

**APPROVED**  
**at a meeting of the**  
**Scientific Council**  
**NJSC «Al-Farabi KazNU».**  
**Minutes No.10 dated**  
**May 23, 2022.**

**The program of the entrance exam for applicants to the PhD**  
**for the group of educational programs**  
**D075 – «Marketing and advertising»**

**1. General provisions.**

1. The program was drawn up in accordance with the Order of the Minister of Education and Science of the Republic of Kazakhstan dated October 31, 2018 No. 600 “On Approval of the Model Rules for Admission to Education in Educational Organizations Implementing Educational Programs of Higher and Postgraduate Education” (hereinafter referred to as the Model Rules).

2. The entrance exam for doctoral studies consists of writing an essay, passing a test for readiness for doctoral studies (hereinafter referred to as TRDS), an exam in the profile of a group of educational programs and an interview.

<b>Block</b>	<b>Points</b>
1. Essay	10
2. Test for readiness for doctoral studies	30
3. Exam according to the profile of the group of the educational program	40
4. Interview	20
Total admission score	100/75

3. The duration of the entrance exam is 4 hours, during which the applicant writes an essay, passes a test for readiness for doctoral studies, and answers an electronic examination. The interview is conducted on the basis of the university separately.

**2. Procedure for the entrance examination.**

1. Applicants for doctoral studies in the group of educational programs D075 – «Marketing and advertising» write a problematic / thematic essay. The volume of the essay is at least 250-300 words.

2. The electronic examination card consists of 3 questions.

**Topics for exam preparation according to the profile of the group of the educational program.**

Discipline "**Territorial Marketing**"

**Topic. Basics of territorial marketing: essence, principles and subjects**

Subtopics: Intensification of the globalization processes and strengthening of inter-territorial competition. Territorial marketing objects. The main directions of the territorial marketing implementation.

**Topic Goals and objectives of territorial marketing. The main functions of territorial marketing. The principles of territorial marketing.**

Subtopics: Aims and Objectives of Territorial Marketing. Territorial marketing objects. The main directions of the territorial marketing implementation.

**Topic Territory as a management object. Levels of territorial marketing application: country, region, city.**

Subtopics: Types of Territorial Marketing. Formation of the territory image. Target groups (markets), "consumers of territories".

**Topic The concept of a territorial entity. The marketing environment of the territory. Differentiation of the territory.**

Subtopics: Marketing Research in the Territorial Marketing. Comprehensive assessment of the region competitiveness. Territory promotion: territory branding and reputation management.

**Topic Territorial marketing tools. The main marketing tools for territories: indicators, indices, ratings.**

Subtopics: Territorial Marketing Tools. The main marketing tools for territories: indicators, indices, ratings. Segmentation in the territorial marketing

**Topic Tourism as a tool for territorial marketing. Repurchase factors in tourism. Infrastructure Marketing.**

Subtopics: Tourism, types of tourist routes. Factors Determining the Consumption of Attractions. Infrastructure Marketing. People, staff and personalities marketing.

**Topic: Territorial marketing strategies, their goals and interests.**

Subtopics: Assessment of the factors of territory attractiveness. Creation of a unique selling proposition of the territory. Territorial marketing assets and major territorial marketing strategies

**Topic Approaches to analysis for developing a strategy: SWOT - analysis, STEEP - analysis, grouping of attractiveness factors according to the matrix "strength - importance". Analysis in the context of various consumers target groups.**

Subtopics: Stages of Municipal Marketing Strategy Development. Using SWOT - analysis in territorial marketing. Application of STEEP - analysis in territorial marketing.

**Topic Territory branding Essence of branding concept. Brand concept and functions. Brand values.**

Subtopics: The Economic Impact of Product and Corporate Brands. Brand concept and functions. Brand values.

**Topic The territory brand as a sum of corporate branding and territory image.**

Subtopics: Territory branding as a marketing tool. Features of economic branding. Effectiveness of economic branding

**Topic Strategic planning of the territory development and the place of marketing in the planning system.**

Subtopics: Territorial brand organization. Territorial brand planning. Project budget.

**Topic Methods of researching the territory image. Types of the territory image. The principles of forming the territory image. Elements and carriers of the territory image.**

Subtopics: Methods of forming the city image. Region positioning. The principles of forming the territory image.

**Topic The communications system in the marketing of territories.**

Subtopics: Complex of promotion tools. Advertising and its meaning, types of advertising. Features of the advertising message choice. Personal selling as a tools of communication.

