

**B.A. Specialization in Marketing**

**PROGRAM DETAILS AND CURRICULUM**

Specific course requirements for the B.A. Specialization in Marketing program are as follows:

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| **Courses** | **Credits (ECTS)** |
| General Education Courses | 62 |
| University Core Courses | 16 |
| Business Core Courses | 66 |
| Major Courses | 48 |
| Minor Courses | 24 |
| Internship | 12 |
| Research Work and Diploma Project | 12 |
| **Total** | **240** |

**General Education Courses**

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| --- | --- |
| **Course Title** | **Credits (ECTS)** |
| English | 20 |
| Informational-communicational technologies | 5 |
| Foundations of Applied Mathematics | 5 |
| Interdisciplinary Module "Individual and World"  *(academic writing, social-political studies, Russian and Kazakh)* | 12 |
| Interdisciplinary Module "Society and Politics"  *(history of Kazakhstan, social-political studies, Russian and Kazakh)* | 12 |
| Physical training | 8 |
| **Total** | **62** |

**University Core Courses**

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| --- | --- |
| **Course Title** | **Credits (ECTS)** |
| Introduction to Macroeconomics | 6 |
| Entrepreneurship | 5 |
| Philosophy | 5 |
| **Total** | **16** |

**Business Core Courses**

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| **Course Title** | **Credits (ECTS)** |
| Business Quantitative Methods | 6 |
| Managerial Economics | 6 |
| Fundamentals of Financial Accounting | 6 |
| Accounting for Decision Making | 6 |
| Principles of Finance | 6 |
| Principles of Management | 6 |
| Principles of Marketing | 6 |
| Leadership Communication Skills | 6 |
| Organizational Behaviour | 6 |
| Corporate Governance and Law | 6 |
| Futures Studies and Foresight | 6 |
| **Total** | **66** |



**Major Courses**

***Required Major Courses***

To get Major in Marketing students need to pass all 4 courses listed below

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| --- | --- |
| **Course Title** | **Credits (ECTS)** |
| Consumer Behaviour | 6 |
| Marketing Research | 6 |
| Integrated Marketing Communications | 6 |
| Marketing Strategy | 6 |
| **Total** | **24** |

***Elective Major Courses***

In additional to required Major courses listed above, students need to pass any 4 courses selected from the list of elective courses below

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| --- | --- |
| **Course Title** | **Credits (ECTS)** |
| Sales Management | 6 |
| Brand Management | 6 |
| Interactive Marketing and Machine Learning | 6 |
| Digital and Social Media Marketing | 6 |
| Entrepreneurial Marketing | 6 |
| B2B Marketing | 6 |
| Global, Ethical and Sustainable Marketing | 6 |
| Consumer and Marketing Analytics | 6 |
|  |  |

**Senior Capstone**

Students at their third and forth year can use the acquired knowledge and skills in practice by doing internships in various companies and in the final Diploma project, following one of the 3 directions:

1. Consulting project for local startup or tech enterprise
2. Research thesis supervised by experienced professors of Narxoz University
3. Case study or creative startup project

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| --- | --- |
| **Course Title** | **Credits (ECTS)** |
| Internship | 12 |
| Educational Internship | 2 |
| Industry Internship | 4 |
| Industry Pre-diploma Internship | 6 |
| Diploma Project | 12 |
| Research Methods Course | 6 |
| Diploma Project | 6 |
| **Total** | **24** |

**Minor**

Students usually declare a minor in the third year of their study. At the time of declaration, students can choose from any minor offered in the Catalog, however students are advised to choose a minor outside Business School to acquire more diverse knowledge and skills. Students can also choose any of interdisciplinary minor options, e.g.:

1. Future Studies and Strategic Foresight
2. Corporate Law
3. Sustainable Development