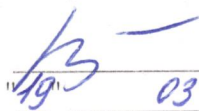


AGREED
Chairman of the Educational and
Methodological Council of JSC "International
University of Information Technologies"


A.K. Mustafina
2024 y.

APPROVED
Chairman of the Board-Rector of the
JSC "International University of Information
Technologies"
A.K. Khikmetov
2024 y.



EDUCATIONAL PROGRAM

6B03201 BUSINESS JOURNALISM, SMM & PR

Code and classification of the field of education: 6B03 Social Sciences, journalism and Information

Code and classification of training areas: 6B032 – Journalism and Information

Group of educational programs: B042 Journalism and Reporting

ISCED level: 6 EBIII

NRC level: 6 NRC

ORC level 6 ERC / 6 NQF, 6 EQF

Duration of training: 3 years

The amount of credits: 240

AGREED


NJSC "East Kazakhstan Technical University
named after D. Serikbaev"

Member of the Board – Vice-Rector for
Academic Affairs

_____ A. Khasenova
«__» _____ 2024 y.

AGREED

"Alash media group"


E. Tuleukhanova
R.B.
«__» _____ 2024 y.

Almaty, 2024



The educational program « Business Journalism, SMM and PR » is the main academic document of the University for the training of highly qualified professionals for Business Journalism, SMM and PR

This educational program was discussed and approved at the meeting of the Department of media Communication and History of Kazakhstan. _____ . Protocol № _____

Head of the Department _____



Niyazgulova A. A.

This educational program was reviewed and approved at the meeting of the University's management BOARD 27.03.2024. Protocol №8

Head of the management

of educational and methodological activities _____



A.Ajibayeva

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List of abbreviations and designations

BC	Basic competence
BM	Basic Module
HE	Higher education
GOCO	The State Educational Standard is the State Compulsory Standard of Education
ECR	European Qualification Framework
ETF	European Education Foundation
ZUN	Knowledge, skills, skills
NCZ	National Classifier of Occupations
NRK	National Qualifications Framework
NSC	National Qualifications System
OGM	General Humanitarian Module
OM	is a common module
OP	Educational Program
OPM	is a general professional module
ORC	Industry Qualifications Framework
OK	General education competence
PS	Professional Standard
PVO	Air Defense Postgraduate education
PC	Professional competence
PM	Professional Module
WG	Working Group
RK	Republic of Kazakhstan
RO	Learning Outcome
SEE	the Special Module
QMS	Quality Management System
SAM	Socio-economic Module
Russian	United Nations Educational, Scientific and Cultural Organization/
UNESCO	Specialized Agency for the Protection of the Environment of the Nations for Education, Science and Culture.
The European Center for the Development of Vocational Education	Cedefop
DACUM	from the English. Curriculum development
ECVET	European Credit System for Vocational Education and Training
EQAVET	European Quality Assurance in Vocational Education and Training
ENQA	European Association for Quality Assurance of Higher Education/
European Association for Quality Assurance in Higher Education	
ESG	standards and recommendations for quality assurance in the European Higher Education Area
Areas of Education	
FIBA	International Association (Non-commercial Foundation) for Accreditation and the examination of the quality of higher education (Bonn, Germany)
IQM	Internal quality management in higher education
TACIS	technical assistance to the Commonwealth of Independent States
WSI	WorldSkills International

1. Description of the educational program

The specifics of teaching journalistic disciplines require not only constant updating in accordance with the new requirements of the time, but also completely new approaches to the development of educational programs. The electronic environment has become an open social system, which includes both producers and consumers of mass media. Therefore, modern media should act not only as a full-fledged institution, but also as a technological platform that actively influences social life and other institutions of society. The media market should adhere to the concept of a competent Internet user and a specialist who meets all the requirements of new communication and marketing relations.

In this regard, there was an urgent need to create an OP Business Journalism, SMM and PR, which would fully cover the trends of the modern information market. The need for specialization in this area is due to the fact that smart technologies are rapidly developing in the media environment, including the processing and classification of specialized information, cloud service, econometrics, innovative approaches in media business management, the development of media management in accordance with informatization and the structure of new media and social networks.

In the field of Business journalism, a journalism training program is being implemented, focused on digital media, social networks, blogging and social media marketing, and management technologies in the field of media production. In addition to teaching the basic skills of a modern journalist, the student will acquire knowledge of programming, design and web design technologies, digital marketing, interactive infographics, and information security. Due to the changed format of the graduation paper, students of the IITU have the opportunity to commercialize their graduation projects. This opens up wide horizons for the industrialization of Kazakhstan, as future specialists are ready not only to prove their high knowledge, but also to apply boundary interdisciplinary skills, to present the final product on time. The emphasis in the training of specialists for the media industry is on the practical component, on interdisciplinary education and the synthesis of various fields of research – digital content, IT technologies, radio broadcasting, television, advertising and public relations, marketing, management, business journalism.

2. The purpose and objectives of the educational program

The purpose of the educational program is to provide high-quality training for highly qualified workers in the media market, specializing in business, economic journalism and social media marketing, possessing the necessary skills and competencies to manage a media enterprise, possessing modern marketing and management skills within the media business and public relations.

3. Requirements for evaluating the learning outcomes of an educational program

The following forms of exams are used as an assessment of learning outcomes: a written exam (answers on sheets), an oral exam (on tickets), a project (passing a creative project), a comprehensive (test / written / oral + etc.). According to table 1, the following ratio of exam forms is recommended:

Table 1

№	Exam form	Recommended percentage, %
1	Written	30%
2	Oral	30%
3	Project	30%
4	Comprehensive	10%

The final certification ends with the defense of the graduation project.

