



**TURAN**  
UNIVERSITY

Turan University

**Reviewed at the meeting of the  
Higher School of «Media and Intercultural  
Communication»  
Minutes № 2 dated September 16, 2024**

**Head of the Higher School of «Media and  
Intercultural Communication»**

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**APPROVED**  
**Vice-Rector for Academic Affairs**

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**«20» 09 2024**

### **Plan**

**for the Modular Educational Program**

**6B03202 – Public Relations (Bachelor’s Degree)**

**Almaty, 2024**

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### **Passport of the modular educational program (MEP) development plan «Public Relations»**

<b>Aim of the Educational Program (EP)</b>	<p>The aim of the educational program is to train public relations specialists for government, public and commercial organisations who are capable of performing professional functions using modern technologies, methods and PR tools in the implementation of organisational strategies and taking into account the demands of the external environment.</p> <p>The aim of the educational program is based on the mission of Turan University: «Culture, education and science for the benefit of society», as well as the changing demands of the external environment, professional competition and the demand for specialists in the labour market.</p>
<b>Rationale for the Development of the Modular Educational Program Development Plan (hereinafter referred to as the “Plan”)</b>	<p>Analysis of the compliance of the educational programme with regulatory and legal acts and other documents defining the national priorities and educational policy of the Republic of Kazakhstan, as well as the mission and strategy of the university. Determination of the adequacy of the MEP resources, market needs and demands of consumers of educational services. Identification of the strengths and weaknesses of the MEP.</p>
<b>Lead Developers of the Plan</b>	<p>Head of the Higher School: A.S. Buzelo, candidate of Philological Sciences, professor.</p> <p>Leading specialists: A.A. Kurmambaeva, candidate of Philological Sciences, Associate Professor; N.A. Abueva, Doctor of Political Science, Research Professor; A.K. Altaeva, Doctor of Philological Sciences, Professor; L. Aldabergenkyzy, Master of Philology, Senior Lecturer</p> <p>Employers: B.Sh. Aldongarova, PR Director of the «Kazakhstan Fashion Week» project Students – Nargiza Kabdollaeva, 3rd year</p>
<b>Aim of the Plan</b>	<p>Ensure effective management of the MEP, taking into account changes in the external and internal environment that occur during its implementation and in productive interaction with employers to develop relevant professional competencies in students as future translation specialists.</p>

<b>Mechanism for Plan Development</b>	<p>When developing the Modular Educational Program (MEP), the Educational Program Development Plan, and the Working Curriculum (WC), the recommendations of the Republican Educational and Methodological Council (REMC) in the relevant field / the Council of the Educational and Methodological Association (EMA) are taken into account, along with the experience of implementing similar programs at leading universities in Kazakhstan, as well as neighbouring countries and beyond. Harmonization of educational programs with those of partner universities is also carried out.</p> <p>The MEP and Development Plan are created with the involvement of all program stakeholders, based on the analysis of the results of the National Chamber of Entrepreneurs "Atameken" Educational Program Ranking, a survey of student and teaching staff satisfaction, and an analysis of the resources available and necessary for the programme, including material and technical resources, etc.</p>
<b>Mechanisms for Disseminating Information about the Plan and the Goals of the Modular Educational Program (MEP)</b>	<p>Review of the Educational Program (EP) at an extended meeting of the Academic and Methodological Council (AMC) of the Higher School with the participation of stakeholders.</p> <p>Review and approval of the Educational Program by the Faculty Academic Council.</p> <p>Discussion of monitoring results and approval of adjustments to the EP plan.</p> <p>Publication of the Modular Educational Program (MEP) on the university website.</p>
<b>Timeline for Plan Implementation</b>	<p>From 16 September 2024 to 1 September 2028 (4 years)</p>

### External Environment Analysis

Educational activities for the bachelor's program in «Journalism and Information» under the educational program 6B03202 – Public Relations are conducted in accordance with state license № 14001575 dated 05.02.2014 and its appendix (license number № 14001575), the legislation of the Republic of Kazakhstan, the Strategic Development Plan of Turan University for 2024–2029, and the university's mission: «Culture, education, and science for the benefit of society.»

