 3. Белов А. Теория и практика связей с общественностью: Учебное пособие. - СПб., 2005.
8. Content of the discipline	Public Relations as a social phenomenon. Formation and development of public relations in the global space. Formation of public relations in Kazakhstan. Professional status and responsibilities of a PR specialist. Research as the initial stage of building public relations. Strategic planning of PR activities. Forms and means of presenting news materials. Public Relations in the political sphere. Public relations in crisis situations. Corporate image and corporate public relations. Internet public relations. Procedural technologies in PR: facilitation and mediation.

1. Basic information about the discipline:	
Name of the discipline	Marketing Educational Services
2. Amount of credits	5
3. Prerequisite:	Modern methods of scientific research. Management Psychology
4. Post requisites:	Writing the dissertation, future professional activity
5. Competences:	Know: -distinctive signs of modern educational technologies, -qualitative originality of educational technologies, -boundaries and conditions of application of modern educational technologies, effects of use, -theoretical aspects of designing modern educational technologies. Be able to: -carry out scientific analysis of the capabilities and potential of modern educational technologies, -apply educational technology design methodology, -apply modern educational technologies in a broad educational practice. Master - demonstrate the ability to select, implement and design modern technologies that are relevant to the goals and objectives of the educational process.
6. Course author	Zh.K. Taybasarov
7. Literature	1. Полат, Е. С. Современные педагогические и информационные технологии в системе

	<p>образования:учебное пособие для вузов/Е. С. Полат, М. Ю. Бухаркина. – М.: Академия, 2007.</p> <p>2. Селевко, Г. К. Педагогические технологии на основе дидактического и методического усовершенствования УВП/Г. К. Селевко. – М. : НИИ школьных технологий, 2005.</p> <p>3. Селевко, Г. К. Энциклопедия образовательных технологий : учебно–методическое пособие: в 2 т. – 2006.</p>
8. Content of the discipline	<p>Theoretical foundations of the technological approach in education. Classification, structure and features, the problem of choosing modern educational technologies. Designing modern educational technologies. Technology training, the actualization of the potential of the subjects of the educational process, the technology of working with information of the subjects of the educational process, expert assessment technologies.</p>