4. Passport of the educational program

4.1 General information

№	Field name	Note
1	The code and classification of the field of education	6B03 Social Sciences, Journalism and Information
2	The code and classification of training areas	6B032 – Journalism and Information
3	Group of educational programs	B042 Journalism and Reporting
4	Name of the educational program	6B03201 BUSINESS JOURNALISM, SMM and PR
5	A brief description of the educational program	<p>Joint OP with D. Serikbayev East Kazakhstan State Technical University.</p> <p>OP Business Journalism, SMM and PR implements training on the specifics of business journalism, focusing on digital media, social networks, blogging and social media marketing, management technologies in the field of media production. In addition to teaching the basic skills of a modern journalist, the student will acquire knowledge of programming, design and web design technologies, digital marketing, interactive infographics, and information security.</p>
6	The purpose of the EP	High-quality training of highly qualified in-demand media market workers specializing in business, economic journalism and social media marketing, possessing the necessary skills and competencies to manage a media enterprise, possessing modern marketing and management skills within the media business and public relations.
7	MSCO level	6
8	The level of the NRK	6
9	ORC Level	6
10	<p>Qualification characteristics of an EP graduate:</p> <ul style="list-style-type: none"> - The field of professional activity of an EP graduate: Modern mass media, including digital media, new media and social networks; - Objects of professional activity of graduates of the EP: Domestic and foreign media, information agencies, advertising agencies, media structures; - The subject of professional activity: the collection and processing of information about the outside world in a real specific area, with a certain degree of saturation; - Types of professional activity of an EP graduate: journalist, editor, analyst, media business organization, media business management; - The functions of the professional activity of a graduate of the EP: informational, communicative, cultural, social, organizational, recreational; 	

11	<p>Learning outcomes of the OP: Graduates of this program will be able to demonstrate:</p> <p>RO1 Know the information needs of the audience, be able to recognize and work with the audience, possess public relations technologies, marketing and advertising strategies, understand the technology of SEO promotion of mass media, as well as the value system of the target audience: figures + "beacons", reference groups, involvement in certain communities.</p> <p>PO2 To know the typology of business publications, the specifics of the design of business publications, methods of media enterprise management, methods and forms of activity of PR structures, ways of interaction between media and business, to demonstrate in practice the skills and abilities necessary for full-fledged professional activity in the field of Business journalism, SMM and PR.</p> <p>RO3 Possess digital mobile collection technologies, skills of digital processing and transmission of information, create media texts, competently and logically expressing thoughts and owning the genre and lexicological diversity of modern convergent journalism.</p> <p>RO4 Use modern digital technologies to work with open data databases and create high-quality content for digital media - online publications, blogs, TV channels, radio channels, news agencies. Be able to take professional photography, panoramic and 360-degree photography, process photography, use lighting correctly, choose camera angles.</p> <p>RO5 Know modern economic concepts, new forms of organization of information enterprises, modern business communication systems, possess skills in analyzing the modern business environment and social marketing.</p> <p>RO6 is able to analyze problems and situations of professional activity using knowledge, language and apparatus of professional fields, possess the skills of modern media issues in the context of the requirements of Business journalism, SMM and PR, assess the socio-cultural and social conditions of professional activity, master the basic legal concepts in this field, be able to use legal documents in their work, have deep knowledge in the field of professional and corporate ethics.</p> <p>RO7 Be able to conduct direct text, audio and video broadcasts, take pictures and shoot videos, own design and web design technologies, use content management systems and know the basics of layout, work in the frame, interview, voice, do editing, record on a smartphone, creating full-fledged information and analytical stories and programs..</p> <p>RO8 Have basic knowledge that contributes to the formation of a highly educated personality with a broad outlook and a culture of thinking, with a rich baggage of historical knowledge in a wide range of fields of domestic and world journalism, journalism, literature, as well as be aware of trends in the development of modern mass media.</p> <p>RO9 is able to determine the necessary strategy for preparing journalistic materials in the context of professional specialization, work with information necessary to cover professional topics, and test methods and tools of professional activity applicable to the specifics of materials in the field of Business journalism, SMM and PR</p> <p>RO10 To know the basic provisions of the Law of the Republic of Kazakhstan "On Mass Media" for working in social and digital media, as well as ethical standards of behavior of a journalist, to have an idea of the basic patterns and forms of regulation of social behavior, formation and formation of personality, psychological features of the communication process; to understand the essence of power and political relations.</p> <p>RO11 Possess digital technologies for collecting, processing and transmitting information, create information in various formats, write longreads for online publications, optimize texts for search engines, know SEO optimization technologies, possess technologies for its creation and placement on media platforms using various formats: photo, audio, video, multimedia technologies.</p> <p>RO12 Be guided in website design and create user-friendly texts for online publications, optimize texts for search engines, know how to write SEO texts and be ready to apply this</p>
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	<p>knowledge in professional activities. Master the skills of cutting videos, voiceover, posting on the Internet, creating audio stories, podcasts</p> <p>RO13 Be able to apply the acquired knowledge according to the selected additional educational program</p> <p>RO14 Know socio-ethical values based on public opinion, social norms and focus on them in their professional activities, know the traditions and culture of the peoples of Kazakhstan, human and civil rights and freedoms, the foundations of the legal system and legislation of Kazakhstan, the foundations of information security, trends in social development of society, the foundations and principles of a healthy lifestyle.</p> <p>RO15 Know at least one foreign language, the language of interethnic communication, the native language – at a professional level for interpersonal, business and scientific communication, be able to work with foreign partners, exchange information and ideas, best practices.</p>	
12	The form of education	full-time
13	The language of instruction	Kazakh-English, Russian-English, English
14	Volume of loans	240
15	Academic degree awarded	Bachelor of Social Knowledge in the educational program "Business Journalism, SMM & PR"
16	Developer(s) and authors:	JSC "International University of Information Technologies", Department of Media Communication and History of Kazakhstan: Ashenova S.V., Assistant Professor, PhD.

