

Al-Farabi Kazakh National University
Higher School of Economics and Business
Department of Business Technologies

**TASKS AND METHODOLOGICAL RECOMMENDATIONS
DISCIPLINE ON THE PROVISION OF INDEPENDENT WORK OF
STUDENTS**

«Strategy Analysis in Marketing»

Master on “7M04129–Marketing”

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Developer:

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Tasks and methodological recommendations for the conduct of independent work of students in the discipline "Strategy Analysis in Marketing" were reviewed and approved at a meeting of the Department of "Business Technologies"

Protocol № _____ «_____» _____ 20__ y.

General recommendations for the implementation of IWS / IWST

Perform independent work - the most important form of training highly qualified specialists. This is an important part of the learning process. In its preparation and writing of the student must show deep fundamental knowledge on the subject of management disciplines.

The purpose of individual work is that the student, on the basis of the knowledge in the learning process, as well as practical skills, independently researched one of the problems of discipline, made the corresponding reasoned conclusions and made concrete and reasonable proposals.

Tasks: in the course of studying the material, students should highlight the main issues of the CDS threads indicating literature.

The embodiment: essay writing, essay, report, a glossary, test questions, perform presentations.

Guidelines: the choice of theme of independent work carried out independently by the student to the approved list.

Themes of independent work for students of specialty "Finances", on the subject covers a wide range of topical issues.

Objectives of independent work include:

- Theoretical basis of the research subject;
- Description of the object of research status on the basis of the analysis of the materials collected during the period of practical training;
- The formation of conclusions and proposals and recommendations for further improvement of the object of research and management (planning, accounting, analysis, management, organization and control), as well as the solutions to the problem under investigation.

In preparation for independent work of a student must:

a) show the skills of independent work with special scientific literature, methodical, instructive, reference and research materials, etc.;

b) demonstrate the ability to comprehensively analyze the current phenomena of economic life, the control mechanism socio-economic processes and objects, do the right, scientifically sound theoretical and practical conclusions based on specific analyzes theoretical and factual material;

c) show the skills of logical and clear exposition of his thoughts in the analysis of socio-economic problems, development of administrative decisions, creatively applying modern management and management theory;

d) demonstrate the ability to organize, consolidate and expand the theoretical and practical knowledge in the specialty and to apply them in solving specific economic, social, industrial and administrative tasks in a market economy;

d) to apply modern economic and mathematical methods and computational techniques to study the proposals put forward reliable in independent work.

IWS and methodological guidelines

№	IWS cases	Performing form	Deadline (week)
1	Analyze marketing environment factors on the example of domestic or foreign company	Presentation	3
2	Conducting marketing research using quantitative and qualitative methods	Presentation	5
3	Evaluate the marketing mix components in your company.	Presentation	7
4	Developing a national brand: challenges and perspectives for Kazakhstan.	Essay	10
5	Development of advertising campaign for products based on Internet marketing	Presentation	12
6	Marketing in service company. Describe the best	Presentation	15

	practice on the example of foreign leaders		
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Methodical recommendations for the performance of tasks IWS

Self-employment of students is subdivided into self-employment of students under the guidance of a teacher (IWST) and out-of-audit self-employment (IWS).

IWST can conduct lectures, seminars, with the direct and active participation of the teacher. It is necessary to serve the purpose of strengthening the knowledge of students. They may not be visited by the most gifted students. This does not mean that they are exempt from assignments and work on audits. On the contrary, they can get from the teacher difficult, complex and voluminous tasks and perform them independently, for example, at home or in the library. Or they can act as assistants to the teacher during the lessons. Another form of conducting SRSP may provide consultation with a student teacher who is struggling to master the material.

Independent work of students (IWS) - self-preparation of students for classes, which includes the study of the basic and additional literature for the performance of the received tasks. The received tasks must be fulfilled within the specified period and in full. IWS is considered as out-of-audit work. Written works are presented to the lecturer, according to the schedule established in the syllabus of the course.

In addition, when performing independent work recommended drawing tests, analysis of statistical data, preparing presentations, training schemes, tables, benches, demonstration material, as well as writing for each discipline most comprehensive glossary covers the basic content of the discipline. When writing it is necessary to strive for clear and concise formulation of the term and what it means within the meaning of. As well as the tests, a glossary will contribute to systemic absorption of the material and the acquisition of skills in working with sources. Upon delivery of a glossary of the student must be prepared to answer any question raised selectively, that is essentially the term.

Literature on the subject of independent work is selected from the literature (books, articles, monographs), normative - legal acts, regulations, guidelines on the issues of economy and management. In her study the student should pay attention to theoretical issues polemical nature, for which the graduate should prove a point and reflect it in their work.

The study of the literature suggests systematization used text. Working with literature, you must make notes (short essay on the sources), indicating the main ideas contained in them, surname, initials of the authors of books, pamphlets, articles, and their title, publisher, city, year of publication. These records are required to write self-study and in the preparation of a list of references (bibliography).

References, which is attached on a separate sheet after the text of independent work should start with the instructions of the law, decrees of the President and other regulatory documents with the date of their adoption. Then, in alphabetical order, the names of the authors appear to use books and articles. At the same time the author's name is written first, followed by initials, book title, city, publisher, year, page. When using the magazine or newspaper articles also must first specify the full name the author, then the article title, journal (newspaper), date

(Example).

