

## B.A. Specialization in Marketing and PR Management



### PROGRAM DETAILS AND CURRICULUM

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

Courses	Credits (ECTS)
General Education Courses	62
University Core Courses	16
Business Core Courses	54
Major Courses	60
Minor Courses	24
Internship	12
Research Work	12
<b>Total</b>	<b>240</b>



### General Education Courses

Course Title	Credits (ECTS)
English	20
Programming	5
Foundations of Applied Mathematics	5
Interdisciplinary Module 1 <i>(academic writing, social-political studies, Russian and Kazakh)</i>	12
Interdisciplinary Module 2 <i>(history of Kazakhstan, social-political studies, Russian and Kazakh)</i>	12
Physical training	8
<b>Total</b>	<b>62</b>



### University Core Courses

Course Title	Credits (ECTS)
Introduction to Macroeconomics	6
Entrepreneurship	5
Ethics	5
<b>Total</b>	<b>16</b>



### Business Core Courses

Course Title	Credits (ECTS)
Financial Accounting (ACCA*)	6
Managerial Accounting (ACCA*)	6
Foundations of Finance	6
Foundations of Management	6
Foundations of Marketing	6
Foundations of Data Science and Machine Learning	6
Foundations of Future Studies and Forecasting	6
Communication & Influence for Leaders / Managerial Economics	6
Event Management	6
<b>Total</b>	<b>54</b>

*\*All NBS students receive a minimum of four ACCA exam exemptions for the accounting core courses*

## Major Courses

Course Title	Credits (ECTS)
Human Resource Management	6
International Management	6
Performance Management	6
Supply Chain Management	6
Strategic Management	6
Public Relations	6
Social Media and Digital Marketing	6
Marketing Analytics	6
Brand Management	6
Global Marketing Strategy	6
<b>Total</b>	<b>60</b>

## Senior Capstone

Senior students have several options to put the skills they have acquired to the test:

1. Consulting project for local startup or tech enterprise
2. Research thesis supervised by experienced mentors at one of Narxoz's research institutes or centers
3. Case study or creative startup project

Course Title	Credits (ECTS)
Internship	12
Educational Internship	2
Industry Internship	4
Industry Pre-diploma Internship	6
Business Project / Thesis	12
Research Methods Course	6
Business Project/Thesis writing and defense	6
<b>Total</b>	<b>24</b>

## Minor

Students usually declare a minor from outside NBS in the third year of study. At the time of declaration, students can choose from any minor offered. A minor requires a set of required courses for a minimum of 24 credits. Examples of related interdisciplinary minor options available to students include the following:

1. Cognitive Science
2. Future Studies and Strategic Foresight
3. Intellectual Property Law