

**КЕНЖЕҒАЛИ САҒАДИЕВ  
АТЫНДАҒЫ ХАЛЫҚАРАЛЫҚ  
БИЗНЕС УНИВЕРСИТЕТІ**



**УНИВЕРСИТЕТ  
МЕЖДУНАРОДНОГО БИЗНЕСА  
ИМЕНИ КЕНЖЕҒАЛИ САҒАДИЕВА**

**APPROVED**

**Chairman of the Academic  
Council**

*A. Kenzhegaliev*



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**15 April 2025.**

**PROGRAMME OF THE ENTRANCE EXAMINATION TO THE  
DOCTORANTURE  
(ESSAY BLOCK, EXAMINATION QUESTIONS ON THE PROFILE)  
EDUCATIONAL PROGRAMME "8D04106 MARKETING".**

**Almaty, 2025**

The program of the entrance exam to doctoral studies (essay block, exam questions on the profile) is made on the basis of the Model rules of admission to training in educational organizations implementing professional training programs of postgraduate education, approved by the Decree of the Government of the Republic of Kazakhstan on October 31, 2018 (as amended and supplemented), to conduct entrance examinations to doctoral studies in the educational program: 8D04106 "Marketing" .

The programme was discussed and received a positive decision at the meeting of the Department of "Management and Business" (Minutes № 8 from "15" April 2025).

Developers:

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## 1. General provisions

This programme is designed to conduct the entrance exam for doctoral studies in the educational programme 8D04106 "Marketing". The purpose of the exam is to assess the level of theoretical and practical training of applicants, their ability to independent research work, as well as their outlook in the field of modern problems in the field of marketing at the national and world levels.

General requirements for applicants:

- A thorough understanding of the fundamental theories and concepts in the field of marketing.
- Ability to critically analyse current problems and trends in the field of marketing in Kazakhstan and the world.
- Skills in the application of quantitative and qualitative methods of analysis.
- Ability to formulate research hypotheses and propose solutions.
- Mastery of academic writing and citation style.

## 2 Sample list of essay topics and exam questions

### 2.1 Sample topics for an essay

#### **Innovation and digitalisation in marketing**

- Marketing personalisation in the digital age: from data to action
- Influencer marketing and microinfluencers: a new model of promotion in Kazakhstan
- Augmented Reality (AR) and Virtual Reality (VR) technologies in innovation marketing strategies

#### **Strategic and corporate marketing**

- Integration of marketing into the corporate business development strategy
- Modern approaches to brand management in the context of digital transformation

#### **Customer focus and relationship marketing**

- Marketing personalisation as a tool for increasing customer loyalty
- CRM systems as a basis for building longterm relationships with clients
- Evolution of the customer journey: from attraction to retention and brand advocacy

#### **Marketing research and methodology**

- Evolution of Methodological Approaches in Marketing Research in the Digital Economy
- Data interpretation and validation in scientific marketing research: challenges and solutions
- Methods and tools of marketing research in conditions of high market uncertainty

#### **International and crosscultural marketing**

- Adapting marketing strategies to cultural differences in the global environment
- Intercultural communications as a tool for effective international marketing

#### **Sustainable marketing and ESG**

- The role of ESG principles in shaping corporate marketing strategy
- Green marketing: tools, trends and impact on consumer behaviour

**The recommended length of an essay is 700-800 words.**

#### **Evaluation Criteria:**

- Depth and comprehensiveness of the topic.
- Logical and reasoned presentation.
- Presence of critical analysis and original ideas.
- Use of current literature and sources.
- Adherence to academic style and formatting requirements.



## **2.2 Content and topics of the examination questions**

The exam covers the key marketing areas divided into three main blocks which include the following topics and disciplines:

### **Block 1: Fundamental concepts and theories of marketing**

#### **Marketing Fundamentals:**

- Marketing mix (4P/7P) and product life cycle
- Value proposition, positioning and UTP
- Segmentation, targeting and selection of the target market

#### **Consumer Behaviour:**

- Consumer behaviour models (AIDA, 5 stages of decision making)
- Motivation and perception (Maslow, cognitive and behavioural factors)
- Behaviour of B2C and B2B segments

#### **Strategic Marketing:**

- Strategies of differentiation, cost leadership, focusing (Porter)
- Ansoff, BCG, GE/McKinsey matrices
- Development and implementation of marketing strategy

#### **Marketing planning and control:**

- Stages of marketing planning
- KPIs and performance metrics
- Budgeting and control of implementation

#### **Marketing Research:**

- Primary and secondary research
- Quantitative and qualitative methods (survey, focus groups, observation)
- Analysing and interpreting consumer data

### **Block 2: Topical issues in the development of marketing practice at the national level**

#### **Marketing in a national context**

- Peculiarities of marketing development in Kazakhstan
- Barriers and Drivers of Marketing Transformation in Developing Economies
- Legislation on advertising and brand protection

#### **Promotional tools**

- ATL, BTL, digital tools
- Direct and transit advertising, PR, sales promotion
- Content localisation and media strategy

#### **Marketing and consumers in Kazakhstan**

- Behaviour of Kazakhstani consumers
- Choice factors, loyalty, customer experience
- Cultural and socioeconomic aspects

#### **Pricing and product policy**

- Pricing methods in a volatile environment
- Assortment management, line extensions and reductions
- Adaptation of products to local markets

#### **Internationalisation and exports**

- Marketing strategies for entering foreign markets
- Risks and benefits of internationalisation
- Regional marketing and territorial branding

### **Block 3: Current trends in the development of science and practice in marketing**

#### **Digital marketing and analytics:**

- Big Data, marketing analytics, dashboards

- RFM, ABC/XYZ, cohort and predictive analyses
- CRM and CDP implementation
- **Innovative Marketing:**
- New technologies in marketing: AR/VR, voice interfaces
- Creative formats (video games, product placement, virtual influencers)
- Content marketing and storytelling
- **Brand Management:**
- Brand architecture: brand hub, monobrand and subbrands
- Brand metrics: awareness, loyalty, associations
- Current approaches to rebranding and redesign
- **Integrated Communications:**
- IMC: combining offline and online channels
- Personalisation, programmatic, influencer marketing
- Building a comprehensive media strategy
- **Digital consumer behaviour:**
- Impact of social media, TikTok, Instagram on behaviour
- The role of reviews, ratings and user-generated content
- Fragmentation of attention and the struggle for engagement
- **B2B Marketing:**
- Specifics of communications and solutions
- Long sales cycles and content support
- The role of trust and expertise

#### **Evaluation Criteria:**

Completeness and depth of answer: How fully the topic of the question is covered, knowledge of the main concepts, theories and models.

Logical and structured: Clarity of presentation, consistency of arguments, ability to systematise information.

Analytical Skills: Ability to analyse presented data, identify cause and effect relationships, draw valid conclusions.

Application of knowledge: Ability to apply theoretical knowledge to practical situations, including specifics of Kazakhstan's management sector and global trends.

Erudition and Critical Thinking: Possession of additional information, ability to critically evaluate different approaches, to operate with up-to-date data and research.

Academic style of presentation: Correctness of terminology, absence of ambiguities.

#### **3. Recommended reading**

This list is not exhaustive but covers the main areas required to prepare for the exam. Applicants are also advised to read current research articles in leading management journals.

#### **List of references**

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