

**APPROVED**  
**at a meeting of the Academic Council**  
**of**  
**NJSC «KazNU named after al-**  
**Farabi»**  
**Protocol № 11 from 23. 05. 2025 y.**

**The program of the entrance exam for applicants to the PhD**  
**for the group of educational programs**  
**D075 – «Marketing and Advertising»**

**I. General provisions**

1. The program was drawn up in accordance with the Order of the Minister of Education and Science of the Republic of Kazakhstan dated October 31, 2018 No. 600 «On Approval of the Model Rules for Admission to Education in Educational Organizations Implementing Educational Programs of Higher and Postgraduate Education» (hereinafter referred to as the Model Rules).

2. The entrance exam for doctoral studies consists of writing an essay, an exam in the profile of a group of educational programs and an interview.

Блок	Баллы
1. Interview	30
2. Essay	20
3. Exam according to the profile of the group of the educational program	50
Total admission score	100/75

3. The duration of the entrance exam is 3 hours 10 minutes, during which the applicant writes an essay and answers the electronic examination ticket. The interview is conducted at the university premises before the entrance exam.

**II. Procedure for the entrance examination**

1. Applicants for doctoral studies in the group of educational programs D075 – «Marketing and Advertising» write a problematic / thematic essay. The volume of the essay is at least 250 words.

The purpose of the essay is to determine the level of analytical and creative abilities, expressed in the ability to build one's own argumentation based on theoretical knowledge, social and personal experience.

Types of essays:

- motivational essay revealing the motivation for research activities;
- scientific-analytical essay justifying the relevance and methodology of the planned research;
- problem/thematic essay reflecting various aspects of scientific knowledge in the subject area.

## 2. The electronic examination card consists of 3 questions

Topics for exam preparation according to the profile of the group of the educational program:

### **Discipline: Planning and Organization of Marketing Research**

Topic 1. Essence, Content and Organization of Marketing Research  
Subtopics: Identifying the role of marketing research in enterprise activities. Marketing research as a system. Essence and significance of marketing research. Purpose, objectives, objects, and subject of marketing research. Determining the need for conducting marketing research.

Topic 2. Main Areas of Marketing Research  
Subtopics: Modern principles of organizing marketing research. Defining types and kinds of marketing research. Directions and general characteristics of marketing research. Internal and external areas of marketing research. Main types of marketing research by direction: market research, consumer research, competitor research, brand structure of the market, product, pricing, distribution and sales, promotion system, internal environment of the enterprise, etc.

Topic 3. Information in Marketing Research  
Subtopics: Comparative characteristics of marketing information sources. Marketing information system. Essence and components of marketing information. Goals of forming marketing information. Features of marketing information. Principles of forming marketing information. Classification of marketing information. Types of information and their brief characteristics. Sources of marketing information. Secondary and primary information: definitions, advantages and disadvantages. Classification of secondary information. Advantages and disadvantages of internal and external secondary information. Comparative characteristics of marketing information sources.

Topic 4. Planning of Marketing Research  
Subtopics: Identifying the object and subject of marketing research. Defining the goals and developing a working hypothesis for marketing research. Stages of planning and conducting marketing research. Classification of marketing research plans. Characteristics of research designs by types of marketing research: definition, research goals, key parameters, nature of the information obtained, research results, applied research methods.

Topic 5. The Process of Marketing Research  
Subtopics: Types of marketing problems. Planning the methodology of marketing research. Main stages of conducting marketing research: development of the research concept, formation of the research plan, data collection, data preparation and analysis, report preparation and presentation. Problem identification: definition, main sources and approaches to its identification. Sequence of defining a problem: identifying symptoms, transforming a managerial problem into a marketing research problem.

Topic 6. Organization and Ethics of Marketing Research  
Subtopics: Organizational forms of conducting marketing research. Specifics and

necessity of ethics in marketing research. Ethical issues of stakeholders. International Code of Marketing and Social Research Practice.

Topic 7. General Methods of Conducting Marketing Research  
Subtopics: Desk research method: definition, information sources, conditions of use, advantages and disadvantages. Types of information analysis in desk research. Desk research method: definition, sources of information, conditions of application, advantages and disadvantages. Traditional analysis: internal and external document analysis. Algorithm of informative-target analysis.

Topic 8. Observation Methods  
Subtopics: Concept of observation and situational characteristics of its application. Classification of main forms of observation: level of standardization, degree of concealment, nature of observed events, conditions of observation, frequency of observation, method of object perception. Classification of observation methods. Personal observation: concept, development of an observation registration form. Mechanical observation: definition and devices used.

Topic 9. Organization of Experiments  
Subtopics: Concept of causality in marketing. Concept and characteristics of an experiment. Designing an experiment. Validity of the experiment: internal and external. Factors affecting the validity of the experiment. Stages of the planning and conducting process: preparatory stage, field stage, analytical stage. Classification and forms of experiments. Laboratory and field experiments.

