

Narxoz-Coventry Double Degree program Marketing and PR Management



PROGRAM DETAILS AND CURRICULUM

Specific course requirements for the Double Degree program in Marketing and PR Management program are as follows:

Courses	Credits (ECTS)
Narxoz General Education	60
Narxoz University Core	16
Narxoz Business School Required Core	64
Coventry University Required Modules	45
Program Specialization Requirements	40
Diploma Project	8
International Internship (at CU)	8
Local Internship (at NBS)	5
PROGRAM TOTAL	246



General Education Requirements

Course Title	Credits (ECTS)
English	18
Information and Communication Technologies	5
Fundamentals 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
Total	60



University Core Courses

Course Title	Credits (ECTS)
Introduction to Macroeconomics	5
Entrepreneurship	6
Ethics	5
Total	16



Narxoz Business School Required Core

Course Title	Credits (ECTS)
Financial Accounting	5
Management accounting	5
Introduction to Finance	5
Introduction to Management	6
Introduction to Marketing	6
Managerial Economics	5
Introduction to Futures and Foresight	5
Data Science and Machine Learning	5
Managing people	6
Buyer Behaviour	6
Managing Human Resources	6

Research methods	4
Total	64

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



Coventry University Required Core

Course Title	Credits (ECTS)
Continuing Professional Development 3	5
Project Management	10
Contemporary Business Strategy	10
Elective 1	10
Elective 2	10
Total	45

Major Courses

Course Title	Credits (ECTS)
International Management	5
Performance Management	5
Event Management	5
Public Relations	5
Social Media and Digital Marketing	5
Marketing Analytics	5
Brand Management	5
Global Marketing Strategy	5
Total	40



Internship

All bachelor degree students are required to complete a Summer program at Coventry University in year two, which will be transferred to Narxoz University as Educational Internship. In addition, students are required to complete a Kazakhstan Internship while at Narxoz University in Kazakhstan in year three and an International internship while at Coventry University in year four. Internships give students the opportunity to gain real world global business experience and the chance to apply the knowledge they acquire during their course work.



Senior Capstone

In their fourth year at Coventry University, all students are required to complete and pass a Diploma Project and an online defense in front of a state attestation committee of Narxoz University, as required by the Ministry of Education. Students will be co-supervised by Coventry and Narxoz faculty members throughout the process.

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

1. Consulting project for startup or tech enterprise
2. Research thesis supervised by experienced mentors at Narxoz and Coventry
3. Case study or creative startup project