

**Marketing**

Track 1: Digital Marketing  
 Track 2: Neuromarketing  
 Language: Russian / Kazakh / English  
 Admission year: 2022  
 Graduation year: 2025

**3 yrs  
 after school**

Degree:  
 Bachelor in Business and Management in the program  
 "6B04104 - Marketing"

Accredited by IQAA program accreditation  
 IS-A №0058/2 from 2 July 2022 to June 2027



Year 1

1 semester	ECTS
Service Learning	3
Life Design	3
Leadership / Critical thinking	3
Economics	3
Kazakh (Russian) Language 1	5
Foreign Language 1	5
Management Information System Tools - Spreadsheets	5
Physical training	4
<b>Total</b>	<b>31</b>

2 semester	ECTS
Marketing	5
Kazakh (Russian) Language 2	5
Foreign Language 2	5
Introduction to entrepreneurship	3
Logistics	3
Management	3
Information communication technologies	5
Physical training	4
<b>Total</b>	<b>33</b>

Summer semester	ECTS
Trade Marketing (Dual course)	10
Modern history of Kazakhstan	5
Culturology / Psychology	4

<b>Total</b>	<b>19</b>
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Year 2

3 semester	ECTS
Marketing research	5
Marketing analysis	5
Marketing communications	5
Consumer behaviour	5
Foreign Language 3	5
Entrepreneurship in Action 1	3
<b>Minor course 1</b>	<b>5</b>
<b>Total</b>	<b>33</b>

4 semester	ECTS
Neuromarketing (Sandwich course)	10
Strategic marketing	5
Marketing management	5
Sales management	5
Internet marketing tools and web analytics / Neuroanatomy (Sandwich course)	5
Entrepreneurship in Action 2	3
<b>Minor course 2</b>	<b>5</b>
<b>Total</b>	<b>38</b>

Summer semester	ECTS
Philosophy	5
Sociology / Political science	4
Practical marketing (Dual course)	12

<b>Total</b>	<b>21</b>
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Year 3

5 semester	ECTS
Branding (Sandwich course)	5
SPSS (Sandwich course)	5
Export marketing	5
Social Media Marketing (Sandwich course) / Psychology of advertising	5
Digital advertising / Methods of psychophysiology (Sandwich course)	5
Research design	3
<b>Minor course 3</b>	<b>5</b>
<b>Total</b>	<b>33</b>

6 semester	ECTS
<b>Internship</b>	<b>20</b>
<b>Writing and defence of diploma project / thesis</b>	<b>12</b>

<b>Total</b>	<b>32</b>
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**Total credits for 3 years of study**

**240**

Track

Digital Marketing	ECTS
Internet marketing tools and web analytics	5
Social Media Marketing (Sandwich course)	5
Digital advertising	5
<b>Total</b>	<b>15</b>

Neuromarketing	ECTS
Neuroanatomy (Sandwich course)	5
Psychology of advertising	5
Methods of psychophysiology (Sandwich course)	5
<b>Total</b>	<b>15</b>

General module	26
AlmaU module	65
Minor	15
Profile module	102
Internships, Thesis-Project	32