

# MINOR IN MARKETING



## CONTENT

- Integrated Marketing Communications
- Digital Marketing
- Consumer Behavior
- Brand Management
- Advertising Strategy and Promotion

## REQUIREMENTS

### Entry requirements:

- Open for all 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> 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.