**Topic Competitiveness of the territory: analysis of the market segments attractiveness and competitive advantages of the territory.**

Subtopics: Assessment of the territory competitive advantages. The concept of the territory competitiveness. Factors determining the territory competitiveness. Internal and external competitive advantages of the territory. Methods for assessing the competitiveness of the territory. "Hard" and "soft" competitive advantages of the territory. Analysis of the market segments attractiveness and competitive advantages of the territory.

Discipline "**Interactive Marketing**"

**Topic The meaning and essence of interactive marketing.**

Subtopics: The essence of interactive marketing. The concept and forms of direct marketing. The relationship between direct and interactive marketing

**Topic Stages of Internet marketing development.**

Subtopics: The main factors that causing the need for the Internet marketing use. The essence and forms of direct marketing. Marketing Web 2.0, (Web 3.0) and Features of Web 2.0, (Web 3.0).

**Topic Internet device, TCP / IP protocol family, domain name system.**

Subtopics: Internet Device. The TCP / IP protocol family. Domain Name System

**Topic Interactive Marketing Infrastructure.**

Subtopics: Internet Services. Ensuring information security on the Internet. Types of payment systems on the Internet. Basic principles of their functioning

**Topic Interaction with individual consumers.**

Subtopics: Functions of CRM systems and their tasks. Components of CRM systems

CRM system modules and functions performed by them

**Topic Development of e-commerce in interactive marketing.**

Subtopics: The essence of e-commerce in internet marketing. Qualitative changes in the organization of business in the context of e-commerce. Evolution of e-commerce

**Topic Electronic payment systems and online stores.**

Subtopics: Functions and tasks of electronic payment systems on the Internet. Classification of Internet payment systems. Evolution of electronic payment systems

**Topic Marketing Communications in Interactive Marketing.**

Subtopics: The essence and meaning of marketing communications on the Internet. Internet communication models. Using marketing communications tools in internet marketing

**Topic Advertising in Interactive Marketing.**

Subtopics: Types of sales promotion activities. Key solutions in the field of sales promotion. Public relations

**Topic Product Policy in Interactive Marketing.**

Subtopics: Product Definition and Product Policy. The most effective product groups for online sales. The influence of the Internet on the formation of the marketing environment and the product life cycle. Using the Internet to improve pre- and post-sales service. Using Internet tools to develop and create new products. Development of the service sector on the Internet.

**Topic Marketing Research in Interactive Marketing.**

Subtopics: Objectives and Functions of Internet Marketing Research. Tools for conducting marketing research on the Internet. The main ways to identify users on the Internet.

Discipline "**Planning and organization of marketing research**"

**Topic The essence, content and organization of marketing research.**

Subtopics: The essence and significance of marketing research. Purpose, objectives, objects and subject of marketing research. Determining the need for marketing research

**Topic The main directions of marketing research.**

Subtopics: Directions and general characteristics of marketing research. Internal and external directions of marketing research. The main types of marketing research in accordance with the directions: market research, consumers, competitors, the corporate structure of the market, goods, prices, commodity circulation and sales, promotion systems, the internal environment of the enterprise, etc.

**Topic Information in marketing research.**

Subtopics: The essence and components of marketing information. The goals of the marketing information formation. Features of marketing information. The principles of the marketing information formation. Classification of marketing information. Types of information and their brief description. Sources of marketing information. Secondary and primary information: definition,

advantages and disadvantages. Classification of secondary information. Advantages and disadvantages of internal and external secondary information. Comparative characteristics of marketing information sources

### **Topic: Marketing Research Planning**

Subtopics: Stages of planning and conducting a Marketing Research. Classification of marketing research plans. Characteristics of research designs by types of marketing research: definition, research objectives, key parameters, nature of the information received, research results, applied methods of marketing research

### **Topic Marketing Research Process.**

Subtopics: The main stages of marketing research: development of the research concept; formation of a research plan; collection of information; preparation and analysis of information; preparation of the report and its presentation. Development of the research concept. Problem identification: definition, main sources and approaches to its identification. The sequence of problem definition: identifying symptoms, transforming a management problem into a marketing research problem. Types of marketing problems. Marketing research methodology planning. Building analytical models. Forms of analytical models: verbal, graphic and mathematical... Identification of the object and subject of marketing research

### **Topic Organization and ethics of marketing research.**

Subtopics: Features and the need for ethics in marketing research. Ethical issues of “stakeholders”. International Code of Marketing Research

### **Topic General methods of marketing research.**

Subtopics: Desk Research Method: Definition, Sources of Information, Terms of Use, Advantages and Disadvantages. Types of information analysis when conducting desk research: traditional and informative-targeted. Traditional analysis: internal and external examination of the document. Algorithm for conducting informative-target analysis

