

B.A. Specialization in Marketing

PROGRAM DETAILS AND CURRICULUM

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

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

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

University Core Courses

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

Business Core Courses

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

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

Elective Major Courses

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

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 fourth 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

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