The 6B03202 – Public Relations program holds particular importance in meeting the needs of the state in positioning the country on the global stage and forming its positive image. Kazakhstan is making a strong international presence: hosting large-scale, significant global events, joining the World Trade Organization (WTO), and expanding friendly relations along with business and cultural ties. In this context, the popularity and demand for professionals engaged in promoting and strengthening the country's image are increasing year by year. This field is also crucial for improving internal communications: managing and establishing mutually beneficial, harmonious relationships between organizations and the public, upon which the organization's success depends.

The modern field of public relations (PR) is undergoing rapid change, becoming increasingly in-demand and multifaceted. Market research confirms that demand for communication specialists is growing, and the variety of professional areas allows for optimal career development paths. Today, PR professionals can work in diverse sectors such as corporate communications, political PR, digital PR, crisis communications, brand management, reputation management, government relations (GR), internal communications, media planning, content marketing, SMM, copywriting, event PR, influencer marketing, crisis PR, and public opinion analytics and forecasting.

With the development of digital technologies and social media, artificial intelligence (AI) has become an integral part of communication strategies. Modern PR specialists use machine learning algorithms and neural networks to analyze public opinion, forecast reputational risks, personalize content, and manage information flows. AI helps analyze large data sets, identify key trends, create effective media plans, and develop strategies for influencing audiences.

AI is already actively used in automated media and social network monitoring, sentiment analysis, press release generation, development of personalized PR campaigns, brand image management, and communication effectiveness evaluation. The interaction between humans and technology significantly speeds up data processing, minimizes reputational risks, and enhances the quality of information engagement with target audiences.

Modern PR professionals are no longer merely communicators; they are becoming public opinion strategists, digital data analysts, creative managers, and reputation management experts. AI does not replace their work but becomes a powerful tool that expands their capabilities, helps them respond quickly to information challenges, and create unique, targeted communication solutions.

The integration of AI into the field of public relations opens new career opportunities. Specialists proficient in digital analytics and automated PR technologies can work in international corporations, political institutions, government agencies, advertising and PR agencies, as well as launch their own projects in the field of strategic communications. Thus, PR professionals are becoming not just mediators between brands and audiences, but technologically savvy experts capable of effectively managing reputation and public opinion in the era of digital transformation.

#### *SWOT analysis of the external environment*

<b><i>S (strength) – strengths (potentially positive external factors)</i></b>	<b><i>W (weakness) – weaknesses (potentially negative external factors)</i></b>
<ul style="list-style-type: none"> <li>- studying marketing and monitoring research in the professional environment, participating in</li> </ul>	<ul style="list-style-type: none"> <li>- high density of the competitive environment,</li> <li>- unprofessional training of PR specialists through courses and training sessions;</li> </ul>

<p>relevant events for benchmarking purposes to ensure the high-quality development of the EP;</p> <ul style="list-style-type: none"> <li>– the functioning of the National Public Relations Association, which participates in the development of the professional services market and is open to mutually beneficial cooperation with the academic community.</li> </ul>	
<b><i>O (opportunity) – favourable opportunities (potentially positive external factors)</i></b>	<b><i>T (threat) – threat (potentially negative external factors)</i></b>
<ul style="list-style-type: none"> <li>– the demand for specialists in this field due to the active development of PR in Kazakhstan;</li> <li>– extensive discussion of the EP by stakeholders allows for strengthening the qualitative component of the program;</li> <li>– the opportunity for PR specialists to work as freelancers, start their own businesses, or work in related fields (marketing, journalism, advertising, etc.).</li> <li>– the opportunity for PR specialists to work as freelance contractors, start their own businesses, or work in related fields (marketing, journalism, advertising, etc.).</li> </ul>	<ul style="list-style-type: none"> <li>– The market is becoming oversaturated with «communications specialists» without relevant education — bloggers, SMM managers, and content managers often occupy the niches of PR specialists (devaluation of the profession and decline in the prestige of formal education in the field of PR).</li> <li>– Sudden changes in platforms (e.g., blocking of popular social networks), digital threats (deep fakes, AI content), and reputational crises create an unstable professional environment (the need to constantly update program content, increased workload for teachers).</li> </ul>