### **Topic Methods of observation.**

Subtopics: Concepts of observation and situational characteristics of its application. Classification of the main forms of observation: the level of standardization of observation, the degree of secrecy and the nature of the observed events, the nature of the observation conditions, the regularity of the observation, the way of perceiving the object of observation. Classification of observation methods. Personal observation: concept, development of a card for registering observation. Mechanical observation: definition and applied mechanical devices. Technical means that do not require / require the participation of respondents in the observation. Content analysis: concept and objects of analysis. Trace analysis

### **Topic Organization of experiments.**

Subtopics: Concept of Causality in Marketing. The concept and characteristics of the experiment. Experiment design. The reliability of the experiment: internal and external. Factors affecting the reliability of the experiment. Stages of the process of planning and conducting an experiment. Preparatory stage. Field stage. Analytical stage. Classification of experiments and their forms. Laboratory and field experiments

### **Topic Conducting a survey.**

Subtopics: The concept of polling. Methods of collecting information from respondents when conducting surveys. Advantages and disadvantages of the survey method. Classification of survey forms. Classification of survey methods: telephone, personal, postal and electronic. Factors influencing the choice of the survey method. Advantages and disadvantages of different survey methods

### **Topic Sampling planning.**

Subtopics: Key concepts of sampling planning: population, elements of the population, sample, sampling unit, sampling frame. Stages of the sampling planning process: determination of the general population, design of the sampling frame, selection of the sampling method; determination of the sample size; implementation of the sampling process. Selection of the sampling method. Classification of sampling methods

### **Topic Classification of quantitative and qualitative research in marketing.**

Subtopics Quantitative and qualitative research: definition and comparison. Preferred situations for choosing quantitative and qualitative methods of marketing research. Content analysis - methods of formalized analysis of secondary quantitative information. Algorithm for content analysis. Methods for collecting primary information based on quantitative research: formalized surveys and observations, experiment. Quantitative methods of primary information formalized analysis: statistical methods of information processing, multidimensional methods, methods of regression and correlation, modeling methods, methods of statistical methods, theoretical theory of principles. Qualitative research methods. Classification of qualitative research methods: direct, indirect / projection.

### **Topic Focus group method in marketing.**

Subtopics: History of the focus group method development. Defining the key concepts of the focus group. Different points of view on the focus group definition. Focus group methodology. Phases of implementation: preparatory phase, field testing, data analysis and presentation of results. Preparatory stage for the focus group. Preparing the research team. Recruitment of respondents.

### **Topic Panel studies.**

Subtopics: Key definitions of the panel research method: panel, panelist, panel characteristics, panel research. Classification of panels according to the duration, the nature of the studied problems, the method of obtaining information from the panel members, the constancy of the objectives and research questions, and the nature of the studied units. Types of panels, object, purpose and result of research: consumer, trade, panel of enterprises of the industrial goods market, panel of a special form

### **Topic Analytical system of marketing and delivery of results.**

Subtopics: Bank of statistical procedures. Essence and purpose. The main methods of the bank of statistical procedures used in the analysis of information. The main types of analyzes in the bank of statistical procedures. The essence and purpose of using the bank of models. The main types of models. Classification of models. The concept of expert assessments. Varieties of expert assessments. Stages of expert assessments. Delphi method. Delphi method algorithm

### **Topic Theoretical foundations and concepts of strategic marketing management**

Subtopics: Features of Strategic Marketing Management. Basic concepts of strategic marketing management. Identifying the role of strategic marketing management in the organization

### **Tema Assessment and analysis of the strategic marketing management internal potential**

Subtopics: Features of the internal marketing environment. Fundamentals of the system analysis of the internal stratum of the organization. Assessment of the peculiarities of the internal environment in strategic marketing management

### **Topic Analysis of the external environment in the system of strategic marketing management**

Subtopics: Characteristics of the main elements of the external environment of marketing. Features of the analysis of the organization external environment components. Development of basic marketing management strategies based on an analysis of the organization external environment

### **Topic Strategic and operational planning in marketing management**

Subtopics: Fundamentals of strategic planning. Features and tools for operational planning. Application of strategic and operational planning methods in the enterprise marketing activities

### **Topic Methods of strategic analysis in marketing management**

Subtopics: Defining strategic analysis methods. Features of the application of strategic analysis methods in marketing management. Development of marketing solutions based on the use of strategic analysis methods

### **Topic Marketing Strategies at the Corporate Management Level**

Subtopics: Types and features of marketing strategies. Analysis of portfolio strategies in marketing. Assessing competitive marketing strategies

