



## INFORMATION LETTER

DEAR TEACHERS AND STUDENTS!

**The Department of "Business Technologies" of the Higher School of Economics and Business of the Al-Farabi Kazakh National University announces the holding of the XV Republican student subject Olympiad in the specialty "6B04107 - Marketing" "DIGITAL MARKETING: CURRENT TRENDS AND PROSPECTS"**

In the XV Republican Student Subject Olympiad (hereinafter referred to as the Olympiad), held on the basis of al-Farabi Kazakh National University, students of only 2-3 courses of full - time bachelor's degree can take part in the specialty "6B04107 – Marketing".

Criteria for the selection of participants for the second (final) stage of the Republican Student Subject Olympiad:

1. Prize-winners of the Republican Student Olympiads of 2019-2022 are not allowed to participate;
2. Mandatory compliance of students-participants with their declared specialty;
3. The University represents no more than 2 (two) teams (in Russian and Kazakh), each of which consists of 3 (three) people;
4. In the first (University) stage of the Olympiad participants must be sent to the e-mail of the organizing Committee [kaznu-olimpiada2023@mail.ru](mailto:kaznu-olimpiada2023@mail.ru) **not later than 06 April 2023**, the following documents:
  - scanned application form (see **APPENDIX 1**) to attend (each team member), a letter signed by the rector (Vice-rector) and the Protocol of the Commission on the results of the first stage of the Olympiad;
  - a project on the topic that **meets the conditions for completing the task strictly on demand** (see **APPENDIX 2, APPENDIX 3**).

The team may be refused to accept the competition application and, accordingly, to participate in the second stage of the Olympiad in the following cases:

- late submission of the tender application;
- non-compliance of the application with the requirements of the Olympiad (see **APPENDIX 1**);
- incomplete or unreliable submission of the required documents;
- non-compliance of the project with the requirements of the Olympiad (see **APPENDIX 2**).

**Participants who meet the selection criteria are invited to the second (final) stage of the Olympiad.**

**The second stage** - the final one, is held in the form of an competition of teams *on the territory of al-Farabi KazNU* according to the approved tasks:

- the 1<sup>st</sup> task - a presentation video of the university and the team (the time limit is no more than 2 minutes, in MP4, AVI, MOV format, maximum 30 points);
- 2<sup>nd</sup> task – a presentation of the project (the time limit is no more than 8 minutes) and a promotional video on the topic: **"Formation of an eco-brand of products based on digital marketing"**. You must submit an abridged version of the advertising video (no more than 15 seconds, respectively, in MP4, AVI, MOV format), (maximum 40 points, **see APPENDIX 2**);
- task 3 - analysis of the case study (the time limit is no more than 3 minutes, maximum 30 points).

When summing up the results of the final stage, the jury takes into account and summarizes all the points won by the team when completing each task.

The winner is the team of the university whose total points is the highest among other teams.

**The winners, who took the first, second and third places, are awarded with diplomas signed by the Vice-rector for scientific and innovative activities of the al-Farabi Kazakh National University and sealed with the official seal:**

- For the first place – Diploma of the first degree (no more than 1 team);
- For the second place-Diploma of the second degree (no more than 2 teams);
- For the third place – a Diploma of the third degree (no more than 3 teams).

Diplomas are awarded at the end of the Olympiad. The result of the Olympiad is sent to the MSHE of the Republic of Kazakhstan.

All participants of the Republican Student Subject Olympiad will receive certificates for participation.

#### **Deadline for key dates for the Olympics**

	<b>Terms</b>	<b>Events</b>	<b>Responsible persons</b>
1	until 06.04.2023, 24: 00 hours	Submit an application for participation from universities by email	Sending universities
2	until 08.04.2023, 24: 00 hours	Announcement of the list of teams that qualified for the second round of the Olympiad, sending out invitations	Coordinator of the organizing committee
3	28.04.2023 9:00 - 16:00	The second stage of the Republican Olympiad, held in the Al-Farabi Kazakh National University in an offline format	Organizing Committee
	9:00-9:45	Registration of participants	Organizing Committee
	9:45 - 14:00	Holding the second round of the Olympiad	Organizing Committee
	14:00 - 15:30	Break time	Organizing Committee
	16:00	Announcement of the results of the second stage and awarding of the winners of the Olympiad	Organizing Committee

To register participants of the competition, you must have an identity card; a student ID. The team must be accompanied by a manager.

