

Republic of Uzbekistan
Ministry of Higher Education, Science and Innovations

Qualification Requirements for the Bachelor's Degree
Program
60411200 — Marketing

Tashkent — 2024

Prepared, Approved and Implemented

Prepared and introduced by: Tashkent State University of Economics.

Program: 60411200 — “Marketing” (Bachelor’s degree).

Approved and implemented by: the Order of the Ministry of Higher Education, Science and Innovations of the Republic of Uzbekistan (Order No. ____, dated 2024).

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These Qualification Requirements are developed in accordance with the “State Educational Standard of Higher Education. Basic Provisions”, the “State Educational Standard of Higher Education. Classifier of Higher Education Fields and Specialties”, the National and sectoral qualifications frameworks of the Republic of Uzbekistan, relevant professional standards, and proposals from employers. They constitute an official regulatory-methodological document.

The right to officially publish these Qualification Requirements within the territory of the Republic of Uzbekistan belongs to the Ministry of Higher Education, Science and Innovations of the Republic of Uzbekistan.

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1. General Description

Bachelor training in the field 60411200 — Marketing is carried out in full-time and part-time forms. All programs are organized on the basis of the credit-modular system (except for higher military educational institutions). The standard duration of the full-time bachelor's program is 4 years.

1.1. Scope of Application

1.1.1. Application of the Qualification Requirements

These Qualification Requirements define the set of requirements for all higher education institutions that train bachelors in the educational field 60411200 — Marketing.

1.1.2. Main Users of the Qualification Requirements

- University leadership and teaching staff (rector, vice-rectors, head of the academic department, deans and heads of departments) responsible for designing and updating curricula and syllabi, and for effectively organizing the learning process in accordance with these requirements and within their authority, ensuring the readiness level of graduates;
- Students mastering curricula and syllabi in this educational field;
- State Attestation Commissions assessing the readiness level of bachelor graduates;
- Authorized state bodies in charge of education management;
- Bodies organizing the financing of higher education institutions;
- Authorized state bodies responsible for accreditation and quality control of the higher education system;
- Employers (personnel customers), organizations and enterprises;
- Applicants to higher education institutions, their parents and other stakeholders.

1.2. Description of Professional Activity

1.2.1. Fields of Professional Activity

The educational field belongs to “Business, Management and Law”. It covers economic, financial, marketing, production-economic and analytical services of entities operating across sectors and industries with various forms of ownership; financial, credit and insurance institutions; state and local government bodies; academic and sectoral research organizations; and pre-school, general secondary, vocational and higher education institutions. It embraces a complex of issues related to tools, methods and techniques of human activity aimed at developing industries and enterprises, defining development prospects, and fostering professional skills and managerial capabilities.

1.2.2. Objects of Professional Activity

State and non-state organizations, enterprises and institutions; companies (firms); production associations and others; processes to increase the efficiency and effectiveness of organizations and institutions across sectors and industries; the implementation of state and organizational management decisions; organization of management systems and optimization of structures;

organization of planning, motivation and labor protection; as well as analytical and methodological support of economic activity in enterprises and institutions of various ownership forms, in financial and credit institutions, and in local state bodies; and production and service processes.

Graduates of the Marketing bachelor's program, after completing pedagogical training, have the right to engage in teaching at professional (vocational) education institutions in accordance with the general-professional and specialized subjects determined by the authorized body managing education.

1.2.3. Types of Professional Activity

- Research;
- Organizational and managerial;
- Information and analytical;
- Production and service;
- Entrepreneurship.

1.2.4. Professional Duties

In accordance with Level 6 of the National Qualifications Framework and considering the fields, objects and types of professional activity, a bachelor graduate in 60411200 — Marketing should be able to effectively perform the following duties.