4.2 Matrix of correlation of learning outcomes of the educational program with the competencies being formed

	LO1	LO2	LO3	LO4	LO5	LO6	LO7	LO8	LO9	LO10	LO11	LO12	LO13	LO14	LO15
OC1	V					V	V								
OC2		V	V	V										V	
OC3			V	V	V		V								
BC1	V			V	V			V					V		
BC2			V		V										
BC3		V				V						V			
BC4	V						V	V							
BC5	V							V							V
PC1					V				V						
PC2							V			V	V				
PC3	V		V							V					

4.3. Information about disciplines

№	The name of the discipline A brief description of the discipline	The name of the discipline A brief description of the discipline	The name of the discipline A brief description of the discipline	The name of the discipline A brief description of the discipline	The name of the discipline A brief description of the discipline	The name of the discipline A brief description of the discipline
The cycle of general education disciplines The university component/Component of choice						
1.	The History of Kazakhstan (OK)	This program is designed to form the historical consciousness of undergraduate students based on the knowledge gained while studying the history of Kazakhstan. The versatility and importance of the discipline "History of Kazakhstan" is due to its huge role in strengthening the identity of Kazakhstan, the identity of the people and the implementation of tasks related to the need for an intellectual breakthrough in the new millennium. Kazakhstan society must have a spiritual and ideological core for the successful realization of its goals, the course reveals the mechanisms of modernization of public consciousness and is based on the continuity of spiritual and cultural traditions. This program is designed to form the historical consciousness of undergraduate students based on	5	OK1	School curriculum Geography: History of Kazakhstan	

		the knowledge gained while studying the history of Kazakhstan.				
2.	Foreign language	Mastering new language tools: phonetic, spelling, lexical, grammatical in accordance with the topics, spheres and situations of communication necessary for language acquisition. Gaining knowledge about the phenomena of the studied language, different ways of expressing thoughts; further development of general and special skills; familiarization with available methods and techniques for self-study of languages and cultures, including using new information technologies.	10	OK2	School course	Professionally oriented foreign language
3.	Kazakh (Russian) language	The discipline involves deep study of the Kazakh /Russian language, using it as an object and means of mastering basic language knowledge. The purpose of studying the discipline is to develop communication skills in Kazakh/ Russian.	10	OK2	School course	Professionally oriented Kazakh/Russian language
4.	Information and communication technologies	The discipline develops a system of knowledge, skills and abilities in the field of the use of information and communication technologies in teaching and education, which form the basis for the formation of ICT competence in the application of information and communication technologies in the educational process and in further activities.	5	OK3	Computer science, school course	
5.	Philosophy (OK)	The discipline refers to basic general education courses in the bachelor's degree system with engineering and economics education. This course is aimed at developing students' openness of consciousness, understanding of their own national code and national identity, spiritual modernization, competitiveness, realism and pragmatism, independent critical thinking, the cult of knowledge and education, the assimilation of such key worldview concepts as justice, dignity and freedom, as well as the development and strengthening of values of tolerance, intercultural dialogue and culture of peace.	5	OK1	The history of Kazakhstan	
6.	Sociology Political Science	The course provides comprehensive coverage of all key elements, the study of sources and political relations, types of political systems, democratic and authoritarian systems, political mechanisms, political competition and power, political capital and values, the survival of political ideas, nationalism, analysis of domestic and foreign policy, political growth, public policy in the global political system.	4	OK1	The history of Kazakhstan	Politics and journalism

7.	Cultural studies Psychology	The discipline studies the object, principles, methods of studying psychology; the main stages of formation and modern ideas about the subject of psychological science; the main sections of psychology and the areas of practical use of psychological knowledge; basic subject-psychological categories and concepts; the most important scientific directions and theories of general psychology; the most important problems of psychology in the context of an updated system of psychological disciplines and various practices.	4	OK1		
8.	Physical Culture	The ability to understand the practical use of healthy lifestyle norms, including prevention issues, is being instilled.	8	OC2	School course	
University component						
1	Economy	Providing students with knowledge and skills in the field of economic activity. The theory of economics, the basic concepts of economics and the microeconomic foundations of economic theory.	5	OK2	School curricul um	
Cycle of basic disciplines/High school component						
1.	Fundamentals of Convergent Journalism	The students are offered information about the essence and features of journalism as a specific profession, about the ways of forming knowledge and skills, the general patterns of functioning of journalism as a social institution are considered, fundamental theoretical foundations are formed in relation to journalism of a sovereign state.	4	BK1	School curricul um	TV and radio journalis m and all courses by profile
2.	Introduction to the study of State and law	Formation of legal thinking, creative approach to the acquisition of legal, socio-social knowledge, independence in judgments and assessments of state-legal reality.	4	BK 1	School curricul um	Legal foundatio ns of journalis m
3.	Introduction to Communication Studies	Basic concepts of communication, The essence and methods of communication. Types of functioning in organizations. The structure of research approaches in the context of communication technologies	5	BK2	School curricul um	Business journalis m
4.	Genre forms and functions of journalism	The development of journalism as a social institution is in constant motion, at the same time journalistic genres are being transformed, the presence of which in the media discourse directly depends on the challenges of the time and the needs of society. It is extremely important for future journalists to be able to realize their creative potential across the entire spectrum of genre diversity and understand their functional purpose.	4	BK1	The basics of Conver gent Journali sm	TV and radio journalis m and all courses by profile
5.	Edition design and layout	The discipline is aimed at obtaining a clear understanding of the design of modern print and online media, about the forms and methods of	4	BK2	ICT	Digital photograp hy

		work of a designer and a layout designer in modern business-related media.				
6.	The history of Kazakh journalism	The discipline introduces students to the history of Russian journalism. As a result of mastering the discipline, the student has an idea about the history of Kazakh journalism, the founders of national journalism, the development of journalism in different historical periods.	4	БК4	The basics of Convergent Journalism	Journalism and politics
7.	The modern world of mass media	To familiarize students with the trends in the development of modern world media, the methodology of creating new media, management technologies and the specifics of creating text for international publications. The course focuses on analyzing trends in the modern media industry, the development of global news agencies and media corporations.	4	БК4	The basics of Convergent Journalism	Profile discipline
8.	International intellectual property	The essence and types of intellectual activity. Intellectual property and its types: scientific inventions, literary and artistic works, symbols, names, images and drawings used in trade, etc.	3	БК1	Not required	Profile discipline
9.	Media language: culture and speech technology	As a result of mastering the discipline, the student must:	5	БК1 БК5	School curriculum	TV and radio journalism and all courses by profile
10.	Digital photography	- logically, correctly and argumentatively build oral and written speech, create professional texts	4	БК2	Design and design of publications, ICT	Discipline by profile
11.	Journalism of newspapers and magazines	-actively speak the language at a level that allows you to work in an intercultural environment,	4	БК2 БК4	The basics of Convergent Journalism	Design and decoration of publications
12.	Date journalism	- Prepare audio and video materials in the state and Russian languages.	4	БК2 БК3	The basics of Convergent Journalism	Business journalism

