

APPROVED
at the meeting of the Academic
Council of NJSC Al-Farabi Kazakh
National University
Protocol №14 dated 16.06.2026

**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.

Block	Marks
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 Conducting the Entrance Examination

1. Applicants to the doctoral program in the group of educational programs “D075 – marketing and advertising” are required to write a problem-oriented/thematic essay. The essay must contain at least 250 words.

The purpose of the essay is to assess the applicants’ analytical and creative abilities, demonstrated through their capacity to develop their own arguments based on theoretical knowledge, as well as social and personal experience.

Types of essays:

- Motivational essay – revealing the applicant’s motivations and aspirations for engaging in research activities;
- Scientific and analytical essay – substantiating the relevance and methodology of the proposed research;

- Problem-oriented/thematic essay – reflecting various aspects of scientific knowledge within the relevant subject area.

2. The electronic examination ticket consists of 3 questions.

Topics for Preparation for the Entrance Examination in the Profile of the Educational Program Group

Discipline: Planning and Organization of Marketing Research

Topic 1. Essence, Content, and Organization of Marketing Research

Subtopics: Identification of the role of marketing research in enterprise activities. Marketing research as a system. The essence and importance of marketing research. Objectives, tasks, objects, and subjects of marketing research. Determining the need for conducting marketing research.

Topic 2. Main Directions of Marketing Research

Subtopics: Modern principles of organizing marketing research. Identification of the types and categories of marketing research. Directions and general characteristics of marketing research. Internal and external directions of marketing research. Main types of marketing research according to their areas: market research, consumer research, competitor analysis, market structure research, product research, pricing research, distribution and sales research, promotion system research, internal environment analysis of the enterprise, and others.

Topic 3. Information in Marketing Research

Subtopics: Comparative characteristics of sources of marketing information. Marketing Information System (MIS). The essence and components of marketing information. Objectives of forming marketing information. Features and principles of marketing information development. Classification of marketing information. Types of information and their 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 analysis of marketing information sources.

Topic 4. Planning of Marketing Research

Subtopics: Identification of the object and subject of marketing research. Determination of research objectives and development of a working hypothesis for marketing research. Stages of planning and conducting marketing research. Classification of marketing research plans. Characteristics of research designs according to different types of marketing research: definitions, research objectives, key parameters, nature of the information obtained, research outcomes, and applied marketing research methods.

Topic 5. Marketing Research Process

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, information collection, preparation and analysis of information, preparation of the report and its presentation. Problem

identification: definition, main sources, and approaches to identifying a problem. Sequence of problem identification: identification of symptoms and transformation of a managerial problem into a marketing research problem.

Topic 6. Organization and Ethics of Marketing Research

Subtopics: Organizational forms of conducting marketing research. Features 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 application, advantages, and disadvantages. Types of information analysis used in desk research. Traditional analysis: internal and external examination of documents. Algorithm for conducting information-target analysis.

Topic 8. Observation Methods

Subtopics: Concept of observation and situational characteristics of its application. Classification of the main forms of observation: level of standardization, degree of concealment and nature of observed events, characteristics of the research environment, regularity of observation, and method of perception of the observation object. Classification of observation methods. Personal observation: concept and development of an observation recording form. Mechanical observation: definition and types of mechanical devices used.

Topic 9. Organization of Experiments

Subtopics: The concept of causality in marketing. Definition and characteristics of an experiment. Experimental design. Validity of experiments: internal and external validity. Factors affecting experimental validity. Stages of planning and conducting an experiment: preparatory stage, field stage, and analytical stage. Classification of experiments and their forms. Laboratory and field experiments.

Topic 10. Conducting Surveys. Analysis of Factors in Survey Planning and Organization. Organization of Internet-Based Survey Research

Subtopics: Concept of a survey. Methods of collecting information from respondents during surveys. Advantages and disadvantages of the survey method. Classification of survey formats. Classification of survey methods: telephone, personal, postal, and electronic surveys. Factors influencing the selection of a survey method. Advantages and disadvantages of different survey methods.