Research Activities

- Participate in research at research institutes and centers on topical directions of the economy;
- Conduct research in junior researcher and assistant positions;
- Perform research-methodological and other technical work;
- Solve professional problems as part of research and production teams (in line with the specifics of the program);
- Organize scientific-practical seminars and conferences and publish articles in scientific and analytical popular outlets;
- Compile and use information-resource catalogs related to types of scientific and methodological activity;
- Participate in research on organizing production activities in enterprises across sectors and industries;
- Study domestic and foreign scientific-technical achievements, specialized literature and other scientific-technical information related to enterprises by sector and industry;
- Collect, process, analyze and systematize economic information by enterprise problem areas;
- Purposefully search for and retrieve information on the latest scientific achievements in the field of marketing;

- Participate in preparing recommendations and expert review of sectoral literature, and in implementing recommendations into practice.

Organizational and Managerial Activities

- Possess systematic philosophical knowledge linked to world-view and be able to conduct independent analysis and apply it in professional activity;
- Know the history of the Motherland, present and scientifically substantiate personal opinions regarding national and universal values, and hold an active life position based on the idea of national independence;
- Use methodological guidelines, legal and regulatory documents for planning, accounting and analysis of market activity of economic entities; and organize planning work;
- Develop medium-term and current plans (programs) for market, financial and production activities of economic entities;
- Study domestic and foreign experience in rational organization of market activity of economic entities;
- Know the technological foundations of production;
- Use information and communication tools to conduct techno-economic calculations and analysis of the market activity of economic entities;
- Comply with labor protection norms and rules;
- Develop and implement quality management processes at enterprises across sectors and industries;
- Plan production processes and resources necessary to implement marketing activity in enterprises;
- Create and use modern information technology systems, monitor marketing activity and develop methods and mechanisms for quality assessment;
- Implement research solutions to ensure the effectiveness of market activity of enterprises across sectors and industries;
- Make managerial decisions in conditions of diverse opinions;
- Prepare a work plan for organizing market activity at enterprises, ensure its implementation, control execution and evaluate results.

Information and Analytical Activities

- Confidently use modern information technologies, organize and manage information flows needed for production and management;
- Create and manage management information systems, ensure their operation;
- Apply advanced methods of analysis of market activity of organizations, including methods of economic and statistical analysis, as well as forecasting and planning;

- Develop ways and tools to collect, process and use information on markets for goods and services;
- Use modern technologies and software packages in market analysis, assess trends and dynamics of market conditions;
- Prepare, interpret and comment on marketing, sales, financial and statistical reports of enterprises;
- Use modern information technologies and technical tools to solve problematic issues of enterprises in the market;
- Prepare reports based on information-analytical activity results.

Production and Service Activities

- Organize marketing activity and manage customer relations in goods and services markets;
- Apply marketing principles in the development of production and service enterprises;
- Provide information support for marketing in enterprises, analyze market attractiveness, analyze needs through market segmentation;
- Effectively manage marketing activity in enterprises, implement modern marketing concepts, make strategic decisions on product, price, distribution and communications;
- Analyze and forecast internal and external market conditions, study the competitive environment and consumer behavior, organize market and marketing research;
- Study development trends in goods and services markets, develop and apply regulatory legal acts in the field of marketing;
- Manage innovation processes in the economy, introduce strategic brand management and ensure effective promotion of brands in international markets;
- Develop enterprise development strategies;
- Conduct marketing planning and budgeting, marketing control and audit;
- Use the marketing communications complex more effectively (advertising, PR, sales promotion, direct and digital marketing), organize activities;
- Develop digital marketing strategies in production and service enterprises and introduce electronic commerce;
- Implement methods, tools and technologies for effective customer relationship management;
- Create methods to assess the effectiveness of marketing activity and develop and implement approaches aimed at improving marketing effectiveness.

Entrepreneurial Activities

- Formulate and implement new business projects;
- Organize business, develop and implement business plans;
- Demonstrate the ability to launch one's own business.

