

**CATALOG OF COURSES
6B04111- MARKETING**

№	Cycle	Component	Subject name	Number of ECTS credits	Prerequisites	Postrequisitions
1 COURSE						
FALL SEMESTER						
1	GES	RC	Kazakh (russian) language	5	-	Kazakh (russian) language
2	GES	RC	Foreign language	5	-	Foreign language
3	GES	RC	Information-communication technologies (in English)	5	-	Information technology in marketing
4	GES	RC	Physical training	2	-	Physical training
5	BD	UC	Economic theory	4	-	Microeconomics
6	BD	UC	Mathematics of Economics	4	-	Statistics
7	BD	UC	Principles of marketing	5	-	Marketing research
Total credits per semester				30		
SPRING SEMESTER						
1	GES	RC	Kazakh (russian) language	5	Kazakh (russian) language	Business communication and business communications
2	GES	RC	Foreign language	5	Foreign language	Business communication and business communications
3	GES	RC	History of Kazakhstan	5	-	-
4	GES	RC	Physical training	2	Physical training	Physical training
5	BD	UC	Microeconomics	5	Economic theory	Macroeconomics
6	BD	UC	Finance	5	Economic theory	Financial management
Total credits per semester				27		
2 COURSE						
FALL SEMESTER						

1	GES	RC	Philosophy	5	-	Business communication and business communications
2	GES	RC	Cultural studies	2	-	Business communication and business communications
3	GES	RC	Psychology	2	-	Business communication and business communications
4	GES	SC	Legal environment of business and anti-corruption legislation/ Creative thinking and generation of business ideas/Ecology and life safety	5	Economic theory	Business planning/Creating startups
5	GES	RC	Physical training	2	Physical training	Physical training
6	BD	UC	Macroeconomics	5	Microeconomics	Marketing research
7	BD	UC	Statistics	4	Economic theory	Marketing research
8	BD	UC	Management	5	Economic theory	Human resource management
Total credits per semester				30		
SPRING SEMESTER						
1	GES	RC	Political science	2	-	Business communication and business communications
2	GES	RC	Sociology	2	-	Business communication and business communications

3	GES	RC	Physical training	2	Physical training	-
4	BD	UC	Accounting and Auditing	5	Economic theory	Marketing management
5	BD	UC	Marketing research	6	Principles of marketing	Marketing management
6	BD	UC	Marketing logistics	5	Principles of marketing	Commodity research
7	BD	UC	Sales technologies	5	Principles of marketing	Commodity research
Total credits per semester				27		
3 COURSE						
FALL SEMESTER						
1	BD	UC	Financial management	4	Finance	Taxes and taxation
2	BD	UC	Human resource management	4	Management	Leadership
3	BD	SC	Strategic management/Production management	4	Management	Internal environment of the company
4	SD	UC	Marketing research	5	Principles of marketing	Marketing management
5	BD	SC	Business planning/Environmental analysis	4	Economic theory	Internal environment of the company
6	SD	UC	Marketing communications	5	Principles of marketing	Marketing management
7	BD	SC	Data analysis and forecasting/Artificial intelligence and big data	4	Information-communication technologies (in English)	Digital marketing
Total credits per semester				30		
SPRING SEMESTER						
1	SD	UC	Marketing management	5	Principles of marketing	Practical training
2	BD	SC	Logistics/Supply Chain Management	4	Principles of marketing	Sales organization
3	BD	SC	Branding/Quality and competitiveness of products	4	Principles of marketing	Practical training
4	BD	UC	Taxes and taxation	4	Finance	Practical training
5	SD	SC	Service marketing/Industrial Marketing	4	Marketing communications	Event marketing Practical training

6	SD	SC	Internal environment of the company/Controlling in marketing	4	Marketing communications	Marketing Analytics/ Basics of online marketing
Total credits per semester				25		
4 COURSE						
FALL SEMESTER						
1	BD	SK	Pricing and distribution policy/ Promotion Policy	4	Marketing management	Predegree training
2	SD	SK	Event marketing/ Marketing Analytics	4	Marketing research / Environmental analysis	Predegree training
3	SD	SK	Practical marketing/ Merchandising	4	Consumer behavior / Neuromarketing	Predegree training
4	SD	SK	Cross-Cultural Marketing/ Intercultural Communication	4	Marketing communications	Predegree training
5	BD	SK	Sales organization/ Sales art	4	Marketing management	Predegree training
6	SD	SK	Charisma in business/ Critical and Creative Thinking	3	Marketing communications / Psychology	Predegree training
7	SD	SK	Business Negotiation/ Business ethics	4	Cross-Cultural Marketing	Predegree training
8	BD	SK	Digital marketing/ Basics of online marketing	3	Marketing management	Predegree training
9	SD	UK	Leadership	3	Human resource management	Predegree training
10	SD	SK	Advertising and Promotion / Theory and practice of PR	3	Consumer behavior / Neuromarketing	Predegree training
Total credits per semester				36		