### **Internal Environment Analysis**

The modular educational program is provided with all the necessary resources to organize high-quality education:

1. **Sufficient teaching staff**, the number of which is determined by the number of disciplines, teaching workload standards, and the student contingent. The academic staff of the Higher School corresponds to the profile of the educational program and the disciplines taught, as well as to the requirements for the ratio of full-time and part-time employees and the level of academic degrees. The program is implemented with the participation of staff from several higher schools that provide instruction in general education, entrepreneurship modules, language disciplines, as well as core and specialized subjects: «Media and Intercultural Communication», «International Relations and Diplomacy», «Economics and Management», «Marketing and Logistics», «Tourism and Hospitality», «Information Technologies», «Law», and the «Language Training Center».

2. The total number of academic teaching staff of the Higher School of «Media and Intercultural Communication», which provides training for bachelor students in the EP «Public Relations» for the 2024–2025 academic year, is 57 persons, of whom 48 are full-time teachers, including 5 Doctors of Science, 15 Candidates of Science, 1 holder of the honorary title «Madeniet Qayartkeri» and the «Qurmet Order», 1 awaiting PhD degree confirmation after defense, 23 holders of a Master’s degree, 2 specialists without an academic degree, and 8 part-time lecturers.

The proportion of teaching staff with academic degrees among the full-time faculty is 44%. The program involves B.Sh. Aldongarova – a practitioner lecturer, journalist, founder and PR director of the international project «Kazakhstan Fashion Week, and lecturer at the Kazakhstan Media Academy – production center, KMA TV channel, and production studio «Fabrika Teleserialov». Also involved is Tatyana Zatonskaya (Deltsova) – journalist and PR specialist with experience at KTK, Channel 31, and the Russian service of BBC Radio (Moscow, Russia).

3. The management of educational programs **adheres to the principle of accessibility of leaders and transparency** of all personnel procedures in the following manner: vacancies are regularly announced through mass media, and the hiring process is carried out in accordance with the Law on Education (Art. 41-1, Clause 2), SCES, and the Model Rules for the Operation of Educational Organizations Implementing Higher and/or Postgraduate Educational Programs (Appendix 5 to the Order of the Minister of Education and Science of the Republic of Kazakhstan № 595 dated October 30, 2018, Clause 17). The university develops and approves its own rules for competitive recruitment of academic and research staff. The university website publishes resumes of academic staff involved in the implementation of the EP.

4. **Professional development of Faculty and Academic Staff (FAS) is carried out** according to the schedule for professional development courses. The main forms include: internships, lecture courses, master classes, training in specialized educational and certified programs, and practical seminars both in Kazakhstan and abroad.

Organizations where the FAS of the Higher School regularly undertake training include:

School of Pedagogical Mastery (Turan University), UNESCO Cluster Bureau in Almaty for Central Asia, Central Asian Bureau for Analytical Reporting CABAR.asia (a project of the Institute for War and Peace Reporting – IWPR) – [www.iwpr.net](http://www.iwpr.net), International Center for Journalism Media Net, Media Damytu Qory DOSTARY, and others.

Additionally, FAS take courses on the **Coursera** platform — one of the world's largest online learning platforms, offering courses and programs from leading universities and companies. It is a convenient tool for distance education, professional skill development, and obtaining international certificates. Coursera is an effective means for faculty development and student supplementary education. Thanks to its flexible schedule, multilingual support, and high-quality academic content, it can be integrated into educational programs of Kazakhstani universities as a tool for both individual and mass training.

5. Programs undergo continuous **improvement of material, technical, and information resources**, which are a factor ensuring the quality of education within the EP.

An accessible educational resource environment has been created, including computer equipment, licensed and purchased software, websites, computer labs, reading rooms, a book collection, and a repository of digital learning materials. Available resources include electronic textbooks, video lectures, lecture presentations, etc. The university has 30 computer labs, 26 lecture halls, 2 language laboratories, laboratories and classrooms at Higher Schools, which are used in the educational process, for completing Independent Student Work (ISR), and conducting research. All classrooms meet comfort standards in lighting, acoustics, temperature, technical equipment (projectors or interactive boards), environmental and aesthetic parameters.

