



ALMA
ALMATY MANAGEMENT
UNIVERSITY



Confirmed
by Decision of Scientific Council of EI “Almaty
Management University”

“*26*” *April* 2017, № *9*
_____ A.Kanagatova

**PROGRAM
OF THE ENTRANCE EXAMINATION
ON THE MAJOR 6M051100 – «MARKETING»**

Academic Program Direction: Profile, Scientific-Pedagogical

Almaty, 2017

The Program of The Entrance Examination on The Major 6M051100 – «Marketing» /Under General Edition of The C.E.S. L.Zhakypbek - Almaty: EI «Almaty Management University», 2017. - 17 p.

The Compiler: C.E.S., Associated Professor N.Sokhatskaya

In the Program of the Entrance Examination on The Major 6M051100 – «Marketing» of the EI «Almaty Management University» it is Considered The General Provisions, list of Disciplines Included in the Entrance Examination on the Major, Disciplines' Program, list of Exam Questions, list of References.

The Entrance Examination's Program on The Major 6M051100 – «Marketing» of the EI «Almaty Management University» is Intended for use by Applicants for Admission to Academic and Professional Master Program of The EI «Almaty Management University».

Considered at The Meeting of The «Management and Marketing » Chair
(Minutes № 6 of " 16 " 02 2017)

Head of The «Management and Marketing» Chair
C.E.S



L.Zhakypbek

CONTENT

General Provisions	4
The list of disciplines involved to the comprehensive exam for applicants to the master program on the major of 6M051100 – «Marketing»	4
1. The program of the discipline «Marketing»	4
Questions on the discipline «Marketing»	5
List of the literature on the discipline «Marketing»	7
2. The program of the discipline «Marketing Research»	7
Questions on the discipline «Marketing Research»	8
List of the literature on the discipline «Marketing Research»	9
3. The program of the discipline «Marketing Management»	9
Questions on the discipline «Marketing Management»	10
List of the literature on the discipline «Marketing Management »	11
4. The program of the discipline «Marketing Communications»	12
Questions on the discipline «Marketing Communications»	13
List of the literature on the discipline «Marketing Communications»	13

General Provisions

The purpose of the entrance examination for the major 6M051100 – «Marketing» is to assess the knowledge on general laws of a society's development, economy markets, theory of competition, marketing theory and practice.

The exam will test the practical skills of students to collect, analyze, and interpret information related to modeling, forecasting, business processes, internal and external communications, building effective relationships, making informed decisions, using the optimal set of marketing tools.

The content of the entrance examination is determined by the program designed for students of the major 6M051100 – «Marketing» in accordance with requirements of training for postgraduates.

The disciplines included into the entrance exam program for the major 6M051100 - "Marketing" are selected from the compulsory component of the curriculum for the major 5B051100 - "Marketing".

The exam includes questions for the major 6M051100 – «Marketing» in the test form.

On the base of the program content it is designed exam materials that represent a list of questions to test the master students' potential.

Questions imposed to the exam are based on contents of different disciplines determined by this program.

The entrance examination program for the major 6M051100 – «Marketing» is considered at the meeting of the department « Management and Marketing» and approved by the Academic Council of the Almaty Management University

The list of disciplines involved to the comprehensive exam for applicants to the master program on the major of 6M051100 – «Marketing»

1. Marketing
2. Marketing Research
3. Marketing Management
4. Marketing Communications

The Program of the Discipline "Marketing"

Economic prerequisites for the emergence and development of marketing. Socio-economic content, specificity and evolution of marketing as a science. Objects and subjects, goals, principles, process and marketing functions.

The complex of marketing and its basic elements: the goods, the price, distribution and advancement. Types of marketing depending on the state of demand: conversion developing, remarketing, synchmarketing, stimulating supportive, demarketing, counteracting.

The basic concepts of marketing: improving production, improving the product, intensifying commercial efforts, the concept of marketing and social and ethical marketing. Their essence, features and conditions of use.

The concept of a marketing environment. Controlled and uncontrolled factors of the marketing environment: the relationship between them. Microenvironment and its main subjects: the firm, suppliers, marketing intermediaries, clientele, competitors, audiences. Organization of marketing at the enterprise. The main types of organizational structure of marketing management in the firm. The macro environment of the functioning of the firm and its main factors: demographic, economic, natural, scientific and technical, political, cultural environment.