Applications to the essay is one of the attractive parts of it. Annexes to work independently are primary accounting documents and accounting registers with the original data and outcome indicators used in this work; form the company's annual reports, charts and diagrams, describing production technology.

The amount of work from 15 - 25 pages of printed text. Applications to the specified amount of independent work are not included.

Forms of delivery of IWS

The choice of the specific form of performance of the SRS by the number of participants (group or individual), orientation (project or individual), place (in the auditorium, library or remote), the volume of

work, the number of exhibits and the number of badges from the existing conditions and conditions, as well as from the level of readiness of students and the dynamics of their progress in the study of disciplines.

A research paper (so-called "research paper") is a purely scientific research, the purpose of which is to obtain the most objective and profound understanding of the phenomenon without prejudice to the phenomenon.

The consulting project (so-called "Policy paper") - in contrast to the scientific research, the purpose of this research is not only the acquisition of an unforeseen and deep understanding of the phenomenon, but also the development of a specific purpose.

Abstract - critical review or presentation of topics on 10-12 pages in A4 format, 14 TNR font. Traditional structure: title sheet, introduction, main part, deductions, list of used sources. The abstract can be brought to the discussion in the group. Distinguish two types of abstracts: productive and reproductive. Reproductive abstract reproduces the content of the primary text (abstract-abstract and abstract-summary). Productive content contains a creative or critical meaning of the referenced source (abstract-report and abstract-review). As part of the study of this course, a productive type of abstract is used.

An essay expresses the individual impressions and thoughts of the author on a specific reason or subject and does not claim an exhaustive or definite interpretation of the topic. There are different types of essays, which are used not only by students, but also by professional authors: description, illustration, comparison, classification, comparison, reason and consequence, definition, argumentation. In the context of studying this course, some of them will be used.

The report is a short presentation of key positions on the topic for 3-5 minutes.

Abstract - a brief description of the assigned topic with the highlighting of key concepts on pages 2-4 of the workbook of the standard format.

Glossary - a dictionary of concepts and terms on a given topic, designed in a table

Case - a situation that requires a solution in the course of group analysis. The group consists of 3-4 people, independently discussing the problem and developing ways to solve it. The results of the decisions are presented to the general group in the form of a presentation of the final report.

The report is a written and factual description of the results obtained during the study of the results, the main problems and suggestions for development.

Project - research on a topic, including search, collection and analysis of necessary information, performed personally or in a group

Debate is a discussion of pre-prepared questions on the topic with the conclusion.

Basic requirements to registration of independent work.

Independent work must be performed by a printing method using a computer and the printer on one side of a sheet of white paper A4 format, single-spaced. Font - normal, size 14, Times New Roman. Text independent work should be printed, observing the following margins: left - 30 mm, top - 20 mm, right - 10 mm, bottom - 20 mm. You may use the computer the possibility of focusing on certain terms, formulas, theorems, using fonts of different headsets. The numbering of all the pages sequentially, in the center of the bottom of the sheet in Arabic numerals without a point. The text of the independent work are allowed to use computer capabilities focusing on certain terms, formulas, theorems, graphic materials including the use of different font sets.

Task quality scale

The number of balls	Evaluation criteria
100-90 % balls	The task is performed correctly, with justification of the answer and conclusions; brought the full execution algorithm.
89-70 % balls	The task is performed correctly, based on the answer and output, given the partial execution algorithm.
69-60 % balls	The task is performed correctly, the answer is justified, given the partial solution algorithm. There are insignificant mistakes.

59-40 % balls	The task is performed fairly correctly. The answer is justified. There are flaws.
39- 30 % balls	The task is not performed in full. The answer is not justified. There are flaws.
29-10 % balls	The task is not performed in full. There are significant failures in the performance of the task.

Recommended reading:

1. Kotler, Philip T. Marketing basics = Principles of Marketing [Text]: textbook / F. Котлер, Г. Armstrong; [aud.: B. Abdulhalim and others; aud G. Dosmukhambetova], 2019. - 735 p.

2. Pride W.M. Marketing: concepts and strategies. – Boston: Houghton Mifflin Company, 2015. – 738 p.

3. McCarthy, Jerome E. (1964). Basic Marketing. A Managerial Approach. Homewood, IL: Irwin.

4. Grönroos, Christian. "From marketing mix to relationship marketing: towards a paradigm shift in marketing." Marketingdecision 32.2 (1994): 4-20.

5. Booms, Bernard H.; Bitner, Mary Jo (1981). "Marketing Strategies and Organization Structures for Service Firms". Marketing of Services. AmericanMarketingAssociation: 47–51.

6. Kotler, Philip (2012). Marketing. Pearson Education. p. 250.

7. Groucutt, J. and Leadley, p., Marketing: Essential Principles, New Realities, Kogan Page, 2004, p.170.

8. Banting, P.M. & Ross, R.E., "The marketing mix: A Canadian perspective," Journal of the Academy of Marketing Science, vol. 1, no. 1, 1973, doi:10.1007/BF02729310

Web-recourses:

1. Kotler Ph. Principles of Marketing. <https://pdf.wecabrio.com/principles-of-marketing-kotler-armstrong-15th-edition.pdf>.

2. Whalley [A](#). Strategic Marketing. – Ventus Publishing ApS, 2015. – 121p.- <https://library.ku.ac.ke/wp-content/downloads/2011/08/Bookboon/Strategy/strategic-marketing.pdf>.