Topic 11. Sampling Planning

Subtopics: Key concepts of sampling planning: population, population elements, sample, sampling unit, and sampling frame. Organization of online research panels. Stages of the sampling planning process: determining the target population, developing the sampling frame, selecting the sampling method, determining the sample size, and implementing the sampling process. Selection of sampling methods. Classification of sampling techniques.

Topic 12. Classification of Quantitative and Qualitative Research in Marketing

Subtopics: Content analysis and the algorithm for conducting content analysis. Methods of collecting primary information through quantitative research. Mini-research: conducting focus groups. Quantitative and qualitative research: definitions

and comparative characteristics. Methods of collecting primary information based on quantitative research, including structured surveys, observations, and experiments.

Topic 13. Marketing Analytical System and Presentation of Results

Subtopics: Marketing analytical system and presentation of research results. Conducting a specific mini-research based on a self-selected method. Statistical procedures database: essence and purpose. Main methods included in the statistical procedures database used for information analysis. Main types of analyses within the statistical procedures system. Concept of expert evaluations. Stages of conducting expert assessments. Delphi method and the algorithm of the Delphi method.

Discipline: Interactive Marketing

Topic 1. Stages of the Development of Interactive Marketing

Subtopics: The history of the Internet from the beginning of computer development. The ARPANET computer network in the United States. Web 2.0 and Web 3.0 marketing. Theory and methodology of organizing marketing activities in the hypermedia environment of the Internet. The hypermedia nature of the Internet significantly enhances marketing opportunities for strengthening relationships between enterprises and consumers.

Topic 2. Significance and Essence of Interactive Marketing

Subtopics: The essence of interactive marketing. The concept and forms of direct marketing implementation. The relationship between direct marketing and interactive marketing. The main characteristics of interactive marketing that determine the possibilities of its application.

Topic 3. Infrastructure of Interactive Marketing

Subtopics: Internet architecture and structure. Principles of Internet network construction. The TCP/IP protocol suite. Internet services: e-mail, World Wide Web (WWW), teleconferences, mailing lists, File Transfer Protocol (FTP), Internet Relay Chat (IRC), and other services using the Internet as an information transmission environment.

Topic 4. Interaction with Individual Consumers

Subtopics: Communication characteristics of the Internet. User navigation on the Internet and customer relationship management in the online environment. Personal selling and direct marketing. Video System Marketing (VSM). Internet Relay Chat (IRC) as a multi-channel communication network. Customer Relationship Management (CRM) systems: their functions and tasks in managing consumer relationships.

Topic 5. Specific Features of Target Audience Formation on the Internet

Subtopics: Types of target audiences: primary and secondary, broad and narrow. User acquisition channels. Advantages of interactive content and audience engagement. Disadvantages and limitations of interactive content.

Topic 6. Development of E-Commerce in Interactive Marketing

Subtopics: Functioning of e-commerce within interactive marketing. Monetization of Internet projects. Development of electronic commerce under globalization. The essence of e-commerce in Internet marketing. Qualitative changes in

business organization under e-commerce conditions. Evolution of electronic commerce.

Topic 7. Online Stores as a New Form of Trading Platform

Subtopics: Development of online auctions. Thematic classification of marketplaces. Marketplaces: balancing online and offline commerce. Participants in online trade. Monetization models for marketplaces. Advantages and disadvantages of marketplaces.

Topic 8. General Methods of Conducting Marketing Research in Interactive Marketing

Subtopics: Definition, sources of information, and conditions for applying marketing research methods in interactive marketing. Implementation of pricing policy in interactive marketing. Analytics in interactive marketing and presentation of research results.

Topic 9. Electronic Payment Systems and Online Stores

Subtopics: New tools of Internet marketing. Digital marketing. Functions and objectives of electronic payment systems on the Internet. Classification of Internet payment systems. Evolution of electronic payment systems.

Topic 10. Marketing Communications in Interactive Marketing

Subtopics: Information and analytical systems in interactive marketing. Interactive advertising: new solutions for effective customer acquisition. The essence and importance of marketing communications on the Internet. Internet communication models. Application of marketing communication tools in Internet marketing.