13.	Analytical materials creating skills for digital media	Photography is an integral part of both traditional print media and online publications. Proper use of the potential of modern equipment and software for post-photographic processing (for example, Photoshop or Lightroom) allows you to achieve bright, colorful and expressive images. In the course of this discipline, students gain practical experience in preparing photo reports on the example of student life at the university.	4	БК2 БК4	Fundamentals of convergent journalism, Genre forms and functions of journalism	Author's programs,
14.	Legal basis of journalism and media ethics	Formation of students with the necessary theoretical base and practical skills that will allow them to comprehensively and systematically understand modern problems of applied mathematics and computer science, problems of information processing and analysis, as well as develop and analyze conceptual and theoretical models for solving scientific and applied problems in the field of information technology. The main objective of the course is to form a holistic view of modern problems of big data analysis and processing, to help master the experience of developing and analyzing conceptual and theoretical models of applied big data analysis problems using Data Mining models.	4	БК5	The basics of Convergent Journalism	The method of creating longrides
15.	Politics and journalism, issues of information security in the Internet space	The discipline teaches the use of all types of analysis in identifying the interrelationships of the subject, causes, consequences, their assessment, and forecasting their development, which is the task of analytical journalism. The concept of modern analytical journalism as a type of creative activity is also considered. The features of the analytical way of displaying actual phenomena of reality in journalism are determined. The subject, goals, methods, and main types of analysis in the press are characterized, and its technology is described. Modern genres of analytical journalism are considered in full context. The necessary programs used in working with text visualization are being studied.	5	БК5	Political Science	Profile discipline
16.	Fundamentals of Digital Marketing and Management	Students' assimilation of the fundamental amount of information in the field of management of economic activity of the enterprise, with a focus on media specialization. To equip students with knowledge of methods and means of influencing the economy of an enterprise in order to achieve the best final result.	5	ПК1 БК3	The basics of Convergent Journalism	Media Management
17.	Educational practice	Formation of practical skills and abilities, universal competencies, familiarization with the basics of professional activity	2	БК1 БК2		Not required

18.	Production practice	Organizing your own activities in production, obtaining practical skills in production, determining methods and methods of performing professional tasks, evaluating their effectiveness and quality.	12	БК1 БК2 Б		The work of the Press services of government and commercial structures
19.	Pre-graduate practice	Creating your own journalistic product based on the profile of the diploma design being performed	6	БК1 БК2 БК4		Diploma defense

Cycle of specialized disciplines

Component of choice

1.	Travel Journalism	The study of the basics of a journalist's work in the blogosphere, the typology of blogs; the analysis of the blogosphere and the principles of modern promotional texts, skills and methods of working with PR texts, the specifics and practical skills of creating and maintaining a blog. The training program includes practical and lecture classes that reveal the specifics of the work of blog journalism, the laws of information organization, and the principles of creating successful network projects. The conditions of mastering the specifics of the blogosphere are studied; ways of processing and broadcasting relevant information; the processes taking place in the modern media space aimed at the development of new media and their properties.	4		Economy	Not required
2.	The work of the press service of state and commercial structures	To give students an idea of the information foundations of public relations as a special and specific kind of social activity; acquaintance with the modern system of press relations, their specifics and features of functioning; formation of practical business communication skills of a public relations specialist both with media representatives of all types and levels, and in the context of intracorporate communications. The study of the discipline also offers the acquisition of systematic knowledge about the modern system of functioning of domestic media of all kinds and types		ПК	Modern PR technologies	Not required
3.	Media theory and criticism	Skills of operational reflection of the state of the environment in periodically disseminated information in its interaction with society. Providing the society with the information necessary for their functioning and sustainable development with the indispensable preservation of natural diversity.			The basics of Convergent Journalism	Brand Management and PR
4.	Motion TV design	Skills in working with official documentation in the state language. Business language, business communication and behavior			TV journalism	Author's programs

5.	Artificial intelligence tools in the media sphere	The discipline allows you to study technologies and methods of creating business programs on various communication channels based on knowledge about the activities of organizations in the form of business process systems, the interests of the target audience and special journalistic tools.			TV and radio journalism	Not required
6.	Media coverage of the economy	Formation of students' ideas about the development of the economy in Kazakhstan and the world, about the specifics of using professional methods in the activities of a journalist writing about economic problems. The objectives of the course include the study of the specifics of economic journalism, methods of presenting information on economic topics, the process of a journalist working on an environmental topic, and skills in working with various sources of economic information.			Analytical writing skills	Not required
7.	Social networks and live broadcast (live broadcast)	This course includes the study and understanding of a number of marketing processes in digital technologies, social networks and other media channels. Within the framework of the discipline, students will learn how to set goals, understand the personality of the buyer and consumer behavior, use digital tools: social networks, messengers, analysis and evaluation of results, as well as the development of strategies and tactics of SMM, SEO and MMM for various channels.	5	ПК	Modern PR technologies	Not required
8.	Foreign language. professional	Formation of general cultural competence of foreign language proficiency at a level that ensures effective professional activity			Foreign language	Media Rating
9.	Theory and practice of media business organization	To teach students to create an animated image in motion in stylistic unity with the existing concept of the project or on the basis of a unique TK and a director's script; to develop ideas for an animation project in compliance with the basics of drama, directing and storytelling in accordance with the project assignment; to create a graphic plan for an animation project (storyboards) in compliance with the basics of directing and editing in accordance with the project assignment; to carry out the installation, create a draft video of the future animated film in compliance with the timing and tempo rhythm in accordance with the project task			The basics of Convergent Journalism	Not required
10.	Blogging and creating PR texts	Formation of students' theoretical and historical knowledge about media criticism, as well as practical skills in preparing texts in various genres of media criticism. To prepare students for self-assessment of media works. Identification of common and different trends in media criticism. Consider media criticism as part of criticism	5	ПК	The basics of PR	

