

Republic of Uzbekistan
Ministry of Higher Education, Science and Innovations

QUALIFICATION REQUIREMENTS
for the Master's Degree Program

70411201 — Marketing (Master's)

Tashkent — 2024

Prepared, Approved and Implemented

Developed and introduced by: Tashkent State University of Economics.

Program: 70411201 — “Marketing” (Master’s degree).

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

Put into effect by: the Ministry of Higher Education, Science and Innovations of the Republic of Uzbekistan.

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

Training in the field 70411201 — Marketing (Master's) is delivered in full-time mode. The standard duration of the Master's program is 2 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 Masters in the educational specialty 70411201 — 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 specialty;
- State Attestation Commissions assessing the readiness level of Master's 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

Teaching specialty-related subjects in all types of educational institutions; conducting scientific research at the Academy of Sciences of the Republic of Uzbekistan and sectoral research institutes, centers and scientific-production associations; organizing and improving marketing activities in enterprises of various forms of ownership, in non-governmental and non-profit organizations, in central and local public administration bodies, and in small business and private entrepreneurship entities.

1.2.2. Objects of Professional Activity

State and non-state organizations, enterprises and institutions; companies (firms), production associations and sectoral complexes; analytical and managerial work as an economist in various sectors; pedagogical activity in higher, retraining and advanced training institutions, and in professional education institutions, teaching general-professional and specialized subjects as determined by the authorized education management body.

1.2.3. Types of Professional Activity

- Research;
- Pedagogical;
- Financial–economic;
- Accounting, analysis and control (audit);
- Organizational–managerial;
- Production and service;
- Consulting;
- Information–analytical.

1.2.4. Professional Duties

In accordance with Level 7 of the National Qualifications Framework and considering the fields, objects and types of professional activity, a Master's graduate in 70411201 — Marketing should be able to effectively perform the following duties.

Research and Pedagogical Activities

- Conduct scientific and applied research, analyze experimental results and draw evidence-based conclusions, generating scientific novelty;
- Prepare and edit scientific articles, lectures, brochures and teaching materials; produce literature reviews, abstracts and bibliographies on research topics;
- Purposefully search in scientific literature and the internet for the latest scientific, design, technological and operational achievements;
- Organize, conduct and actively participate in scientific seminars, conferences and symposia;
- Develop scientific projects, conceptual and theoretical models for solving research problems and tasks;
- Carry out pedagogical and instructional work in higher, retraining, upgrading and professional education institutions; organize educational processes and scientific activity using modern information and pedagogical technologies and teaching aids;
- Master e-learning, m-learning and distance information technologies; continuously improve pedagogical and scientific skills.

Financial–Economic; Accounting, Analysis and Control Activities

- Apply legislation and regulatory acts of the Republic of Uzbekistan in organizing and managing economic activities of state, local government and business entities;
- Study the state of consumer goods and services markets using quantitative and qualitative criteria; conduct marketing research and identify critical indicators;

- Develop conceptual and theoretical models to address problems of sustainable economic development and implement research recommendations into practice;
- Develop ways to enhance financial stability and growth of market participants;
- Analyze indicators characterizing socio-economic processes at micro and macro levels in Uzbekistan and abroad; identify risks threatening market development;
- Monitor the budget system and extra-budgetary funds; ensure effective use of public and local resources;
- Monitor financial market operations; evaluate the effectiveness of internal control and audit systems in organizations, identify violations and recommend remedies.

Organizational–Managerial; Production and Service Activities

- Organize and manage enterprises' marketing activities; introduce scientific and technological achievements into market processes;
- Plan relationships and processes necessary for effective marketing;
- Create modern digital marketing communication systems and make strategic decisions based on results;
- Monitor product markets and develop methods and mechanisms to assess product quality;
- Participate in environmental protection and sustainable development compliance within production processes;
- Optimize organizational structures of marketing departments; plan workforce development, motivate labor and ensure effective use of human potential;
- Maintain documentation and calculations; introduce new equipment and technologies; assess economic efficiency of rationalization proposals and inventions;
- Develop and justify managerial decisions considering risks and consequences; prepare and analyze contracts and operational/statistical reports;
- Plan efficient use of material and labor resources; develop and implement marketing innovations and technologies in various sectors of the economy.

