

## MARKETING

### HEALTH

<b>N</b>	<b>Code</b>	<b>Name of subject</b>	<b>Credit</b>	<b>Semester</b>
1.	MHF – B01	Foreign language	6	1
2.	MHF – B02	Higher education pedagogy	4	1
3.	MHF – B03	Psychology	2	1
4.	MIF – B04-1	Statistical research methods in economics	8	1
5.	MIF – B02	History and methodology of economics	2	1
6.	MIF – B04-2	Marketing technologies in healthcare management	8	1
		<b>Total</b>	<b>30</b>	<b>1</b>
7.	MIF – B05-1	- Digital marketing - International marketing - Market research	8	2
8.	MIF – B01	Modern problems of the economy	4	2
9.	MHF – B04	- Marketing management - E-marketing strategy - Global marketing strategies	2	2
10.	MIF – B03	Computer technologies in science and education	4	2
11.	MIF – B05-2	- Advertising strategy - Service marketing - Price formation	8	2
12.	MIF – B04-3	Fundamentals of healthcare legislation	4	2
		<b>Total</b>	<b>30</b>	<b>2</b>
13.	MIF – B05-4	- Management of human resources - Consumer behavior - Strategic marketing	8	3
14.	MIF – B04-4	Quality management in healthcare	6	3
15.	MIF – B04-5	Health marketing planning and organization	6	3
16.	MIF – B04-6	The economics of healthcare	4	3
17.	MIF – B04-7	Financial management in healthcare	6	3
		<b>Total</b>	<b>30</b>	<b>3</b>
18.	MET – B01	Research Experience	6	4
19.	MET – B02	Scientific-pedagogical experience	6	4
20.	MET – B03	Preparation and defense of the master's thesis	18	4
		<b>Total</b>	<b>30</b>	<b>4</b>

**MARKETING**  
**TOURISM**

<b>N</b>	<b>Code</b>	<b>Name of subject</b>	<b>Credit</b>	<b>Semester</b>
1.	MHF – B01	Foreign language	6	1
2.	MHF – B02	Higher education pedagogy	4	1
3.	MHF – B03	Psychology	2	1
4.	MİF – B04-1	Statistical research methods in economics	8	1
5.	MİF – B02	History and methodology of economics	2	1
6.	MİF – B04-2	Theoretical foundations of tourism marketing	8	1
		<b>Total</b>	<b>30</b>	<b>1</b>
7.	MİF – B05-1	- Market research - International marketing - Digital marketing	8	2
8.	MİF – B01	Modern problems of the economy	4	2
9.	MHF – B04	- Marketing management - E-marketing strategy - Global marketing strategies	2	2
10.	MİF – B03	Computer technologies in science and education	4	2
11.	MİF – B05-2	- Service marketing - Advertising strategy - Price formation	8	2
12.	MİF – B04-3	Basics of tourism legislation	4	2
		<b>Total</b>	<b>30</b>	<b>2</b>
13.	MİF – B05-4	- Management of human resources - Consumer behavior - Strategic marketing	8	3
14.	MİF – B04-4	Quality management in tourism	6	3
15.	MİF – B04-5	International tourism market	6	3
16.	MİF – B04-6	Economics of tourism	4	3
17.	MİF – B04-7	Tourism logistics	6	3
		<b>Total</b>	<b>30</b>	<b>3</b>
18.	MET – B01	Research Experience	6	4
19.	MET – B02	Scientific-pedagogical experience	6	4
20.	MET – B03	Preparation and defense of the master's thesis	18	4
		<b>Total</b>	<b>30</b>	<b>4</b>

**MARKETING  
EDUCATION**

<b>N</b>	<b>Code</b>	<b>Name of subject</b>	<b>Credit</b>	<b>Semester</b>
1.	MHF – B01	Foreign language	6	1
2.	MHF – B02	Higher education pedagogy	4	1
3.	MHF – B03	Psychology	2	1
4.	MIF – B04-1	Statistical research methods in economics	8	1
5.	MIF – B02	History and methodology of economics	2	1
6.	MIF – B04-2	Theoretical foundations of educational marketing	8	1
		<b>Total</b>	<b>30</b>	<b>1</b>
7.	MIF – B05-1	- Digital marketing - International marketing - Market research	8	2
8.	MIF – B01	Modern problems of the economy	4	2
9.	MHF – B04	- Marketing management - E-marketing strategy - Global marketing strategies	2	2
10.	MIF – B03	Computer technologies in science and education	4	2
11.	MIF – B05-2	- Advertising strategy - Service marketing - Price formation	8	2
12.	MIF – B04-3	Education legislation	4	2
		<b>Total</b>	<b>30</b>	<b>2</b>
13.	MIF – B05-4	- Management of human resources - Consumer behavior - Strategic marketing	8	3
14.	MIF – B04-4	Quality management in education	6	3
15.	MIF – B04-5	Management of educational structures	6	3
16.	MIF – B04-6	Economics of education	4	3
17.	MIF – B04-7	Marketing research in education	6	3
		<b>Total</b>	<b>30</b>	<b>3</b>
18.	MET – B01	Research Experience	6	4
19.	MET – B02	Scientific-pedagogical experience	6	4
20.	MET – B03	Preparation and defense of the master's thesis	18	4
		<b>Total</b>	<b>30</b>	<b>4</b>



**MARKETING**  
**GENERAL**

<b>N</b>	<b>Code</b>	<b>Name of subject</b>	<b>Credit</b>	<b>Semester</b>
<b>1</b>	MIF – B01	Modern problems of marketing	6	1
<b>2</b>	MIF – B02	Research methods	6	1
<b>3</b>	MIF – B03-1	- Foreign language (English) - Russian (Russian)	6	1
<b>4</b>	MIF – B03-2	- Market economy - Market research	6	1
<b>5</b>	MIF – B03-3	- Higher education pedagogy - Psychology	6	1
		<b>Total</b>	<b>30</b>	<b>1</b>
<b>6</b>	MIF – B03-4	- Digital marketing - International marketing	6	2
<b>7</b>	MIF – B03-5	- Marketing management - Consumer behavior	6	2
<b>8</b>	MIF-B03-6	- Theoretical foundations of tourism marketing - Tourism economics and finance	6	2
<b>9</b>	MIF-B03-7	- Education legislation - Educational management	6	2
<b>10</b>	MIF-B03-8	- Marketing technologies in healthcare management - Financial management in healthcare	6	2
		<b>Total</b>	<b>30</b>	<b>1</b>
<b>11</b>	MET-B01	Researches, Communication and innovation	6	3
<b>12</b>	MET-B02	Conducting research work	6	3
<b>13</b>	MET – B03	Research Experience	6	3
<b>14</b>	MET – B04	Scientific-pedagogical experience	6	3
<b>15</b>	MET – B05-1	Master's thesis preparation-1	6	3
		<b>Total</b>	<b>30</b>	<b>3</b>
<b>16</b>	MET – B05-2	Master's thesis preparation-2	24	4
<b>17</b>	MET – B05-3	Master's thesis defense	6	4
		<b>Total</b>	<b>30</b>	<b>3</b>