11.	Author's programs	Traditional television copyright programs in modern conditions are actively exploring the Internet space, in particular popular video platforms such as Youtube. In turn, the quality of the author's thematic video blogs is growing rapidly. Thus, the possibilities of reaching the audience are expanding, and modern gadgets are becoming more accessible, which greatly simplifies the possibilities of creating video content. This discipline is practical in nature and is aimed at students trying to create their own author's projects.			TV and radio journalism	Discipline by profile
12.	Social content in business publication	The course focuses on both the theoretical aspects of creating business media, which allows students to understand the essence of the ongoing technological media revolution and the social transformations associated with it, as well as the practical aspect of applying knowledge to create, guide and write materials for business journalism.			Analytical materials creation skills	Not required
13.	Minor 1	Additional educational program (minor) - a set of disciplines and (or) modules and other types of educational work, determined by students for study in order to form additional competencies	5	PC5	Fundamentals of convergent journalism	Profile disciplines
14.	Minor 2	Additional educational program (minor) - a set of disciplines and (or) modules and other types of educational work, determined by students for study in order to form additional competencies	5	PC5	Fundamentals of convergent journalism	Profile disciplines
15.	Minor 3	Additional educational program (minor) - a set of disciplines and (or) modules and other types of educational work, determined by students for study in order to form additional competencies	5	PC5	Fundamentals of convergent journalism	Profile disciplines
Cycle of specialized disciplines						
1.	New media techniques, storytelling, longrid	The discipline is aimed at the formation of students' in-depth knowledge about the creation of complexly organized journalistic materials of considerable volume, combined by the term "longrid", the development of skills in collecting, analyzing, structuring information for the preparation of journalistic materials, the formation of in-depth skills in creating multimedia media products. Students learn how to mount text on a separate special platform; allowing the reader to immerse themselves in the topic thanks to both the content of the text and its multimedia elements.	3		ПК1 БК5	

2.	Brand Management and PR	Learning a second foreign language	4	ПК2ПК3	The basics of Convergent Journalism	Organization and Management
3.	SEO analysis of big data	- Write texts in the state and Russian languages.	3	БК4	Information and communication technologies	Not required
4.	Modern PR technologies	Formation of students' holistic understanding of modern technologies used in the practice of public relations, study of market trends and PR technologies in the world and in Kazakhstan	4	БК2 БК4	The basics of PR	Brand Management and PR
5.	Television and radio journalism	During the course, the student studies the specifics of television and radio journalism, acquires skills in creating news content, principles of news selection. The course builds knowledge on the technology of information selection, its textual design,	3	БК2	The basics of Convergent Journalism	Preparation of radio broadcasts, Author's programs
6.	TV business news. Practical work	Studying the principles of the TV channel's news department. To teach students how to create television news stories, process TV material, and prepare a selection of news. The course is aimed at helping students master the general patterns of preparation, editing and broadcasting of news materials. It is of an applied, practical nature.	4	ПК1	Analytical materials creation skills	Social content in business publications
7.	Sustainable Development Goals: journalistic aspect	The study and formation of the SDGs in society through the media, the totality of which is a stable social system (media system) in the context of performing the functions of journalism.	3	ПК2	TV journalism	Business journalism
8.	The history of foreign journalism	The study of world significance, ideological and artistic originality, the specifics of the development of foreign journalism, from history to the present. The reconstruction of a holistic and three-dimensional picture of foreign journalism in its thematic and ideological and aesthetic diversity and in close connection with cultural and socio-political transformations; the formation of students' systematic understanding of periodization and trends, the development of foreign journalism; the study of the work of outstanding journalists.	5	ПК1 ПК2	School curriculum	Global mass media
9.	Advertising	The discipline is aimed at obtaining a clear understanding of the design of modern print and online media, about the forms and methods of work of a designer and a layout designer in modern business-related media.	4	БК3	The basics of PR	Profile discipline

10.	Mobilography	The genre of "mobilography" is closely related to the use of a smartphone for artistic purposes, which makes it especially attractive to young people. Students will acquire the skills of mobile photography with subsequent editing in graphic editors as a way to vividly, effectively and clearly talk about their work, draw attention to their ideas, to their vision of objects and phenomena of the surrounding reality and make the right impression on the audience.	3	ПК2 ПК3 ПК4	TV and radio journalism	Not required
11.	Image maker	The discipline teaches you to create an image of a person, company, product, etc. The concept of "image" is associated with an image or image of an object that lives steadily in consciousness. Students will master the technologies and tools for creating a company's image and personality. The reputation image is a component of the course. A political image maker is a person who creates a political image. The course combines two areas: studies the features of creating publications for various social networks aimed at a business audience and the features of creating socially significant information in the business sphere.	4	ПК1 ПК2	Communication competence	The work of the Press services of government and commercial structures
12.	Usability and SEO promotion	As a result of studying the course, the student will be able to master the basic principles of the Internet, understand usability, online typography and know how text is displayed on different devices, understand the principles of user interaction with the site, use modern programs for digital media. Set up SEO promotion.	4	ПК1 ПК2	SMM SEO promotion and new media	Not required
13.	Fact Checking and Trolling	The course introduces the student to the theoretical and practical possibilities of countering propaganda influence, teaches the techniques and methods of fact-checking as the basis for verifying information.	4	ПК2 ПК4	Legal framework	Not required
14.	Cinema and video are weapons of mind manipulation	The purpose of the discipline is to show methods of manipulating people through the media and cinema, to analyze films and media materials, creating special attention among the population. Manipulation is a method of hidden psychological influence on a person. The task of the discipline is to show the technology of manipulation through videos, the technology of creating the behavior of an object in the direction required by the manipulator.	4		Tele radio journalism	FA
15.	Media monitoring	The objective of the course is to teach how to track media messages that correspond to a given topic. Media monitoring is used to study the effectiveness of PR and advertising campaigns. The student will learn to create a "portrait" of an organization or personality formed by social networks and the media, determine assessments of the public resonance of a particular action,	4		Sociology	FA