### **Topic Marketing Strategies at the Functional Management Level**

Subtopics: Determination of the target market for marketing activities. Development of a strategy for macro-segmentation of the market. Development of a strategy for micro-segmentation of the market

### **Topic Product and price marketing strategies at the instrumental level of management**

Subtopics: Features of Product Marketing Strategies. Characteristics of marketing pricing strategies. Application of product and pricing strategies in the organization marketing activities

### **Topic: Strategies for distribution and promotion at the instrumental level of management**

Subtopics: Basic Distribution Strategies in Marketing. Characterization and application of promotion strategies in marketing. Analysis and evaluation of sales and communication strategies in the marketing activities of the company

### **Topic Interactive marketing strategy**

Subtopics: Interactive Marketing Features and Tools. Varieties of interactive marketing strategies. Development of an enterprise development strategy based on interactive marketing

### **Topic Global marketing strategy**

Subtopics: The essence and features of global marketing. Global Marketing Tools and Techniques. Revealing the features of global marketing strategies in the selling of innovative products

### **Topic Monitoring and evaluation of the marketing management strategy implementation**

Subtopics: Features of control over the implementation of marketing management strategy. Methods for evaluating the implementation of a marketing management strategy. Development of the stages of the assessing and monitoring the enterprise marketing management strategy process

## Discipline "**Marketing Technologies**"

### **Topic Modern marketing technologies**

Subtopics: The essence and role of marketing technologies in the activities of the organization. The history of the formation of marketing technologies. Features of the implementation of marketing technologies in the activities of the organization

### **Topic Types of marketing technologies**

Subtopics: Technologies of product promotion. Strategic marketing technologies. International Marketing Technologies

### **Topic Marketing research technologies**

Subtopics: Features of marketing research organization and the role of technologies. Quantitative data analysis technologies. Qualitative data analysis

### **Topic Digital marketing technologies**

Subtopics: Digital Marketing Basics. Big data technologies. Contextual advertising. RTB technology (real time bidding)

### **Topic Relationship marketing technologies**

Subtopics: The essence of relationship marketing and its tools. The Role of Digital Technologies in Relationship Marketing. CRM system and features of its application for relationship marketing management

### **Topic Features of the use of neurotechnology in marketing**

Subtopics: Essence and types of neurotechnologies. Eye tracking technology. Heat map and fog map methods

### **Topic Dark marketing basics**

Subtopics: Concept and essence of dark marketing. Conditions for using the mask effective marketing. Digital dark marketing tools.

### **Topic Branding technology**

Subtopics: Fundamentals of Branding and the Role of Applying Marketing Technologies. Essence and features of rebranding. Stages and types of rebranding

### **Topic Guerrilla marketing**

Subtopics: Essence and features of guerrilla marketing. The golden rules of guerrilla marketing. Guerrilla marketing tools: flashmob, streetaction, UCO, PeopleAd and others.

### **Topic Network marketing technology**

Subtopics: Network Marketing and Its Features. Tools and types of network marketing. Evaluation of the effectiveness of the use of network marketing

## Discipline "**Development of management decisions in marketing**"



### **Topic Fundamentals of Management Decisions**

Subtopics: The essence and content of management decisions. The role of management decisions in marketing. Generalized diagram of the planning and development of Management Decisions cycle

### **Topic Typology of management decisions in marketing**

Subtopics: Main types of management decisions. The main types of management decisions in marketing. Requirements for management decisions

### **Topic: Management organization as a system of decision formation in the organization marketing activities**

Subtopics: Stages of the management decisions formation in marketing. Tools for making marketing management decisions. Algorithm for making management decisions in marketing

### **Topic Target orientation of marketing management decisions**

Subtopics: Marketing Management Decisions Stakeholders. Target groups of marketing management solutions. Features of making management decisions in different target segments

### **Topic Preparation and implementation of management decisions in marketing**

Subtopics: Features of management decisions preparation. Characteristics of the management decisions implementation in marketing. Forms and tools for the preparation and implementation of management decisions.