The basic directions of the market analysis: an estimation of a conjuncture, definition of capacity and a share of the market. Classification of commodity markets. The concept of market segmentation. Basic principles of segmentation of consumer markets: geographic, demographic,

psychological behavior. Strategies for market coverage: undifferentiated, differentiated, concentrated marketing. Positioning of goods on the market. Factors determining the position of the product on the market. Selection and implementation of the positioning strategy.

The concepts of "need", "consumer", "buyer", "buyer's market", "seller's market". Personal needs of consumers: absolute and relative. The model of consumer behavior, its components. Characteristics of the buyer in the consumer market. The main factors affecting buying behavior. Types of consumers. The process of making a decision to buy in the consumer market.

Concept of the goods. Three-level model of the goods. A specific product, an extended product, a generalized product. The concept of the life cycle of goods (ZHTST). The concept and stages of the JTC. Trademark, its essence and functions. The practice of assigning brand names. Law of the Republic of Kazakhstan "On Trademarks, Service Marks and Appellations of Origin". Packing and marking of goods. Packing functions. Basic elements of the package. Requirements for the development of packaging.

The essence, goals and objectives of commodity policy. Commodity assortment. Latitude, saturation, depth and comparability of the commodity nomenclature. New product. The concept of developing a new product.

The price and its role in the marketing system. Price functions: accounting, incentive, distributive, the function of balancing the supply and demand, the rational allocation of production. Types of prices and their characteristics. Method of calculating the initial price of the goods. Factors affecting prices: internal and external. Basic approaches to pricing: pricing based on cost, value of goods, competition. Price strategy of the firm: overstated, sliding, penetration on the market. Subsequent, segment, based on cost, lower cost, proactive pricing.

Market price adjustment. Discounts and tests: quantitative, for payment in cash, functional, seasonal, stimulating. Discriminatory prices: the concept, factors and conditions of their application.

The concept of the distribution channel, its meaning and function. Levels of distribution channels, their structure. Identify the types and number of intermediaries. Sales strategies: intensive, selective, exclusive, their essence, advantages and disadvantages. Factors affecting sales strategies. Vertical marketing systems: types, goals, specificity.

Channels of commodity circulation: direct, indirect, mixed, their comparative characteristics. Length and width of the channel. Elements and structure of costs of the commodity circulation complex.

Wholesale: its essence and meaning. Wholesale functions. Forms of wholesale trade: leasing engineering, franchising.

Retail trade: concept, functions, types. Classification of retail enterprises: in terms of volume of services, product mix, the nature of trade services, the relation to prices, accessories and store concentrations.

Complex promotion of goods (promotion-mix). Communication strategies: push strategy, pull strategy, mixed strategy. Methods for developing the promotion budget: funding "from opportunities", "fixed interest", "matching the competitor", based on maximum costs, goals and objectives, accounting for the marketing program.

Advertising: goals, types, means of distribution. Types of advertising: informative, admonitory, reminiscent. Development of advertising budget. Stimulation of sales: the concept, features, types of stimulus

Questions on Discipline "Marketing"

- 1 The concept, goals, objectives and functions of marketing. The state of demand and the corresponding types of marketing.
- 2 Marketing environment of the firm. Controlled and uncontrolled factors of the marketing environment.