		<p>tracking the actions of other companies or individuals.</p> <p>As a rule, media monitoring includes the following phases:</p> <p>Monitoring a number of potential sources (TV channel, radio station, periodical, blog, etc.);</p> <p>Preservation of found material;</p> <p>Filtering and categorization;</p> <p>Transfer of collected material for further analysis.</p> <p>The product of media monitoring can be a fragment or full text of an article from a periodical printed or online publication, clipping (a paper or electronic document that includes a graphic image of the article as it was originally published), a broadcast transcript, a video or audio recording air, on-air certificate, statistical report, digest.</p> <p>When monitoring the media, Internet search engines or specialized media databases[1], for example Integrum or Medialogy, are usually used.</p>				
16.	Intercultural Communications and Stereotypes	<p>Aim 1: to present the essences of a stereotype as an intercultural phenomenon</p> <p>Aim 2: to determine and characterise the most influential theories of stereotypes in intercultural communications</p> <p>Aim 3: to discuss crucial aspects of functioning stereotypes in intercultural communications</p> <p>Aim 4: to examine ways of detecting and overcoming prejudices and superstitions in intercultural communications</p>	4	PC		

4.4. List of modules and learning outcomes

Name of the educational program: **Business Journalism, SMM & PR**Qualification: **Bachelor of Social Sciences**

Module Code / Module Name	Learning outcomes	Criteria for evaluating learning outcomes	Disciplines forming the module Code / Name
ОБЩЕОБРАЗОВАТЕЛЬНЫЕ МОДУЛИ			
OK-1 of General Cultural competencies	RO8 Have basic knowledge that contributes to the formation of a highly educated personality with a broad outlook and a culture of thinking, with a rich baggage of historical knowledge in a wide range of fields of domestic and world journalism, journalism, literature, as well as be aware of trends in the development of modern mass media. RO14 Know socio-ethical values based on public opinion, social norms and focus on them in their professional activities, know the traditions and culture of the peoples of Kazakhstan, human and civil rights and freedoms, the foundations of the legal system and legislation of Kazakhstan, the foundations of information security, trends in social development of society, the foundations and principles of a healthy lifestyle.	OK1, BK1 OK1, BK1, BK5, ПК4 OK1, BK1, ПК4 OK1, BK1, ПК4 OK1, BK1, BK3, ПК4 OK1, BK1, ПК4 OK1, BK1, BK4, BK5, ПК1, ПК4 OK1	IK 1101 History of Kazakhstan Fil 2102 Philosophy MSPX 2106 Cultural Studies Psychology MSPX 2106 Sociology Political Science Sociology Political Science Cultural Studies Psychology EPUB 1111 Economic
YAN-2 Language Skills and Programming Basics	RO15 Know at least one foreign language, the language of interethnic communication, the native language – at a professional level for interpersonal, business and scientific communication, be able to work with foreign partners, exchange information and ideas, best practices.	OK2, BK1 OK2, BK1	Iya 1103 Foreign language KR Ya 1104 Kazakh (Russian) language Polish language IK T 1105 Information and Communication Technologies
IA-12 Final certification	RO13 Be able to apply the acquired knowledge according to the selected additional educational program	OK1, OK2, BK1, BK5, ПК4 OK1, BK1, ПК4 OK1, BK1, BK5	SEO Big Data Analysis NZDP Diploma project (work) defense GEK State exam in the specialty
BASIC MODULES			

<p>ОПК-4 General professional competencies</p>	<p>PO3 Possess digital mobile technologies for collecting, digital processing and transmission of information, create media texts, competently and logically expressing thoughts and owning the genre and lexicological diversity of modern convergent journalism.</p>	<p>OK1, BK2 BK2, BK3, BK4 OK2, BK2 OK1, BK2, BK4 BK2, BK4 OK3, ПК1 OK1, BK4 BK2, BK3, BK4</p>	<p>OCZh 1201 Fundamentals of Convergent Journalism MMW 2207 Genre forms and functions of journalism IyaSMI 1204 Media Language : Culture and Speech technique TRZh 1202 TV and Radio Journalism ZhGJ 2214 Journalism of newspapers and magazines NSAM 2209 Analytical Materials Creation Skills DOI 2218 Design and layout of the publication IKZh 3208 The history of Kazakh journalism UP 1222 Educational practice</p>
<p>Digital technologies and programming skills, STNP-3</p>	<p>PO3 Possess digital mobile technologies for collecting, digital processing and transmission of information, create media texts, competently and logically expressing thoughts and owning the genre and lexicological diversity of modern convergent journalism.</p>	<p>OK3, BK2, BK4, ПК4 OK3, BK2</p>	<p>DZh 3212 Date Journalism TVF 1217 Digital Photography</p>
<p>POJE-8 Legal Foundations of Journalism and Ethics</p>	<p>PO10 To know the basic provisions of the Law of the Republic of Kazakhstan "On Mass Media" for working in social and digital media, as well as ethical standards of behavior of a journalist, to have an idea of the basic patterns and forms of regulation of social behavior, formation and formation of personality, psychological features of the communication process; to understand the essence of power and political relations</p>	<p>OK1, BK1, BK5, ПК1, ПК4 OK1, BK3, BK5, ПК1, ПК3, ПК4</p>	<p>POZh 2206 Legal foundations of journalism and media ethics CTPS 2219 Politics and Journalism</p>
<p>МЛМВ-10 Мировые СМИ, тренды</p>	<p>PO1 Know the information needs of the audience, be able to recognize and work with the audience, own public relations technologies, marketing and advertising strategies, understand the technology of SEO promotion of mass media, as well as the value</p>	<p>OK1, BK3, BK5, ПК1, ПК4 OK1, BK1, BK5, ПК1 BK2, BK3, BK4</p>	<p>ZZh 4210 Modern world mass media IZZh 3227 History of Foreign Journalism International intellectual property</p>