### **Topic The role of human resources in the preparation and implementation of management decisions in marketing**

Subtopics: The Role of a Leader in the Preparation and Implementation of a Management Decision. The role of personnel in the preparation and implementation of management decisions. The influence of the human factor and motivation on the preparation and implementation of management decisions

### **Topic Analysis of factors affecting the adoption of management decisions in marketing**

Subtopics: External Factors Affecting the Preparation and Implementation of Management Decisions. Internal factors influencing the preparation and implementation of management decisions. Adaptation to changes in the environment when implementing a management decision

### **Topic Risks in the preparation and implementation of management decisions in marketing**

Subtopics: Characteristics and types of risks in marketing. Methods and approaches to combat risks in the marketing activities of the organization. Analysis and prevention of risks in the implementation of management decisions

### **Topic Modern technologies for the development of management decisions in marketing**

Subtopics: Basic Marketing Technologies. Characteristics of technologies for the development of management decisions. Digital technologies for the development of management decisions

### **Topic Evaluation of the effectiveness of management decisions in marketing activities**

Subtopics: Parameters and criteria for the management decisions effectiveness. The main methods for evaluating management decisions. Assessment of the management decisions quality in marketing

### **Topic Monitoring and control of the development of management decisions in marketing**

Subtopics: Fundamentals of Monitoring Management Decisions. Methods for controlling the development and implementation of management decisions. Digital technologies and software for monitoring and controlling the implementation of management decisions in marketing

## Discipline "**Consumer Behavior**"

### **Topic Evolution of consumer behavior patterns**

Subtopics: Models of Economic Consumer Behavior and Psychology. Development of the consumer behavior and marketing theory

### **Topic Motivation in consumer behavior patterns**

Subtopics: Theories of Motivation. Motivational conflicts. Impact of motivation on consumer behavior

### **Topic Influence of groups and group communications on consumer behavior**

Subtopics: Forms of reference groups influence on consumer choice. Models of personal influence processes. Influencer characteristics

### **Topic Influence of culture on consumer behavior**

Subtopics: The concept of culture. Classification of cultural value. Functioning of culture. The influence of culture on the choice of an individual consumer and the consumption structure of society as a whole. National culture and subculture

### **Topic The importance of social stratification in consumer behavior management**

Subtopics: The role of social stratification in the formation of consumer preferences. Social class criteria. Social structures of societies in the USA, Russia and Kazakhstan.

### **Topic Influence of the situation on consumer behavior**

Subtopics: Types of consumer situations. Situational influence factors. Information processing and perception. Essence and options for consumer choice. Types of purchasing decision processes

### **Topic Personal values, lifestyle and consumer resources**

Subtopics: Personal values: concept and types. Lifestyle concept. Lifestyle analysis methods. Consumer resources

## Discipline "**Communication policy**"

### **Topic Theoretical foundations and modern concepts of communication policy**

Subtopics: Communication policy in the marketing system. Marketing communications complex. Marketing system communications complex.

### **Topic Communication Policy Channels**

Subtopics: Types and functions of communication channels. The choice of communication channels and the formation of a budget for complex communications.

### **Topic Planning, organization and control of advertising activities**

Subtopics: The main directions of advertising companies. Functions, tasks, requirements for advertising. Organization and management of advertising activities. Advertising tools and peculiarities of their choice. Socio-psychological aspects of advertising.

### **Topic Sales promotion**

Subtopics: Sales promotion in marketing activities. The main approaches to the implementation of product sales promotion. Sales promotion techniques. Public Relations

**Topic: PR in Marketing Communications. The main directions of PR activities. Formation of the image of companies. Theme Personal Selling**

Subtopics: Personal Sales. Direct marketing tools. Conducting business negotiations and working as a sales agent.

**Topic New communication technologies**

**Subtopics:** Features of new communication technologies. Impact of new communication technologies. Socio-psychological aspect of new communication technologies.

**Topic Branding**

Subtopics: Technological and Conceptual Improvement of Branding as a Result of Social Transformation. Reorienting branding from manipulative to establishing equal partnerships with consumers. Brand ideology.

**3. List of references.**

**Main:**

1. Pride W.M. Marketing: concepts and strategies. – Boston: Houghton Mifflin Company, 2015, p. 738.
2. Kotler, Ph. Marketing. Pearson Education, 2012, p. 250.
3. Groucutt, J. Leadley, P., Marketing: Essential Principles, New Realities, Kogan Page, 2004, p.170.
4. Kerin and Hartley. Marketing, 14th edition (looseleaf), McGraw-Hill Irwin, 2019, ISBN: 9781260157727.
5. Kotler, P., & Keller, K. L. (2012). Marketing management: Global edition. Harlow: Pearson, 56.

**Additional:**

1. W. D. Perreault, Jr., J.P Cannon, and E. J. McCarthy (2009), Basic Marketing: A Marketing Strategy and Planning Approach, 17th ed., Irwin/McGraw Hill.
2. C. H. Mason and W. D. Perreault, Jr. (2002) The Marketing Game! Third edition, McGraw-Hill, New York.
3. RonLudlow, Fergus Panton : The Essence of Effective Communication(PHI)
4. Asha Kaul : Effective Business Communication (PHI)