

The graduate model of this EP «6B04106 - Marketing».

As a result of the training, the graduate must:

	6B04106 - Marketing
Be able to:	<ul style="list-style-type: none"> - critically evaluate from different sides (production, motivational, institutional, etc.) the behavior of economic agents in the market, trends in the development of objects in the field of professional activity; - develop and evaluate options for effective marketing strategies. - formulate a problem, creatively approach its solution; knowledge of methods for developing creative abilities; the ability to creatively use accumulated experience and create new techniques. --apply and use information technology in professional activities, possess programming skills using modern tools;
To know and understand:	<ul style="list-style-type: none"> - know the basic concepts, goals, objectives, and principles of marketing; - to know the basic concepts, goals, objectives, principles, methods of management; -to develop an effective product distribution scheme; -current state and trends in the development of the international economy; --principles and methods of development and implementation of the company's marketing plan at the international level; - - when, how and to what extent is the state intervening in socio-economic processes;
Be competent:	<ul style="list-style-type: none"> -conduct marketing research and analysis, manage marketing activities and trade in different markets, have the ability to initiative and entrepreneurship. - to analyze and perceive information in accordance with basic knowledge of economics; to use the basics of economic knowledge in various fields of activity; to be able to apply the acquired knowledge in solving situational and practical problems. - in the management of the agricultural sector of Kazakhstan, to acquire competencies in the preparation and implementation of business planning, justification of strategic planning at the regional level, in the organization of agribusiness and production in the regions.