

2.03	PRIVC5	Pricing and Consumer Value	150		60	30	30				90			5			5		5	
	PRITB5	Private Labels																		
2.04	XBMRM2305	International Marketing Strategies	150		60	30	30				90			5			5		5	
	BAN2305	Business Analytics																		
2.05	IMMM253	Social Media Marketing	150		60	30	30				90			5			5		5	
	RMEN2305	Advertising Management																		
2.06	NMR2305	Neuromarketing	150		60	30	30				90			5			5		5	
	SALMAR5	Trade Marketing																		
		Total:	1800		720	360	360	0	0	0	1080	20	20	20	0	20	20	20	0	60
3.00		Research activity	1800								1800				0	10	10	10	30	60
3.01		Scientific-Pedagogical Work	360								360					4	4	4	0	12
3.02		Research Internship (Practical Training)	240								240								8	8
3.03		Research Work and Preparation of the Master’s Thesis	1200								1200					6	6	6	22	40
3.04		TOTAL:	1800								1800					30	30	30	30	120
4.00		State attestation	0								0									0
		OVERALL	3600								2880					30	30	30	30	120

State Attestation:

Defense of the Master’s Thesis

Note:
1 credit equals 30 academic hours.
For course projects and course papers, 1 credit is awarded by allocating 30 academic hours from the student’s independent study.
The duration of the final state attestation includes the preparation and defense of the master’s thesis.

Vice-Rector for Academic Affairs:

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Head of the Academic-Methodical
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G‘.R. Matlatipov

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D.Y.Bekjanov

Employer:

Head of the Khorezm Regional Department of the Competition and Consumer
Protection Committee of the Republic of Uzbekistan

_____ A. Sabirov

State attestation	Components of the educational process	Number of weeks	Semester
Defense of the Master’s Thesis	Theoretical and Practical Education	45	1-3 sem.
	Attestations	7	1-4 sem.
	Credit Week and Course Selection	3	1-3 sem.
	Scientific Internship (Practical Training)	5	4 sem.
	State attestation	5	1-4-sem.
	Research Work and Preparation of the Master’s Thesis	10	1-2 sem.
	GPA Calculation	1	1-4 sem.
	Holiday weeks	24	1-4 sem.
	TOTAL	100	1-4 sem.