

MINISTRY OF HIGHER EDUCATION, SCIENCE AND INNOVATION OF THE REPUBLIC OF UZBEKISTAN
URGENCH STATE UNIVERSITY NAMED AF TURABU KAYHAN BEKUNI

“APPROVED”

Acting Rector of Urgench State University
_____**S. Khodjaniyazov**

CURRICULUM

Speciality: 70411201 - Marketing

Academic Degree: MASTERS

Duration of Study – 2 years

Mode of Education – Full-time

Form of Study – Credit System

Qualification – Marketing specialist, Teacher-researcher

(for students admitted in the 2025–2026 academic year)

« » 2025

I. ACADEMIC CALENDAR

Theoretical
and Practical
Education

A

estations

Credit Module Week.

1

Scientific Internships (Practical)

Research Work and Preparation of the Master's Thesis

D

17

Holiday/S
mer semes

FT

course
ection

G

II. Curriculum

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:

S.U. Xodjaniyozov

Head of the Academic-Methodical Department:

G.R. Matlatipov

Head of the Master's Department:

Y.R. Taxirov

Head of the "Business and Management" Department:

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.