2. Requirements for Professional Competencies

Students must form fundamental general-professional knowledge, practical skills and abilities necessary for studying and mastering specialized subjects; they should understand the main achievements, problems and development prospects in the professional fields in line with the educational program; be able to search for, analyze and use regulatory and legal documents in professional activity; organize marketing activities in enterprises, manage marketing, study consumer behavior, plan and implement marketing; have skills in creative thinking, negotiations, meetings, business correspondence and online communication; use corporate information systems and methods of market analysis and marketing research; develop and manage product, pricing, distribution and communication policies; coordinate performers; analyze market risks and competition; analyze external and internal marketing environments; establish relationships with consumers and apply methods to increase marketing effectiveness; identify and master communication channels (target markets and target audiences) and develop marketing strategies for effective performance in these markets; model marketing activity, assess the competitive environment and social conditions in the market, identify new market opportunities and create new business models; and possess scientific knowledge, practical expertise and skills in business planning to create and develop marketing innovations (activities and products).

3. Requirements for Internships

Qualification internships aim to consolidate theoretical knowledge from general-professional and specialized subjects, connect them with practical (production) processes, and form relevant practical skills, competencies and qualifications.

The following internships are conducted within the program:

- 1) Introductory (acquaintance) internship;
- 2) Industrial (production) internship;
- 3) Pre-graduation internship.

4. Structure of the Course Catalog

The catalog comprises compulsory and elective courses, as well as practical components. Below is the translated structure from the official document.

Course code	Courses / Blocks / Activities	Total workload (hours)	Credits	Semester(s)
1.01 AMAT11210	Applied Mathematics	300	10	1–2
1.02 IQN11210	Economic Theory	300	10	1–2

1.03 IAKTT1105	Information & Communication Technologies and Systems in Economics	150	—	1–2
1.04 XT11106	Foreign Language 1 (English, French, German, Korean, Japanese, Chinese)	180	—	—
1.05 XT21204	Foreign Language 2 (English, French, German, Korean, Japanese, Chinese)	120	—	—
1.06 QRT1204	Uzbek (or Russian) Language	120	—	—
1.07 BK1105	Introduction to Business	150	—	—
1.08 QEYT1104	The Newest History of Uzbekistan	120	—	—
1.09 DIN1204	Religious Studies	120	—	—
1.10 JMS1204	Physical Education and Sport; Academic Skills and Professional Competence	—	—	—
1.23 BB1505	Brand Management	150	5	5

1.24 RM1505	Digital Marketing	150	5	5
1.25 BH2305	Financial Accounting	150	5	6
1.26 SMR1605	Strategic Marketing	150	5	6
1.27 XM1605	International Marketing	150	5	6
1.28 BMIU1606	Sustainable Marketing and Social Change	150	5	6
2.00	Elective Courses (Blocks)	1800	60	3–7
—	Qualification Practice (Internship)	600	20	8
—	Final State Attestation	300	10	8

Qualification awarded: Bachelor of Marketing.

Subtotal (compulsory + electives): 6,300 hours / 210 credits.

Practice + State Attestation: 900 hours / 30 credits.

Total for the program: 7,200 hours / 240 credits.

Bibliographic Information

Keywords: Type of professional activity; educational field; object of professional activity; field of professional activity; bachelor's core curriculum and course syllabi; profile; learning outcomes; sectors and industries; qualification requirements; bachelor's learning process; quality assessment and control; independent study; production; competence; organizational-managerial activity; qualification internship; graduation qualification work; state attestation; course blocks; higher education institution; learning process; credit-modular system; services; creative thinking; design; scientific research process.

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Agreement Sheet (Summary Translation)

The document was developed by the Tashkent State University of Economics and agreed with relevant sectoral higher education institutions, employers and government bodies, including:

- Research Center for the Development of Higher Education under the Ministry of Higher Education, Science and Innovations;
- “Uztextile Industry” Association;
- Committee for the Development of Competition and Protection of Consumer Rights of the Republic of Uzbekistan;
- Partner higher education institutions (economics and service institutes, technical and technological institutes).