Consulting and Information–Analytical Activities

- Prepare analytical reviews of the current state in economic activity; chair or participate in expert groups evaluating projects;
- Provide consulting services on specialty topics, including marketing consulting;
- Collect and process market information; analyze changes in market conditions, consumer behavior and competitive environment; prepare reports on marketing research and activities;
- Solve market problems faced by enterprises, shape public opinion on local brands, and study national and foreign media perspectives;

- Evaluate the effectiveness of marketing activities.

2. Requirements for Professional Competencies

- Possess a system of scientific world-view knowledge and general methodological foundations; independently analyze economic problems and processes;
- Understand and use foreign-language professional documents; know the methodology of scientific research and pedagogy and apply it in professional activities;
- Learn independently and organize work scientifically; make well-grounded independent decisions using regulatory and legal acts;
- Use the internet to obtain, store and process information; manage information with computers;
- Apply digital marketing technologies, understand their essence and importance, and identify tools for online customer communication;
- Conduct marketing research, process results and draw scientific conclusions; prepare scientific papers; organize and conduct seminars and conferences; develop research projects;
- Use information and pedagogical technologies in teaching; implement innovative approaches to improve education quality and efficiency;
- Prepare projects for participation in national and international research calls;
- Introduce trade and logistics systems aimed at sustainable development goals; optimize organizational structures and workforce development;
- Observe research ethics and client obligations in marketing research; organize global marketing research and resolve related problems;
- Provide tools that support strategic planning, market intelligence, customer orientation and technological excellence to achieve sustainable competitive advantage;
- Analyze quantitative and qualitative changes in the services market and make effective marketing decisions;
- Propose scientific, methodological and practical solutions for digital marketing strategies;
- Manage product policy, logistics, contracting, pricing and marketing communications, including digital technologies;
- Plan and optimally use material and intangible resources;
- Introduce market mechanisms that form competitive environments, protect consumer rights and develop consumer culture;
- Perform economic expertise of regulatory documents;
- Segment customers and understand behavior; forecast trends; measure campaign effectiveness; optimize strategies; use CRM systems; track KPIs;
- Build long-term loyalty programs based on trustful relationships with consumers.

3. Requirements for Internships

Scientific practice consolidates theoretical knowledge in general-professional and specialized subjects, integrates them with practical (production) processes, and forms scientific-research and applied skills, competencies and qualifications.

Internships within this specialty include:

- 1) Scientific-pedagogical work and qualification practice;
- 2) Research work and preparation of the Master's thesis.

4. Structure of the Course Catalog

The catalog includes compulsory and elective courses, as well as research and practice components. The structure translated from the official document is given below.

No.	Course code	Courses / Blocks / Activities	Total workload (hours)	Credits	Semester(s)
1.00		Compulsory Courses			
1.01	ITM1105	Research Methodology	150	5	1
1.02	MFOM1105	Methods of Teaching Specialized Subjects	150	5	1
1.03	XMR1105	Services Marketing	150	5	1
1.04	BBMR1105	B2B Marketing	150	5	1
1.05	QQMRT1205	Marketing Research for Decision-Making	150	5	2
1.06	IT1205	Understanding the Consumer	150	5	2
2.00		Elective Courses	900	30	2-3

		Qualification: Marketer (teacher- researcher)			
		Subtotal	1800	60	
		Scientific- pedagogical work and qualification practice	600	20	1-4
		Research work and preparation of the Master's thesis	1200	40	1-4
		Subtotal	1800	60	
		TOTAL	3600	120	

Bibliographic Information

UDC: 002:651.17 | ICS 01.040.01

Keywords: Type of professional activity; specialty; object of professional activity; field of professional activity; master's core curriculum and course syllabi; profile; learning outcomes; sectors and industries; qualification requirements; master's learning process; economy; independent study; research process; organizational–managerial; financial–economic; production and service; accounting, analysis and control; consulting services; information–analytical activity; qualification practice; state attestation; course blocks; higher education institution; management processes; production; design; information–communication systems; modern research methods; information and modern pedagogical technologies; organization of scientific research; virtual electronic knowledge sources; didactics; paradigm.

Agreement Sheet (Summary Translation)

The document was developed by the Tashkent State University of Economics and agreed with sectoral higher education institutions, employers and government bodies, including the Academy of Sciences, the Committee for the Development of Competition and Protection of Consumer Rights, textile and light industry associations, and partner universities and institutes.