Discipline: Development of Managerial Decisions

Topic 1. Marketing in the Decision-Making System

Subtopics: Subject, objectives, and tasks 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: Identification of classification criteria for managerial decisions in marketing. Types of managerial decisions according to their characteristics. Types of managerial decisions: strategic, tactical, and operational.

Topic 3. The Process of Making Managerial Decisions

Subtopics: The process of making managerial decisions in accordance with a marketing problem. Identification of problems and growth opportunities, and their analysis. Development of managerial decisions. Objective data for the development, implementation, and control of managerial decisions.

Topic 4. Managerial Decisions in the Organizational Structure of Marketing

Subtopics: Analysis of the criteria for selecting a marketing organizational structure. Advantages and disadvantages of marketing department organizational structures. Types of overall corporate organizational structures.

Topic 5. Marketing Problems: Types and Solution Algorithm

Subtopics: Analysis of criteria for making marketing decisions and selecting alternatives. Diagnosis of marketing problems. Main stages of identifying a marketing problem.

Topic 6. Methods for Developing and Making Marketing Managerial Decisions

Subtopics: Main methods: cost-benefit analysis method, advantages and disadvantages comparison method, coefficient method, and probabilistic method. Analysis of the suitability of decision-making methods for different marketing problems. Analysis of performance indicators of marketing decisions.

Topic 7. System Analysis in Marketing Decision-Making

Subtopics: Analysis of factors of system analysis. Evolution of system analysis development. Application of software tools in developing planograms within system analysis.

Topic 8. Situational Analysis in Marketing Managerial Decision-Making

Subtopics: Analysis of parameters of situational assessment. Evaluation of the effectiveness of adopted managerial decisions.

Topic 9. Evaluation Methods. Decision Tree Method

Subtopics: Application of methods for analyzing marketing decisions. Methods of classification and forecasting using decision trees. Advantages of decision trees. The process of constructing decision trees. Development of new scalable algorithms.

Topic 10. Matrix Methods for the Analysis of Marketing Decision-Making

Subtopics: Construction of matrices for marketing decision-making. Development of marketing managerial decisions. Formation of an algorithm for managerial decision-making.

Discipline: Strategic Analysis in Marketing

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

Subtopics: The place of strategic analysis in the system of marketing research. Subject and content of strategic marketing analysis. Objectives and tasks of strategic marketing analysis in managing enterprise activities.

Topic 2. Types and Principles of Strategic Analysis

Subtopics: Types of marketing analysis and their distinguishing characteristics. Definition of classification criteria for strategic analysis. Fundamental principles of conducting strategic marketing analysis.

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

Subtopics: Identification of analytical tools for developing strategic directions of enterprise activities. Information support for strategic marketing analysis.

Topic 4. Strategic Analysis in Marketing Decision-Making

Subtopics: Identification of strategic analytical tools used in marketing decision-making. Methods and methodological approaches of strategic marketing analysis. Modern methodological framework of strategic marketing analysis.

Topic 5. Main Methods and Tools in Strategic Analysis

Subtopics: Methods and tools of strategic marketing analysis: factor analysis; GAP analysis; Cost-Volume-Profit (CVP) analysis; Ishikawa (fishbone) diagram; portfolio analysis.

Topic 6. Strategic Analysis of the Marketing Environment

Subtopics: Analysis of the enterprise macroenvironment. Assessment of the impact of macro-environmental factors on enterprise activities. Analysis of the enterprise microenvironment. Assessment of the influence of micro-environmental factors on enterprise activities. Application of strategic marketing tools to analyze market attractiveness. SWOT analysis matrix in the system of strategic marketing analysis.

Topic 7. Competitive Strategic Analysis of Marketing Activities

Subtopics: General methodological approaches to market situation analysis. Analysis of market size, potential, and balance. Identification of trends and assessment of the sustainability of market development. Evaluation of market parameters and determination of market type. Analysis of factors affecting the market environment. Analysis of market competition. Assessment of the competitive environment. Analysis of competitors' strategies. Evaluation of the organization's strategic position in the market. Application of strategic marketing tools for competitive analysis.

Topic 8. The Role of Resources and Capabilities in Forming an Organization's Strategy

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

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

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

Topic 10. Development of an Organization's Marketing Strategy

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

III. List of References

Main References

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