	system of the target audience: figures + "beacons", reference groups, involvement in certain communities.	БК1, БК3, ПК3	DOI 2218 Design and design of the publication ICM 3225 Business Journalismism SPRIP 3211 Advertisement	
РММ6 Mass Media Promotion	PO4 Use modern digital technologies to work with open data databases and create high-quality content for digital media - online publications, blogs, TV channels, radio channels, news agencies. Be able to take professional photography, panoramic and 360-degree photography, process photography, use lighting correctly, choose camera angles.	БК1, БК3, ПК1, ПК3 БК1, БК3, ПК3	MPS 2205 Introduction to communicative research ITSMI 3225 Business journalismism MPS 2205 Fundamentals of law Blogging and creating PR texts	
	PROFESSIONAL MODULES			
	PN-5 Professional skills	RO7 Be able to conduct direct text, audio and video broadcasts, take pictures and shoot videos, own design and web design technologies, use content management systems and know the basics of layout, work in the frame, interview, voice, do editing, record on a smartphone, creating full-fledged information and analytical stories and programs. RO11 Possess digital technologies for collecting, processing and transmitting information, create information in various formats, write longreads for online publications, optimize texts for search engines, know SEO optimization technologies, possess technologies for its creation and placement on media platforms using various formats: photo, audio, video, multimedia technologies. RO12 Be guided in website design and create user-friendly texts for online publications, optimize texts for search engines, know how to write SEO texts and be ready to apply this knowledge in professional activities. Have video cutting skills, voiceover, posting on the Internet, create audio stories, podcasts	БК1, БК2, БК4, ПК4 БК1, БК4, ПК1, ПК2, ПК3, ПК4	TV Business News. The workshop SMM, SMM, SEO optimization and new media Motion TV guide designs PzP 3307 Production practice PdP 4308 Pre-graduate Practice
		SUPK-7 Specializations and highly professional competencies	OK3, ПК4, ОК3 БК2	The methodology of creating longreads as a format of business journalismism

	<p>modern media issues in the context of the requirements of Business journalism, SMM and PR, assess the socio-cultural and social conditions of professional activity, master the basic legal concepts in this field, be able to use legal documents in his work, have in-depth knowledge in the field of professional and corporate ethics.</p> <p>RO9 is able to determine the necessary strategy for preparing journalistic materials in the context of professional specialization, work with information necessary to cover professional topics, and test methods and tools of professional activity applicable to the specifics of materials in the field of Business journalism, SMM and PR</p>	<p>БК1, БК2, БК3, ПК1, ПК2, ПК3, ПК4</p>	<p>Business publication website support and promotion skills</p> <p>PP 4226 Author's programs</p> <p>KED subject</p> <p>Travel journalism</p>
<p>АТМЈ-9 Аналитики и творческогo мастерства журналиста</p>	<p>PO5 To know modern economic concepts, new forms of organization of information enterprises, modern business communication system, possess skills of analysis of modern business environment and social marketing</p>	<p>OK2, БК3, БК4, ПК1, ПК2, ПК3, ПК4 ПК1, ПК2, БК2</p>	<p>Social content in business publications</p> <p>KED subject</p> <p>Creation of analytical business programs</p>
<p>ЕММ-11 PR and the economics of mass media</p>	<p>PO2 To know the typology of business publications, the specifics of the design of business publications, methods of media enterprise management, methods and forms of activity of PR structures, ways of interaction between media and business, to demonstrate in practice the skills and abilities necessary for full-fledged professional activity in the field of Business journalism, SMM and PR..</p>	<p>БК1, БК3, БК4, ПК1, ПК3, ПК4 БК1, БК3, ПК2, ПК3, ПК4 ПК1, ПК2, БК2</p>	<p>Theory and practice of media business organization</p> <p>Brand management and PR</p> <p>The work of the press services of government and commercial structures</p> <p>QED Discipline</p>

CURRICULUM OF THE EDUCATIONAL PROGRAM

for 2024-2027 Academic year
for Educational Program “6B03201-Business Journalism, SMM and PR”
Education Field 6B03 – Social sciences, Journalism and Information
Training Direction 6B032 – Journalism and information
Group of educational programs B042 – Journalism and reporting studies

The awarded academic degree: Bachelor

Form of study: CCO 3 year

Year of admission: 02-09-2024

Module code	Module name	Discipline cycle	Discipline component	Code of subject	Subject name	Academic credits	Academic study period					Number of hours								Distribution of credits per academic period					
							Control in the academic period		Total	Classroom work				Independent work of students				1 course		2 course		3 course			
							Exams	Differentiate		Lectures	Laboratory	Practice	Studio lessons	Practice	Independent work of students	Independent work of students	1	2	3	4	5	6			
							Term	handwritten	Lectures	Laboratory	Practice	Studio lessons	Practice	Independent work of students	Independent work of students	Number of weeks in the academic period									
							Exams	Differentiate	Lectures	Laboratory	Practice	Studio lessons	Practice	Independent work of students	Independent work of students	15	15	15	15	15	15				
General modules																									
Modules of specialty/education programm																									
Additional modules beyond qualification																									
Modules of choice																									
1		GER	CS	SPS6001	Philosophy	5	1	1			5/150	15	15.0	15	15	90	90	5.0							
2		GER	CS	LAN6001A	Foreign language	5	1	1			5/150			45	45	90	90	5.0							
3		GER	CS	LAN6001A	Foreign language	5	2	2			5/150			45	45	90	90	5.0							
4		GER	CS	HK6002	History of Kazakhstan	5	2	2			5/150	15		30	15	90	90	5.0							
5		GER	CS	ICT6001	Information and Communication Technologies	5	2	2			5/150	15	15.0	15	15	90	90	5.0							
6		GER	CS	SPS6006	Cultural studies-Psychology	4	2	2			4/120	15	15.0	15	15	60	60	4.0							
7		GER	CS	LAN6001KR	Kazakh (Russian) language	5	3	3			5/150			45	45	90	90	5.0							
8		GER	CS	PhC6005	Physical Culture	4	3	3			4/120			45	45	60	60	4.0							
9		GER	CS	LAN6001KR	Kazakh (Russian) language	5	4	4			5/150			45	45	90	90	5.0							5.0