Topic 10. Conducting Surveys. Analysis of Survey Planning and Organization Factors

Subtopics: Concept of a survey. Methods of collecting information from respondents in surveys. Advantages and disadvantages of the survey method. Classification of survey formats. Classification of survey methods: telephone, face-to-face, postal and electronic. Factors influencing the choice of survey method. Advantages and disadvantages of various survey methods. Organization of Internet surveys using the survey method.

Topic 11. Sampling Planning  
Subtopics: Key concepts of sampling planning: population, population elements, sample, sampling unit, sampling frame. Organization of online research panel formation. Stages of the sampling planning process: defining the population, constructing the sampling frame, selecting the sampling method, determining the sample size, conducting the sampling process. Choice of sampling method. Classification of sampling techniques.

Topic 12. Classification of Quantitative and Qualitative Marketing Research  
Subtopics: Content analysis, algorithm of content analysis; methods of primary data collection based on quantitative research. Mini-research: conducting focus groups. Quantitative and qualitative research: definitions and comparative characteristics. Methods of primary data collection based on quantitative research: structured surveys and observation, experiment.

Topic 13. Marketing Analytics System and Presentation of Results  
Subtopics: Marketing analytics system and presentation of results. Conducting a specific mini-research based on a selected method. Bank of statistical procedures:

essence and purpose. Main methods of statistical procedure bank used in data analysis. Main types of analysis in the statistical procedures bank. Concept of expert evaluations. Stages of conducting expert assessments. Delphi method. Algorithm of the Delphi method.

### **Discipline: Interactive Marketing**

Topic 1. Stages of Development of Interactive Marketing  
Subtopics: History of the Internet since the beginning of computer development. The ARPANET computer network in the USA. Marketing in the eras of Web 2.0 and Web 3.0. Theory and methodology of marketing organization in the hypermedia environment of the Internet. The hypermedia nature of the Internet significantly enhances marketing capabilities for strengthening the connection between enterprises and consumers.

Topic 2. Importance and Essence of Interactive Marketing  
Subtopics: Essence of interactive marketing. Concept and forms of direct marketing implementation. Interconnection between direct and interactive marketing. Main characteristics of interactive marketing determining its potential application.

Topic 3. Infrastructure of Interactive Marketing  
Subtopics: Structure of the Internet. Principles of building the Internet network. TCP/IP protocol family. Internet services: email, WWW, teleconferences, mailing lists, FTP, IRC, and other products using the Internet as an information transmission environment.

Topic 4. Interaction with Individual Consumers  
Subtopics: Communicative characteristics of the Internet. User navigation on the Internet, customer relationship management in the online environment. Personal selling, direct marketing. VSM – video system marketing. IRC – Internet Relay Chat multi-channel network. CRM systems – Customer Relationship Management systems, their functions and tasks.

Topic 5. Features of Forming a Target Audience on the Internet  
Subtopics: Types of target audiences: primary and secondary, broad and narrow. Channels for attracting users. Advantages of interactive content, audience engagement. Disadvantages of interactive content.

Topic 6. Development of E-Commerce in Interactive Marketing  
Subtopics: Functioning of e-commerce in interactive marketing. Monetization of Internet projects. Development of e-commerce under globalization. Essence of e-commerce in Internet marketing. Qualitative changes in business organization in the context of e-commerce. Evolution of e-commerce.

Topic 7. Online Store as a New Form of Marketplace  
Subtopics: Development of online auctions. Thematic classification of marketplaces. Marketplaces: balance of online and offline. Participants in online trading. Types of monetization for marketplaces. Pros and cons of marketplaces.

Topic 8. General Methods of Conducting Marketing Research in Interactive Marketing  
Subtopics: Definition, information sources, application conditions in interactive

marketing. Implementation of pricing policy in interactive marketing. Analytics in interactive marketing and presentation of results.

Topic 9. Electronic Payment Systems and Online Stores  
Subtopics: “New” tools of Internet marketing. Digital marketing. Functions and tasks of electronic payment systems on the Internet. Classification of Internet-based payment systems. Evolution of electronic payment systems.

Topic 10. Marketing Communications in Interactive Marketing  
Subtopics: Information-analytical systems in interactive marketing. Interactive advertising: new solutions for effective customer engagement. Essence and significance of marketing communications on the Internet. Models of Internet communication. Use of marketing communication tools in Internet marketing.

### **Discipline: Managerial Decision-Making Development**

Topic 1. Marketing in the Decision-Making System  
Subtopics: Subject, goals, and objectives of the discipline. The concept and functions of marketing in the decision-making system. Definition of business decisions in marketing.