The application and task are submitted no later than April 6, 2023, until 24:00 at the following email address: [kaznu-olimpiada2023@mail.ru](mailto:kaznu-olimpiada2023@mail.ru)

**Coordinator of the Organizing Committee:**

Rysbayeva Bakytgul Bakytkyzy

**Contact person:**

Tulebayeva Nazym Tulebaevna +7 747 777 64 61

Ismail Gulim Zharaskyzy +7 747 750 57 95

**050040, Almaty, 71 al-Farabi Ave., MEC 3B, Higher School of Economics and Business, Department of "Business Technologies", 213 office, tel. +7 (727) 221-13-96. Information about the Olympiad can be found on the website: [www.kaznu.kz](http://www.kaznu.kz)**

## APPENDIX 1

### Application

*Application for participation in the XIV Republican Student Subject Olympiad in  
the specialty*

*"6B04107-Marketing" (filled in for each participant)*

#### Registration card

1. Full name of the participant \_\_\_\_\_
2. Code, specialty, course, language of learning \_\_\_\_\_
3. University (full name) \_\_\_\_\_
4. Address \_\_\_\_\_
5. Contact phone numbers/ E-mail of the participant \_\_\_\_\_
6. Team name \_\_\_\_\_
7. Full name of the supervisor of the group, position and contact phone number, signature of the adviser of the group \_\_\_\_\_

**REQUIREMENTS FOR THE CONTENT AND DESIGN OF THE PROJECT OF THE  
XIV REPUBLICAN STUDENT SUBJECT OLYMPIAD  
SPECIALTY "6B04107-MARKETING"**

To participate in the Olympiad, you must submit a project in the state or Russian language on the topic to the organizing committee: **"Creating an eco-brand of products based on digital marketing»**

**Requirements for the printed design of the project:**

1. The project must be printed on a computer.
2. Font size 12, Times New Roman
3. Margins: left side - 3 cm, right side - 1 cm, top and bottom side - 2 cm.

**The project should reflect the following sections:**

1. Title page
2. Content
3. Abstract (in three languages)
4. Relevance
5. Project goals and objectives
6. The object of research in the project
7. Project Description (main part)
8. Expected results

**1. The title page should contain (Appendix 3):**

1. The full name of the university.
2. Last name, first name of the authors, specialty, course.
3. Project name
4. Surname, first name, patronymic, position, academic degree (if any) of the head.
5. City (where the Olympiad is held), year.

**2. Contents**

Includes sections (subsections) that describe the structure of the project, indicating the pages.

**3. Abstract**

Includes the following items (no more than 1 page, in short):

1. Relevance.
2. The purpose and objectives of the project.
3. The degree of novelty.
4. Methods of achieving the project goals.
5. Expected results from the project implementation.

**4. Relevance**

In this section (no more than 1 page): to reveal the significance of the project topic; to justify the need for research on the topic and its implementation; reflect the degree of development of the project topic; describe the digital marketing technologies used in the project.

**5. Project goals and objectives**

Description (no more than 1/2 page).

The goal should correspond to the specific results that the developers decide upon when completing the project. It should be clearly worded and set out in a single sentence.

## **6. Project research object**

A specific eco-product (any of the components of the 3 levels of the product is allowed for consideration, for example, the design of the product, packaging, quality, discussion, etc.).

## **7. Project Description (main part)**

It is presented according to the standard project structure with an emphasis on the use of digital marketing technologies

## **8. Expected results**

- The implementation of the project should contribute to the solution of a specific problem, namely
- Impact on human health;
- Impact on the environment and wildlife;
- Education of the consumer's responsibility to the environment;
- Formation of the consciousness of an environmentally competent consumer;
- Increasing awareness of Kazakhstan's eco-products abroad;
- Export of eco-products.

*Briefly describe (no more than 1 page) what significant quantitative and qualitative results you expect to receive when implementing the project.*

**NOTE:** When selecting the winners, the competition commission is primarily guided by the following selection criteria:

- project significance;
- compliance with the content and design requirements;
- relevance, innovative approaches to solving identified problems;
- resource and personnel support of the project;
- targeting of the project;
- use of modern digital marketing technologies. Defining criteria: the technical merit of the program; the degree of satisfaction with customer requirements; the analysis of the practical rationality and feasibility of its implementation, taking into account the impact of current practices and past experience; the necessary infrastructure, time aspect and start-up costs for implementation.
- realistic expected results and multiplicative nature of the project.
- checking the text for borrowings (at least 85% of the original text is required).

MINISTRY OF EDUCATION AND SCIENCE OF THE REPUBLIC OF KAZAKHSTAN  
*NAME OF THE UNIVERSITY*

Project on the topic:

**"Formation of an eco-brand of products based on digital marketing"**

Project authors

Full name, specialty, course

Full name, specialty, course

Full name, specialty, course

Scientific Supervisor

Full name, position, academic degree  
and academic title

city\_\_\_\_\_, 2022 y.