10		GER	CS	PhC6006	Physical Culture	4	4	4	4		4/120						15	60				4.0	
11		GER	CS	SPS6007	Sociology-Political science	4	4	4	4	15	4/120	15.0	15				15	60				4.0	
12		GER	UC	JUR6507	Economy	5	1	1	1		5/150	15					15	90	5.0				
13		BS	UC	JUR6400	Fundamentals of Convergent Journalism	4	1	1	1		4/120	15.0	15				15	60	4.0				
14		BS	UC	JUR 6456	Introduction to Communication Studies	5	1	1	1		5/150	15.0	15				15	90	5.0				
15		BS	UC	JUR 6473	Introduction to Studies on State and Law	4	1	1	1		4/120	15.0	15				15	60	4.0				
16		BS	UC	JUR 6459	International Intellectual Property	3	1	1	1		3/90	15					15	45	3.0				
17		BS	UC	JUR 6511	Fundamentals of Digital Marketing and Management	5	1	1	1		5/150	15.0	15				15	90	5.0				
18		BS	UC	JUR6453	The modern world of mass media	4	2	2	2		4/120	15.0	15				15	60		4.0			
19		BS	UC	JUR6404	Genre forms and functions of journalism	4	2	2	2		4/120	15.0	15				15	60		4.0			
20		BS	UC	EP6401	Educational practice	2	2				2/60					60	0	0		2.0			
21		BS	UC	JUR6414	Edition design and layout	4	3	3	3		4/120	15.0	15				15	60		4.0			
22		BS	UC	JUR6410	Journalism of Newspapers and magazines	4	3	3	3		4/120	15.0	15				15	60		4.0			
23		BS	UC	JUR6405	History of Kazakh journalism	4	3	3	3		4/120	15.0	15				15	60		4.0			
24		BS	UC	JUR6402	Media language: culture and speech technology	5	3	3	3		5/150	15.0	15				15	90		5.0			
25		BS	UC	JUR6467	Politics and journalism, issues of information security in the Internet space	5	3	3	3		5/150	15.0	15				15	90		5.0			
26		BS	UC	JUR6412	Digital photography	4	4	4	4		4/120	15.0	15				15	60		4.0			
27		BS	UC	IP6402	Industrial practice	6	4	4	4		6/180					180	0	0		6.0			
28		BS	UC	JUR6403	Legal basis of journalism and media ethics	4	4	4	4		4/120	15					15	60		4.0			
29		BS	UC	JUR6406	Analytical materials creating skills for digital media	4	5	5	5		4/120	15					15	60		4.0			
30		BS	UC	JUR6408	Data journalism	4	5	5	5		4/120	15					15	60		4.0			
31		BS	UC	PP6404	Undergraduate practice	6	6	6	6		6/180					180	0	0					6.0
32		BS	UC	IP6403	Industrial practice	6	6	6	6		6/180					180	0	0					6.0
33		BS	ES	JUR6471	Travel journalism	4	5	5	5		4/120	15.0	15				15	60		4.0			

59	AS	UC	JUR 6411	Intercultural Communications and Stereotypes	4	5	5		4/120	15	15.0	15					15	60						4.0	
60	AS	UC	JUR-6489	SEO analysis of big data	3	5	5		3/90	30							15	45						3.0	
61	AS	UC	JUR 6510	Cinema and video are weapons of mind manipulation	4	5	5		4/120	15	15.0	15					15	60						4.0	
62	AS	UC	JUR6417	usability and SEO promotion	4	5	5		4/120	15	15.0	15					15	60						4.0	
63	AS	UC	JUR-6510	Media monitoring	4	6	6		4/120	15	15.0	15					15	60						4.0	
Weekly average workload at hours																									
1			General education subjects(GER)		56		12	0	0	1680	60	390	0	0	180	960	15	19	9	13	0	0	0	0	0
		Core subjects(GER/CS)		51		11	0	0	1530	60	360	0	0	165	870	10	19	9	13	0	0	0	0	0	0
		University component(GER/UC)		5		1	0	0	150	0	30	0	0	15	90	5	0	0	0	0	0	0	0	0	0
		Electives(GER/ES)		0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2			Base requirements(BS)		11	6	22	0	0	2850	33	390	0	0	60	154	21	10	22	14	17	32	0	0	0
		Core subjects(BS/CS)		0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		University component(BS/UC)		87		16	0	0	2010	24	285	0	0	60	240	106	21	10	22	14	8	12	0	0	0
		Electives(BS/ES)		29		6	0	0	840	90	75	105	0	90	480	0	0	0	0	0	9	20	0	0	0
3			Profession requirements(VRS)		60		16	0	0	1800	22	285	0	0	240	915	5	10	11	11	19	4	0	0	0
		Core subjects(VRS/CS)		0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		University component(VRS/UC)		60		16	0	0	1800	22	285	0	0	240	915	5	10	11	11	19	4	0	0	0	0
		Electives(VRS/ES)		0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4			Disciplines for the formation of professional competencies(BDFPC)		0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Core subjects(BDFPC/CS)		0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		University component(BDFPC/UC)		0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Electives(BDFPC/ES)		0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5			Disciplines of personal development and the formation of leadership qualities(BDPD)		0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Core subjects(BDPD/CS)		0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		University component(BDPD/UC)		0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Electives(BDPD/ES)		0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total on curriculum				23	2		0	0	6330	64	450	106	5	60	750	342	0	39	42	38	36	36	0	0	36

6	Additional courses		Number of credits	Academic period	Number of hours	Number of weeks
7	Module of final certification (MoFC)		8		240.0	
	Total including FCS		240		7200.0	

6. Additional education programs (Minor)

The name of the additional educational program (Minor) with an indication of the list of disciplines forming the Minor	Total number of credits/ number of credits per discipline	Semesters of study	Documents on the results of the development of additional educational programs (Minor)
Minor 1	5	4	Certificate
Minor 2	5	5	
Minor 3	5	6	

7. Approval sheet with developers

Name and cipher of the training program 6B03201 Business journalism, SMM & PR

№	Full name, position, scientific or academic degree of the compilers of the curriculum	Date	Signature	Warning
1	Ashenova Saule Viktorovna, assistant professor of the Department "Media Communication and history of Kazakhstan"			

Head of the Department of media communication and history of Kazakhstan, professor


_____ **Niyazgulova Aigul Askarbekovna**