- 3 Macro of the functioning of the firm. Characteristics of macro-environment factors in the Republic of Kazakhstan.
- 4 Microenvironment of the firm and its components. The main factors of the microenvironment and their characteristics.
- 5 The model of consumer behavior in the market. The process of making a purchasing decision.
- 6 Commodity market. Classification of commodity markets. Characteristics and features of commodity markets.
- 7 Segmentation of the market. Criteria and principles of segmentation of the consumer goods market.
- 8 Selection of the target market segment. Positioning of goods on the market. Positioning strategies.
- 9 Capacity and market share. Method of determination. Factors affecting the dynamics of market capacity.
- 10 Commodity policy of the firm. Essence, meaning, process of formation. Marketing decisions on commodity policy.
- 11 The concept of the product life cycle. Stages of the ZTST and their characteristics.
- 12 Trademark and trademark. The practice of assigning brand names.
Law of RK "On trademarks, service marks and appellations of origin of goods".
- 13 Corporate style, its elements and value in the competitive struggle.
- 14 Franchising. Essence, forms and scope. Development of franchising in the Republic of Kazakhstan.
- 15 The concept and classification of prices. Factors of pricing.
- 16 Pricing methods based on demand, competition and costs.
- 17 Pricing strategies for new and existing products.
- 18 Market price adjustment. Discounts and tests: quantitative, for payment in cash, functional, seasonal, stimulating.
- 19 Types of sales: intensive, selective, exclusive. Advantages and disadvantages.
- 20 Distribution channels, their functions, structure, management.
- 21 Sales policy of the firm: vertical marketing systems and distribution channels.
- 22 Tovarodvizhenie: essence, goals, elements. Channels of commodity circulation: direct, indirect, mixed and their comparative characteristics.
- 23 Complex promotion of goods (promotion-mix). Marketing communications: characteristics, types, purposes, purpose.
- 24 Methods of developing a budget for the promotion of goods / services.
- 25 The concept of "advertising." Types of advertising. Means of distribution of advertising and their features. Social responsibility of advertising.
- 26 Promoting sales. Demand formation. The choice of methods to stimulate demand for goods.
- 27 Personal sales: value, role and characteristics. The main stages of the process of personal sales.
- 28 Aims and objectives of public relations. The main instruments are "public relations". Selection of references and means PR.
- 29 Direct marketing and its benefits. Forms of direct marketing.
- 30 Marketing control and audit. Types of control. Marketing audit.

List of the literature on the discipline «Marketing»

Main literature

1. Kotler Philip. Fundamentals of marketing. Short course: Trans. With the English. - M.: OOO "I.D. Williams, 2011
2. Armstrong G., Wong W., Kotler F., Saunders D. Fundamentals of Marketing, 4th European Edition: Trans. With the English. - M.: OOO "I.D. Williams, 2010
3. Bagiev GL, Tarasevich VM Marketing: A Textbook. - St. Petersburg: Peter, 2012
4. Tulembaeva A.N. Marketing: a textbook. - Almaty.: MAB, 2014

Additional literature

1. Pavlova N.N. Marketing in the Practice of a Modern Firm: A Textbook for Business-Schools. Moscow: Norma, 2008
2. Lukina A.V. Marketing of products and services. Tutorial. - Moscow: FORUM, 2013
3. Kotler F., Keller K.L. Marketing management. - St. Petersburg: Peter, 2011

2. The Program of The Discipline «Marketing Research»

The term "marketing research". Interrelation of marketing researches with system of acceptance of marketing decisions.

The essence of the marketing information system (MIS): definition, structure, approaches to its formation, use of the database. Users of marketing information. Decision Support System (DSS). Use of marketing information for making marketing decisions.

Marketing information: primary and secondary data. Advantages and disadvantages of primary and secondary information. Internal and external sources of secondary information. Features of using different sources of information. Sources of primary information. Classification of marketing information.

Organizational forms of marketing research: problem groups, company departments, external marketing information providers. Features of the activities of organizations conducting marketing research: universal agencies, specialized agencies, research institutes, educational institutions. Regulation of research activities in the Republic of Kazakhstan.

The main areas of marketing research: market research, research of the company's capabilities, product research, prices, intermediaries, advertising, sales promotion programs, personal sales, public relations programs, direct marketing tools.

Characteristics of research designs by types of marketing research: definition, research objectives, key parameters, the nature of the information received, research results, applied marketing research methods.

The main stages of marketing research: the development of the concept of research; Formation of a research plan; collection of information; Preparation and analysis of information; Preparation of the report and its presentation.

Development of the concept of research. Identification of the problem: definition, main sources and approaches to its identification. The sequence of the problem definition: the identification of symptoms (the organization of meetings of the researcher with the management or with decision makers and expert interviews of managers and specialists), the transformation of the management problem into a marketing research problem.