Topic 2. Content and Types of Managerial Decisions in Marketing  
Subtopics: Definition of classification criteria for managerial decisions in marketing. Types of managerial decisions based on characteristics. Types of managerial decisions: strategic, tactical, operational.

Topic 3. The Process of Making Managerial Decisions  
Subtopics: The process of making managerial decisions according to the marketing problem. Identification of problems and growth points, their analysis. Development of managerial decisions. Objective data for the development, adoption, and control of managerial decisions.

Topic 4. Managerial Decisions in the Organizational Structure of Marketing  
Subtopics: Analysis of criteria for selecting a marketing organizational structure. Advantages and disadvantages of marketing department organizational structures. Types of general corporate organizational structures.

Topic 5. Marketing Problems: Types and Problem-Solving Algorithm  
Subtopics: Analysis of criteria for making marketing decisions and alternatives. Diagnostics of marketing problems. Main stages of identifying a marketing problem.

Topic 6. Methods for Developing and Making Marketing Managerial Decisions  
Subtopics: Basic methods: cost-benefit analysis, pros and cons analysis, coefficient method, and probabilistic method. Analysis of the correspondence between decision-making methods and marketing problems. Analysis of effectiveness indicators for marketing decisions.

Topic 7. Systems Analysis in Marketing Decision-Making  
Subtopics: Analysis of systems analysis factors. Evolution of systems analysis development. Use of software tools for planogram development in systems analysis.

Topic 8. Situational Analysis in Marketing Managerial Decision-Making  
Subtopics: Analysis of parameters for situational evaluation. Evaluation of the effectiveness of managerial decisions made.

Topic 9. Evaluation Methods. Decision Tree Method  
Subtopics: Application of analysis methods for marketing decisions. Classification and forecasting methods of decision trees. Advantages of decision trees. Process of constructing a decision tree. Development of new scalable algorithms.

Topic 10. Matrix Methods of Analyzing Marketing Decisions  
Subtopics: Building matrices for marketing decision-making. Development of marketing managerial decisions. Formation of a managerial decision-making algorithm.

### **Discipline: Strategic Analysis in Marketing**

Topic 1. The Role of Strategic Analysis in Marketing Management of an Enterprise.

Subtopics: The place of strategic analysis in the system of marketing research. The subject and content of strategic marketing analysis. The purpose and objectives of strategic marketing analysis in managing the enterprise's activities.

Topic 2. Types and Principles of Strategic Analysis.

Subtopics: Types of marketing analysis and their distinctive features. Defining the criteria for classifying strategic analysis. The main principles of conducting strategic marketing analysis.

Topic 3. Analysis of the Formation of Strategic Directions of the Enterprise's Marketing Activities.

Subtopics: Defining analytical tools for forming the strategic directions of enterprise activities. Information support for strategic marketing analysis.

Topic 4. Strategic Analysis in Marketing Decision-Making.

Subtopics: Defining strategic analytical tools in marketing decision-making. Methods and methodological techniques of strategic marketing analysis. Modern methodological apparatus of strategic marketing analysis.

Topic 5. Main Methods and Tools in Strategic Analysis.

Subtopics: Methods and tools of strategic marketing analysis: Factor analysis. Methods and tools of strategic marketing analysis: GAP analysis. Methods and tools of strategic marketing analysis: CVP analysis. Methods and tools of strategic marketing analysis: Ishikawa diagram. Methods and tools of strategic marketing analysis: Portfolio analysis.

Topic 6. Strategic Analysis of the Marketing Environment.

Subtopics: Analysis of the enterprise's macro-environment. Assessment of the influence of macro-external environment factors on enterprise activity. Analysis of the enterprise's micro-environment. Assessment of the influence of micro-external environment factors on enterprise activity. Application of marketing strategic tools for analyzing the attractiveness of the enterprise's market. SWOT matrix in the system of strategic marketing analysis.

Topic 7. Competitive Strategic Analysis of Marketing Activities.

Subtopics: General methodological approaches to the analysis of market conditions. Analysis of the scale, potential, and balance of the market. Identification of trends and assessment of the sustainability of market development. Evaluation of market parameters and determination of its type. Analysis of factors affecting the market

environment. Market competition analysis. Analysis and evaluation of the competitive environment. Analysis of competitors' strategies. Assessment of the organization's strategic positions in the market. Application of marketing strategic tools for competitive analysis.

Topic 8. The Role of Resources and Capabilities in the Formation of the Organization's Strategy.

Subtopics: Analysis of organizational resources. "Internal" marketing and effective management of the workforce. Analysis of strategic indicators: cost of capital analysis. Analysis of strategic indicators: stock value analysis. Analysis of strategic indicators: company market value analysis. Analysis of strategic indicators: added value analysis.

Topic 9. Strategic Analysis of Pricing, Distribution Policy, Product Policy, and Communication Policy.

