

MINOR IN MARKETING



CONTENT

Required

- Principles of Marketing
- Integrated Marketing Communications
- Digital Marketing

Electives

- Consumer Behavior
- Brand Management
- Advertising Strategy and Promotion
- Strategic Marketing
- Services Marketing
- Fundamentals of Selling
- Public Relations
- Product Management

REQUIREMENTS

Entry requirements:

- Open for all 2nd, 3rd and 4th level KAZGUU students
- Select all courses from the required list
- Select at least 2 courses from the electives list
- GPA is 2.67 minimum

Exit requirements:

- 25 credits or 25 ECTS
- GPA is 2.67 minimum

At the end of the programme student should be able to:

- Apply marketing concepts, tools and techniques for problem solving and decision making;
- Address issues related to marketing communications, marketing research, brand management, consumer behavior;
- Demonstrate competence and creativity in originating and integrating ideas related to the managerial problems;
- Collect, analyze, apprise and present information in a way that contributes to the problem solving;
- Evaluate effectiveness and impact of the marketing programs;
- Demonstrate communication, team-working and management skills;
- Apply principles of integrity and ethics within business environment;
- Develop transferrable intellectual and study skills.