



**The University, committed towards
the future: traditions, innovation, success!**

**SPECIALTY
5B051100 «Marketing»**



**Choosing a specialty means
choosing your future!**

Advantages of studying in this specialty:

-  Building your own course of studying
-  Possibilities of studying at the universities of the European Union.
-  Participation of students in the program of external academic mobility
-  Guaranteed employment in the specialty
-  Applying the knowledge gained in the real economy of the country.
-  Practice in the leading enterprises of the region and the country

Sphere of professional activity:

- ⇒ Sales and promotion departments
- ⇒ PR-managers
- ⇒ Brand managers
- ⇒ Copywriters
- ⇒ Speechwriters
- ⇒ Merchandisers
- ⇒ Market research and analysis
- ⇒ Advertising and communication
- ⇒ Services sector (hotel business, tourism, entertainment and recreation)
- ⇒ Education, health, industry and construction

Upon completion of the bachelor's degree program, graduates are awarded with a diploma of higher education with assignation the qualification of a bachelor of economics and business in the specialty "Marketing".

The bachelor's degree gives the right to enter the Master's programs



CONTACT DETAILS:

Head of the Department "Management of Innovation", PhD, associate professor, Corresponding Member of the International Academy of Informatization - M.U. Rahimberdinova., ph. 8-777-145-1597; e-mail: Rmu_uk@mail.ru