6. **Library resources.** The university library has a sufficient collection of educational and scientific literature for the EP in the state, Russian, and foreign languages. The educational fund is regularly updated.

7. **Healthy nutrition is organized at the university:** there are three cafeterias and a dining hall available.

8. Non-resident students in need of housing **have the opportunity to reside in the student dormitory of Turan University.**

The program is supported by a team of specialists, including FAS with a high scientific and pedagogical level. Management and development of the program include the following responsibilities assigned to each faculty member involved in the training within this specialty. Each area of activity has designated responsible persons:

- development of the modular educational program – Prof. A.S. Buzelo, Assoc. Prof. A.A. Kurmanbaeva, Senior Lecturer L. Aldabergenqyzy
- academic and methodological support of the specialty – Assoc. Prof. A.A. Kurmanbaeva,
- research activity – Research Professors N.A. Abueva, M.B. Shindalieva
- external environment analysis – Senior Lecturer T.M. Zatonskaya
- analysis of student and FAS satisfaction (internal environment) – Senior Lecturer E.Zh. Auezova
- professional development – Assoc. Prof. A.A. Karshigayeva
- educational work – Senior Lecturer Zh.T. Almish

The Higher School has registered an applied research project at the NCSTE RK for a 3-year period. Additionally, every year FAS members participate in the grant competition for scientific projects in line with the training profile

The uniqueness of the program lies in the following:

The program develops a multilingual, digital, and multicultural PR specialist equipped with strategic and crisis management skills, capable of working within the specific context of Kazakhstan as well as in line with global communication trends.

Practice-oriented training is implemented through: a) the integration of dual education elements, where PR students participate twice a year in the organization and execution of the international project Kazakhstan Fashion Week; b) the development and defense of real-life projects within courses such as Organization of PR Projects, Storytelling, and others.

The faculty includes a significant number of practitioners with extensive experience in media and communications, who also invite industry experts, including those with international backgrounds, for guest lectures.

Additionally, the program's uniqueness lies in the synergy of humanitarian and business competencies, its emphasis on digital skills and new media technologies, its practical applicability to the real sector, its focus on national context and values, and the development of leadership and crisis management competencies.

<b>S (strength) – strengths (potentially positive internal factors)</b>	<b>W (weakness) – weaknesses (potentially negative internal factors)</b>
<ul style="list-style-type: none"> <li>- Highly qualified teaching staff implementing the EP.</li> <li>- The university's focus on entrepreneurship and job creation by students.</li> <li>- Transparency of the educational programme and clear connection between the content of the curriculum and the requirements of employers in the city and region.</li> <li>- High level of student satisfaction with the quality of education.</li> <li>- The EP is supported by sufficient classroom facilities, specialised equipment and library resources.</li> <li>- The university's development strategy is focused on the development of corporate culture and professional growth of staff.</li> </ul>	<ul style="list-style-type: none"> <li>- Insufficient language training of teaching staff and students for academic mobility abroad.</li> <li>- Complexity of offline international mobility for students and teaching staff.</li> <li>- Methodological difficulties in developing double degree programmes and their high cost.</li> <li>- Need for additional financial expenditure on regular updating of technical equipment and specialised computer programmes.</li> </ul>
<b>O (opportunity) – favourable opportunities (potentially positive external factors)</b>	<b>T (threat) – threats (potentially negative external factors)</b>
<ul style="list-style-type: none"> <li>- O (opportunity) – favourable opportunities (potentially positive external factors)</li> </ul>	<ul style="list-style-type: none"> <li>- A shift in emphasis towards interdisciplinary programmes, where PR is included as a module (e.g.</li> </ul>