Factors affecting the reliability of information. Interrelation of management problems and marketing researches. The structure of the research request. Features of the preparation of the research proposal. Types of marketing research, depending on the problem. Search, experimental, descriptive studies, their features and methods of collecting information. Formulation of the hypothesis. Analytical models (verbal, graphical, mathematical), used to test hypotheses.

Mutual relations of participants in marketing research: the public, respondents, researchers, customers (customers). Ethical issues in the relationship of participants in marketing research. Functional duties of persons involved in marketing research.

The concept and characteristics of the experiment. Designing the experiment. Stages of the process of planning and conducting the experiment. Classification of experiments and their forms. Laboratory and field experiments. The concept of a trial market and trial marketing (market testing). Types of market testing. Strategies after the trial marketing. Advantages and non-deliveries of trial marketing.

The concept of a survey. Methods of collecting information from respondents during interviews. Advantages and disadvantages of the survey method. Classification of forms of carrying out of interrogation. Classification of survey methods. Advantages and disadvantages of different survey methods. The process of developing the questionnaire. Questionnaire and its structure (introductory, basic and requisite parts). Tools for collecting information. The questionnaire. Requirements for the questionnaires. The structure of the questionnaire. Equipment. Training of researchers.

The concept of "sampling." Population. General population. Types of samples: random, deterministic. Probabilistic sampling. Incredible sampling. Quota sampling. Cluster sampling. Selection by the method of "snowball". Methods and procedure of sampling: "snowball", "route survey". Features of the use of different samples in the conduct of marketing research. Quantitative and qualitative research: definition and their comparative characteristics. Preferable situations of choice of quantitative / qualitative methods of marketing research. Store-check as a method of evaluating the real offer on the shelves of retail outlets. Algorithm for conducting content analysis. Methods of collecting primary information on the basis of quantitative research: formalized interviews and observations, experiment. Quantitative methods of formalized analysis of primary information.

Methods of conducting focus groups. Advantages and disadvantages of the focus group. Key definitions of the panel method of investigation. Classification of panels on the continuity, the nature of the problems studied (subjects of research), the method of obtaining information from panel members, the persistence of goals and voices.

Questions on the Discipline "Marketing Research"

- 1 The essence and structure of the marketing information system.
- 2 Marketing information. Types of information and sources of information.
Primary and secondary data, their advantages and disadvantages.
- 3 Organizational forms of marketing research. Features of the activity
Organizations that conduct marketing research.
- 4 Using marketing information to make marketing decisions.
The main directions of marketing research.
- 5 Panel studies in marketing: the essence, content, types, features.
Panel method of interrogation.
- 6 Quantitative and qualitative methods of marketing research.
- 7 The process of marketing research and its stages. The main mistakes in
Organization of different stages.
- 8 Search, experimental, descriptive studies, their features and
Methods of collecting information.
- 9 The concept of "sampling." Types, methods and procedure of sampling in
Marketing research.
- 10 Types of probabilistic (random) samples. Approaches to the formation.
Features of use in marketing research.
- 11 Types of non-random (non-random) samples. Approaches to the formation.
Features of use in marketing research.
- 12 Focus group. Features of the selection of respondents. Basic Behaviors

- Moderator. Managing the behavior of focus group participants.
- 13 Field work. Managing the work of a group of interviewers. Factors affecting On the reliability of information.
 - 14 Different types of surveys. Features of the event. Requirements for interviewers. The main errors in the collection of information.
 - 15 Experiment. Features of the organization of experiments. Laboratory and field Experiments.
 - 16 Methods of conducting interviews: personal interview or interview, telephone survey, Mail survey.
 - 17 Methods of marketing research of the company promotion policy. Features of the organization of research. Results of the research.
 - 18 Formulation of the questionnaire: open-ended questions, closed-type questions. Dichotomy. The Likert scale. Semantic differential.
 - 19 Test marketing. Features of the organization. Advantages and disadvantages Trial marketing.
 - 21 Observation. Types of observations. Requirements for the organization of the monitoring environment.
 - 22 In-depth interview. Features of the organization. Requirements for information.
 - 23 Features of the organization of marketing research in the Republic of Kazakhstan.
 - 24 Projection methods of research. Features of the organization. Requirements to Information.
 - 25 Measurements in marketing research. Scales of measurements and their using.
 - 26 Research method "mysterious buyer." Features of the organization. Requirements for information.
 - 27 Panel method of research, its advantages and disadvantages. Types of panels.
 - 28 Store-Check method. Features of the organization. Requirements for information.
 - 29 Methods of analysis of marketing data and their characteristics.
 - 30 Features of the study of consumer behavior. Methods of research.