Subtopics: Product strategy and product life cycle. Sales forecasting and risk analysis during new product launch. Marketing strategy for product development and market introduction. Strategic decisions in distribution policy. Creation and management of marketing channels. Differentiated pricing strategies. Competitive pricing strategies. Application of marketing strategic tools for analyzing pricing, distribution, product, and communication policies at the enterprise.

Topic 10. Development of the Organization's Marketing Strategy.

Subtopics: Strategic alternatives of marketing decisions: essence, selection methods. Features of strategic marketing decisions. Scenario approach to selecting strategic marketing alternatives. Stages of developing the organization's marketing strategy. Development of strategic marketing decisions under uncertainty and risk. Management of the implementation of the enterprise's marketing strategy. The process of marketing strategy implementation: significance, structure.

### **III List of references**

Main:

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2. Golubkov, E. P. Marketing for Professionals: Practical Course: Textbook and Workbook for Bachelor's and Master's Programs / E. P. Golubkov. – Moscow: Yurayt Publishing, 2022. – 474 p.
3. Gornshtein, M. Yu. Modern Marketing: Monograph / M. Yu. Gornshtein. – 4th ed. – Moscow: Dashkov & Co., 2022. – 404 p.
4. Grigoriev, M. N. Marketing: Textbook for Universities / M. N. Grigoriev. – 5th ed., revised and supplemented – Moscow: Yurayt Publishing, 2021. – 559 p.
5. Wilson, A. Marketing Research (4th Edition). Red Globe Press, 2018. – 408 p.

6. Zavgorodnyaya, A. V. Marketing Planning: Textbook for Universities / A. V. Zavgorodnyaya, D. O. Yampolskaya. – 2nd ed., revised and supplemented – Moscow: Yurayt Publishing, 2024. – 340 p.
7. Innovative Marketing: Textbook / I. A. Krasnyuk, S. M. Krymov, G. G. Ivanov, M. V. Kolgan. – 3rd ed. – Moscow: Publishing and Trade Corporation “Dashkov & Co.”, 2023. – 170 p.
8. Naumov, V. N. Strategic Marketing: Textbook / V. N. Naumov. – 2nd ed., revised and supplemented – Moscow: INFRA-M, 2022. – 356 p. – (Higher Education: Master’s Degree).
9. Information Technologies in Marketing: Textbook and Workbook for Universities / S. V. Karpova et al.; edited by S. V. Karpova. – Moscow: Yurayt Publishing, 2024. – 367 p.
10. Kalyuzhnova, N. Ya. Modern Marketing Models: Textbook for Universities / N. Ya. Kalyuzhnova, Yu. E. Koshurnikova; edited by N. Ya. Kalyuzhnova. – 2nd ed., revised and supplemented – Moscow: Yurayt Publishing, 2024. – 170 p.
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13. Korotkova, T. L. Marketing Management: Textbook and Workbook for Universities / T. L. Korotkova. – 2nd ed., revised and supplemented – Moscow: Yurayt Publishing, 2024. – 221 p.
14. Marketing. Workshop: Textbook for Universities / S. V. Karpova et al.; edited by S. V. Karpova. – Moscow: Yurayt Publishing, 2021. – 325 p.
15. Marketing Management of Product Development: Textbook / I. I. Skorobogatykh, M. A. Solntsev, Zh. B. Musatova, P. Yu. Nevostruev; edited by I. I. Skorobogatykh. – Moscow: Dashkov & Co., 2022. – 176 p.
16. Marketing Analysis: Tools and Cases: Textbook / edited by L. S. Latyshova. – 5th ed. – Moscow: Publishing and Trade Corporation “Dashkov & Co.”, 2023. – 150 p.
17. Oyner, O. K. Marketing Performance Management: Textbook and Workbook for Universities / O. K. Oyner. – 2nd ed., revised and supplemented – Moscow: Yurayt Publishing, 2024. – 350 p.
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19. Ryzhikova, T. N. Analytical Marketing: What a Marketing Analyst Should Know: Textbook. – Moscow: INFRA-M, 2021. – 288 p.

Additional:

1. Basovsky, L. E. Modern Strategic Analysis: Textbook / L. E. Basovsky. – Moscow: INFRA-M, 2021. – 256 p. – (Higher Education: Master's Degree). – ISBN 978-5-16-005655-5. – Electronic text. – URL: <https://znanium.com/catalog/product/1257970> (accessed April 23, 2022). – Access by subscription.
2. Strategic Marketing for Masters: Textbook / edited by O. N. Zhiltsova. – Moscow: University Textbook: INFRA-M, 2021. – 316 p. – ISBN 978-5-9558-0434-7. – Electronic text. – URL: <https://znanium.com/catalog/product/1153779> (accessed April 23, 2022). – Access by subscription.
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