<ul style="list-style-type: none"> <li>- Increasing the attractiveness of the programme through relevant specialisations.</li> <li>- Involvement of native speakers in the learning process.</li> <li>- Publication by FAS, as well as the acquisition of specialised scientific literature, educational and methodological literature in the state language.</li> <li>- Involvement of practitioners in the professional training of students.</li> </ul>	<p>in marketing, management, media), may reduce applicants' interest in the core PR programme (reducing the competitiveness of the highly specialised PR programme).</p>
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### Action plan for EP development

№	Activities	Responsible parties	Deadlines	Type of reporting, completion mark
<b>I. Improvement of MEP content</b>				
1.1.	Study of the experience of foreign universities (Lobachevsky State University of Nizhny Novgorod, Lomonosov Moscow State University, VNISHEU and others) and Kazakhstani universities (Al-Farabi Kazakh National University, Kazakh Abylai Khan University of International Relations and World Languages, Suleyman Demirel University)	A.S. Buzelo K.S. Kovardakova	December 2024 - April 2028	Research presented at the meeting of the Higher School followed by discussion of its results
1.2.	Annual updating of the EP in response to changes in the external environment	A.A.Kurmanb aeva A.S. Buzelo L.Aldabergenq zy	December 2024 - September 2028	New disciplines in the catalog of elective modules. Their discussion at the Academic and Methodological Council (AMS) of the Higher School.
1.3.	Cooperation with the UNESCO Cluster Office in Almaty and the NPO "National Association of Public Relations" in the development of the EP	A.S. Buzelo T.M. Zatonskaya	September 2024 - September 2028	joint activities
1.4.	Labor market (external environment) analysis for designing learning outcomes	T.M. Zatonskaya A.A.Kurmanb aeva A.S. Buzelo	September 2024 - September 2028	Marketing research report
1.5.	Study of professional standards developed by Educational and Methodological Association (EMA) and qualification requirements	A.A.Kurmanb aeva L.Aldabergenq zy	September 2024 - September 2028	Discussion in meeting minutes
1.6	Competitive selection of disciplines.	M.A. Ibrayev A.A.Kurmanb aeva	September 2024 - September 2025	Discussion in meeting minutes; catalog of elective modules
1.6.	Organization of Round Table Discussion on the EP	M.A. Ibrayev	2024 - September 2028	Certificates, reports in meeting minutes

		A.A.Kurmanbaeva		
1.7.	Interviewing graduates	A.S. Buzelo Zh.T.Almish	September 2024 - September 2028	Reports in meeting minutes
1.8	Harmonization of curricula to expand academic mobility of students and FAS, development of Joint Educational program (JEP) and dual degree programs	A.S. Buzelo N.A. Abueva A.A. Kurmanbaeva	September 2024 - September 2028	Harmonized WC
1.9.	Development of teaching and methodological complexes of discipline (TMCDs) in connection with the EP update	FAS HS	2024 - September 2028	Approval of new teaching and learning materials (TMCD) at the Higher School meeting (minutes)
<b>II. Educational and methodological support</b>				
2.1	Development of TMSD, methodological guidelines, teaching aids, and practical manuals for new disciplines: «PR Technologies and Tools», «Artificial Intelligence in Media»	N.A. Abueva A.A.Kurmanbaeva M.B. Shindalieva	September 2024 - September 2028	Approval of new teaching and learning materials (TMCD) at the Higher School meeting (minutes)
2.2	Annual competition for elective modules and updating of the elective module catalog of the EP	A.S. Buzelo T.M. Zatonskaya A.A.Kurmanbaeva N.A. Abueva	September 2024 - September 2028	Minutes of the AMS of the Higher School
2.3	Continuous integration of innovative educational technologies into the learning process, development of interactive teaching methods (through dissemination of best pedagogical practices, expert review of assignments, etc.)	T.M. Zatonskaya A.A.Kurmanbaeva E.Zh. Auezova L.Aldabergenqyzy	September 2024 - September 2028	Protocol of the AMS of the Higher School
2.4	Development of MOOCs (Massive Open Online Courses)	M.B. Shindalieva	September 2025 - September 2028	Implementation of these courses in practice
2.5	Development of continuing education courses	T.M. Zatonskaya A.T. Omar M.A. Ibrayev	September 2024 - September 2028	Implementation of these courses in practice
<b>III. Human resources</b>				
3.1	Invitation of international scholars in the fields of Public Relations and Journalism from partner universities, as well as practitioners for master classes and training sessions	A.S. Buzelo N.A. Abueva	September 2025 - September 2028	Contracts and agreements, recordings of lectures and seminars
3.2	Development of internal and external academic mobility programs for FAS	A.S. Buzelo	September 2025 - September 2028	Discussion of results at the Academic and Methodological Council and Higher School meeting (minutes)
3.3	Improvement of the rating-based evaluation system for FAS performance; updating of the individual achievement sheet of FAS	A.S. Buzelo G.M.Alimzhanova	September 2024 - September 2028	Discussion of results at the Higher School meeting (minutes)
3.4	Implementation of an internal quality control system for classes conducted by FAS, based on open lessons and monitoring of mutual class visits	A.S. Buzelo A.A.Kurmanbaeva	September 2024 - September 2028	Discussion of results at the AMC and Higher School meeting (minutes)