List of the literature on the discipline «Marketing Research»

Main literature

1. Galitskaya EG, Galitskiy E.B. Marketing research. - M.: "Yurayt", 2012
2. Gerasimov BI, Mozgov NN Marketing research. - Moscow: Forum, 2011.
3. Kameneva NG, Polyakov VA Marketing research. - Moscow: Vuzovsky. Textbook, 2011

Additional literature

1. Mkhitaryan S.V. Marketing information systems: a manual. - Moscow: EOI, 2013.
2. Marketing: general course. Учебное пособие / [Electronic resource]: a tutorial. - Electron. Dan. - M.: Omega-L, 2010.
3. Tokarev B.E. Marketing research - M.: Master: INFRA-M, 2011.

3. Program of the Discipline "Marketing Management"

The essence of marketing management. The subject and object of marketing management. Technology, goals and methods of marketing management. Tasks and functions of marketing management. The process of marketing management. Technology management process.

Principles of marketing management and the mechanism of their use. Value-oriented principles, conceptual and regulatory principles and principles of tactical analysis and design.

Strategies of market behavior of the organization: characteristics, advantages and disadvantages. The main approaches to the development of the organization's strategy of conduct on the market.

Features of the development strategy for small, medium and large organizations. Choosing a corporate strategy for the organization. Types of corporate strategies of the organization.

Management of the strategy of target market selection and positioning. Map positioning and methods of differentiation in a competitive environment. Analysis of the target market. Map positioning and methods of differentiation in competition.

The essence, meaning, purpose and objectives of marketing planning. The structure of the marketing plan and the characteristics of its components. Determination of the planning horizon. Types of planning. Contents of the marketing plan. Indicators included in the marketing plan.

Mission of the organization. Approaches to the formation of the mission of the organization. Role and purpose of the mission in the activities of the organization. Organizational culture and its content. Types of organizational cultures. Organization of the marketing management process

Indicators of marketing activities of the organization. Characteristics and features of marketing indicators.

Marketing information-analytical support of decision-making.

The purpose and tasks of the analysis of the external environment. Analysis of the micro- and macroenvironments. Analysis of suppliers, intermediaries, competitors, consumers, contact audiences, public organizations and the general public. Analysis of demographic, technological, cultural, social, political and legislative factors.

Analysis of the competitive advantages of the organization. Analysis of strengths and weaknesses of the organization.

Determination of the strategic direction of the development of the organization. Selection and definition of the organization's goals. Setting short-term and long-term marketing goals.

Commodity strategies. Strategic approaches to ensuring the quality of goods. Change in the commodity line. Vintage strategy.

The process of developing a pricing strategy. Purposes of pricing. Types of pricing strategies.

The essence and significance of the distribution. Distribution functions. The level of the channel. Length of the channel. Development of a distribution strategy.

Management of marketing communications in the enterprise. Marketing solutions for promotion. Marketing solutions for advertising, personal sales, sales promotion, public relations. Structure of marketing management. Functional marketing communications in the organization. Forms of marketing service organization.

Marketing control and audit. Types of control. Method of control. Control and adjustment of marketing actions.

Marketing audit: essence, goals and objectives. Scope, objects and types of marketing audit. Stages of the process of marketing audit.

Questions on Discipline "Marketing Management"

- 1 The basic concepts of marketing management in the enterprise.
- 2 The principles of marketing management and the mechanism for their use.
- 3 Structure of marketing management. Types of organizational forms of building a marketing service in an organization.
- 4 Marketing strategies at various stages of the product life cycle.
- 5 Analysis of the firm's market opportunities (situational analysis, STEP analysis, SWOT analysis).
- 6 Marketing management at the corporate level: basic (benchmark) strategies, competitive firm strategies, combined strategies, diversification strategies, positional business strategies.
- 7 Planning of marketing in the enterprise. Structure of the marketing plan.
- 8 The essence and importance of control in marketing management.
- 9 The essence, goals and features of strategic marketing planning.
- 10 Marketing strategies: BKG matrix.

- 11 Marketing strategies: Ansoff matrix, Porter strategic model.
- 12 Product range management: objectives, strategies, planning and control.
- 13 The process of planning new products: the features of making marketing decisions
- 14 Managing relationships in the value chain.
- 15 Prospects for strategic management of the firm.
- 16 Marketing pricing management: goals and strategies.
- 17 Management of marketing communications in the enterprise.
- 18 Managing distribution channels. Analysis of the efficiency of distribution channels.
- 19 Marketing audit: goals, objectives, stages, implementation.
- 20 Marketing control: types and methods of conducting.
- 21 Types of competitive strategies: cost leadership strategy, differentiation strategy, concentration strategy.
- 22 Company growth strategy: classification and types of strategies.
- 23 Resource approach to marketing management: material, intellectual, financial, labor.
- 24 Organization of commodity circulation in the marketing system.
- 25 Management of the company's competitive position in the market: an applicant company.
- 26 Marketing strategy: concept and elements.
- 27 Marketing management at the functional level.
- 28 Determination of the field of competition, analysis of key competitors.
- 29 Competitiveness of the company: types and sources.
- 30 Comparative analysis of the behavior of competitors.

List of the literature on the discipline «Marketing Management»

Main literature

1. Kotler, F. Marketing Management: a textbook / F. Kotler, K. Keller - 14th ed. M., St. Petersburg, Nizhny Novgorod: Peter, 2014
2. Ivashkova N.I. Marketing management. M.: INFRA-M, 2010. - 176 p.
3. Момышова С.А.: Marketing management. Textbook. - 2 ed., Pererab. And additional .- Almaty: FE "Balansa", 2014.- 248 p.

Additional literature

1. Sinyaeva, I.M. Marketing in business: textbook / THEM. Sinyaeva, S.V. Countryman, V.V. Sinyayev .- M.: "Dashkov and K", 2009
2. Savchuk GA, Mokerova Yu. V. / Marketing management at the enterprise: - Ekaterinburg: Ural University Publishing House, 2014. - 110 p.
3. Starobinskaya N.M. / Marketing management / Publishing house of the Russian State Pedagogical University, 2010 - 127 p.

5. The Program of The Discipline «Marketing Communications»

Communication as a system for managing the promotion of goods. The difference between marketing communications and promotion. Essence, meaning, functions and tasks of marketing communications. The main elements of marketing communications.

Integrated marketing communications (IMC). Advertising. Sales promotion. Personal sale. Direct (direct) marketing. Public relations. Characteristic features, advantages and disadvantages of tools for promotion.

The need for the communication policy of the enterprise. The role and benefits of planning marketing communications. Classification of marketing communications plans and their signs. Methods and stages of planning marketing communications. Factors affecting the formation of the promotion program-mix. Creation and distribution of the general budget for promotion. Types of control, audit and audit of communication activities.

The concept of "advertising". Communication of advertising with other forms of marketing communications. Social responsibility of advertising. Kinds of advertising: reminding, image, protective, advertising of a product, etc. Means of distribution of advertising and their features.

Goals and objectives of the advertising campaign: message, persuasion, reminder. Choosing an advertising idea. Types of advertising appeals. Create an advertising message. Style, tone, words and format of circulation. Evaluation and selection of treatment.

Advertising agencies and their types. Department of advertising at the enterprise. Communication of the advertising department with the rest of the marketing and company departments.

Expenses for the advertising campaign. Factors of formation of expenses. Distribution of advertising efforts. Communicative and economic effectiveness of advertising. The effect of mutual understanding. The purpose of the study is the effect of mutual understanding. The method of direct evaluation. "Batch" method. Experimental methods of advertising evaluation.

The need and importance of testing advertising. Types of testing. Laboratory tests. Print ads. Tests in the home, shop, cinema. Television tests. Testing of advertising before the release of goods on the market, after the release of the goods on the market.