3.5	Analysis of the results of the «Instructor Through the Eyes of Students» survey	A.S. Buzelo E.S. Patashkova	September 2024 - September 2028	Discussion of results at the AMC and Higher School meeting (minutes)
<b>IV. Material and technical support</b>				
4.1	Updating the material and technical base (computer classrooms equipped with the necessary software; purchasing the latest specialised computer programmes)	T.M. Zatonskaya	September 2025 - September 2028	Invoices
4.2	Expanding the base of practices, concluding agreements.	A.S. Buzelo T.M. Zatonskaya Zh.T.Almish		Contracts, agreements
<b>V. Information and library resources</b>				
5.1	Regular updating of the scientific library with educational, teaching and scientific literature, periodicals	A.A.Kurmanb aeva A.K. Altaeva	September 2024 - September 2028	Minutes of the Higher School meeting (minutes), certificates
5.2	Providing access to e-resources of the electronic library and subscribed full-text domestic and foreign databases	E. Aryn	September 2024 - September 2028	Minutes of the Higher School meeting (minutes), certificates
<b>VI. Development of the research component of MEP</b>				
6.1	Organization of internships and practical training for students at universities in neighbouring countries and beyond	A.S. Buzelo N.A. Abueva G.S.Abdireyima mova	September 2024 - September 2028	Minutes of the Higher School meeting (minutes), certificates
6.2	Activation of the system of involving students in science through their participation in the work on scientific topics of the Higher School (publications and participation in conferences, round table discussion)	A.S. Buzelo A.A.Kurmanb aeva E.Yu. Medvedev.	September 2024 - September 2028	Research and student research reports (R&D and SRR)
6.3	Implementation of scientific results obtained by both teaching staff and students	E.Yu. Medvedev	September 2024 - September 2028	Implementation reports, extracts from Higher School meetings
<b>VII. Monitoring the effectiveness of the MEP</b>				
7.1	Review of the EP development plan at an extended meeting of the Higher School with the participation of employers	A.S. Buzelo	September 2024 - September 2028	Discussion at the Higher School meeting (minutes)
7.2	Survey of employers, students and teaching staff on their satisfaction with the results of the EP	T.M. Zatonskaya Zh.T.Almish	September 2024 - September 2028	Discussion at the AMS and Higher School meeting (minutes)
7.3	Regular monitoring of current academic performance	A.S. Buzelo advisors	January 2025 - June 2028	Minutes of Higher School meetings
7.4	Regular monitoring of student achievements as part of the final assessment	A.S. Buzelo advisors	June 2025 - June 2028	Minutes of Higher School meetings
7.5	Improvement of procedures for assessing the level of knowledge of students, taking into account the specifics of the EP and the intellectual and creative abilities of students	T.M. Zatonskaya M. Zeynollaqyzy	September 2024 - September 2028	Discussion at the AMS of the Higher School (minutes)

**Developer:**

**Head of EP**

**A.S. Buzelo**

**APPROVED:**

**Head of the Faculty Council**

**A.K. Ospanova**