Goals of sales promotion. The main decisions in the field of sales promotion. Setting the objectives of sales promotion. Objects of sales promotion. Price and non-price promotion. Promo-actions, BTL-actions.

The choice of means of sales promotion. Joint and cross-stimulation. Means of stimulating trade. Means to encourage business partners and sales staff.

Development of a sales promotion program. Implementation of a sales promotion program. Evaluation of the results of the sales promotion program: the survey method, the methods of comparing the indicators, the method of experiments.

Aims and objectives of public relations. Marketing service for public relations and its tasks. Organization of relations with the media. Conflict Management. Social responsibility of PR.

The main decisions in the field of commercial relations with the public. Functions of PR departments: press relations, corporate relations, lobbying, recommendations. The main tools: publications, events, news, speeches, service actions, means of visual identity. Electronic marketing. Selection of references and means PR.

Aspects of personal sale: professionalism and negotiation. The main stages of an effective sales process. Negotiation. Definition of negotiations. Formulating a negotiating strategy. Negotiation tactics.

Network marketing: the concept, essence, principles of network construction. The role and place of network marketing in the promotion of the company's products.

Interactive marketing, its main characteristics and technologies. Sensory marketing, goals and objectives, strengths and weaknesses, application features. Guerilla marketing. Prospects for the development of new communication technologies in the Republic of Kazakhstan.

Questions on Discipline "Marketing communications"

1. The concept, nature and tools of marketing communications.
2. The essence, meaning, functions and tasks of marketing communications.
3. The main elements of marketing communications. Their characteristic.
4. Integrated marketing communications (IMC).
5. Typical features, advantages and disadvantages of tools for Promotion.
6. Planning marketing communications. Methods and stages of planning marketing communications.
7. Factors affecting the formation of the promotion program-mix.
8. Methods of formation and distribution of the general budget for promotion.
9. Types of control, audit and audit of communication activities.
10. The communication process: source, sender, address, recipient, Feedback, interference.
11. Channels of communication: personal and impersonal, verbal and non-verbal.
12. Advertising: the essence, types and means of distribution. Evaluation of advertising effectiveness.
13. Goals and objectives of the advertising campaign: message, persuasion, reminder.
14. Types of advertising appeals. Create an advertising message. Evaluation and selection of treatment.
15. Expenses for the advertising campaign. Factors of formation of expenses. Distribution of advertising efforts.
16. Communicative and economic effectiveness of advertising.
17. The effect of mutual understanding. The purpose of the study is the effect of mutual understanding.
18. Testing of advertising. The need and importance of testing advertising. Types of testing.
19. Stimulation of sales. Goals of sales promotion. The main decisions in the field of sales promotion.
20. Price and non-price promotion.
21. Choice of means of sales promotion. Joint and cross-stimulation.
22. Development of a sales promotion program. Evaluation of the results of the sales promotion program.
23. Aims and objectives of public relations. Organization of relations with the media.
24. Social responsibility of PR.
25. The main tools of PR. Selection of references and means PR.
26. Personal sales. The main stages of an effective sales process.
27. Network marketing: the concept, essence, principles of building a network. The role and place of network marketing in the promotion of the company's products.
28. Interactive marketing, its main characteristics and technologies.
29. Sensory marketing, goals and objectives, strengths and weaknesses, application features.
30. Prospects for development of new communication technologies in the Republic of Kazakhstan.

List of Literature on Discipline "Marketing Communications"

Main Literature

1. Dubrovin I.A. Marketing communications. - Moscow: Dashkov and Co., 2012. - 580 p.
2. Krasnyuk I.N. Marketing communications. - Moscow: INFRA-M, 2012. - 272 p.
3. Golubkova E.N. Marketing communications. Textbook. Grif of the Department of Defense of the RF Ministry of Defense.
4. Moscow: Business and Service, 2011. – 336p

Additional Literature

1. Gabinskaya OS, Dmitrieva NV Marketing communications. - M .: Academy, 2010. – 240p
2. Simonyan TV, T. Kizilova. Marketing and marketing communications. - Rostov-on-Don: Phoenix, 2011. - 224 p.
3. Sinyayeva IM, Polyakov VA, Romanov AA Marketing communications. M .: University textbook, 2011. - 384 p.