



JSC "Kazakh University of Technology and Business named after K. Kulazhanov"

Quality Management System
Regulation on the Structural Unit

Regulation on the Department of
Marketing and Student Recruitment

MC ISO 9000:2015
MC ISO 9001:2016
MC ISO 37001:2016

KazUTB-DMSR-RSD-5.3-2025-01 Date of implementation: "___" ___ 2025



APPROVED
Rector of JSC "KazUTB named after K. Kulazhanov"
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June 2025

**REGULATION ON THE STRUCTURAL UNIT
DEPARTMENT OF MARKETING AND STUDENT
RECRUITMENT
KazUTB-DMSR-RSD-5.3-2025-01**

AGREED
Vice-Rector for EaSA
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« 08 » 06 2025

Astana, 2025

Version:	CC:	Registration No	via "Google Drive"
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PREFACE

This Regulation (hereinafter referred to as the “Regulation”) is issued by the Department of Marketing and Student Recruitment of JSC “KazUTB named after K. Kulazhanov” (hereinafter referred to as the “University”).

The Regulation is approved by the Rector with a personal signature on the title page and shall come into force on the date of signing.

The Regulation is mandatory for all employees of the Department of Marketing and Student Recruitment.

The Regulation has been developed in accordance with the Documented Procedure KazUTB-QAaAD-DP-7.5-2025-20-05.01.

Periodic review of the Regulation is carried out by the Head of the Department of Marketing and Student Recruitment at intervals not exceeding 3 years, in accordance with the documented procedure KazUTB-QAaAD-DP-7.5-2025-20-05.01.

Changes to the Regulation are developed based on the results of its implementation or upon changes in the requirements specified in clause 4.

Introduced for the first time.

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1. DOCUMENT TITLE

1.1. Regulation on the Department of Marketing and Student Recruitment KazUTB–DMSR–RSD–5.3–2025–20-01

2. DEVELOPER

2.1. Student Recruitment Department

3. PURPOSE OF THE DOCUMENT DEVELOPMENT

3.1. To establish unified requirements for the activities of the Department of Marketing and Student Recruitment (DMSR), ensuring the successful promotion of the University in the education market of the Republic of Kazakhstan, as well as in countries near and far abroad.

4. NORMATIVE REFERENCES

- 4.1. MC ISO 9001:2015 "Quality Management System. Requirements";
- 4.2. MC ISO 9000:2015 Quality Management System. Fundamentals and Vocabulary;
- 4.3. MC ISO 37001:2016 Anti-Corruption Management System – Requirements and Application Guidelines;
- 4.4. Labor Code of the Republic of Kazakhstan No. 414-V ZRK dated 23.11.2015 (as amended and supplemented as of 16.09.2025);
- 4.5. Law of the Republic of Kazakhstan “On Education” No. 319-III dated 27.07.2007 (as amended and supplemented as of 01.01.2025);
- 4.6. Law of the Republic of Kazakhstan “On Science” No. 79-VIII dated 06.05.2024 (as amended and supplemented as of 22.07.2024)
- 4.7. Law of the Republic of Kazakhstan “On State Property” No. 413-IV dated March 1, 2011 (as amended and supplemented as of 25.08.2025)
- 4.8. Law of the Republic of Kazakhstan No. 508-II dated December 19, 2003 “On Advertising” (as amended and supplemented as of 15.09.2025);
- 4.9. Regulatory and legal acts of the Republic of Kazakhstan (IPS “Adilet”);
- 4.10. Quality Policy approved by the Board of Directors on 19.04.2024, Protocol No. 2;
- 4.11. Charter of JSC “KazUTB named after K. Kulazhanov”;
- 4.12. University Anti-Corruption Standard (STU)
- 4.13. University Development Program 2024–2029 approved by the Board of Directors on 29.08.2024, Protocol No. 1;
- 4.14. Order of the Minister of Education and Science of the Republic of Kazakhstan No. 388/600 dated August 9, 2021 “On Approval of the Standard Rules for Admission to Educational Organizations Implementing Higher and Postgraduate Education Programs”
- 4.15. Rules for Documenting, Managing Documentation, and Using Electronic Document Management Systems in State and Non-State Organizations (Order of the Minister of Culture and Information of the Republic of Kazakhstan No. 329-NQ dated 23.07.2024);
- 4.16. Documented Procedure “Risk Management” KazUTB–OOKiA–DP–6.1–2025–05.
- 4.17. Regulatory and Legal Acts of the Republic of Kazakhstan;
- 4.18. All relevant internal documents of the University.

5. TERMS AND DEFINITIONS

Term	Definition
Anti-Corruption Policy of JSC “KazUTB named after K. Kulazhanov”	Legal, administrative, and organizational measures aimed at reducing corruption risks, fostering an anti-corruption culture, and enhancing public trust in the activities of JSC “KazUTB named after K. Kulazhanov.”
Act	A document prepared by several persons that confirms specific facts and events.
External Regulatory Document	A regulatory document developed by another organization (national or international) and applied in the activities of the organization.
Internal Regulatory Document	A regulatory document developed within the organization and approved by its management.
Incoming Document	A document received by the organization.
Stamp / Endorsement	A special marking on a document that specifies a particular procedure for its use.
Documented Information	Information that an organization is required to manage and maintain, along with the medium on which it is contained.
Documented Procedure	A document that contains a description of a procedure – a prescribed method for carrying out an activity or process.
Job Description	A document that defines the organizational and legal status of an employee, provides conditions for effective performance of their duties, and supplements and clarifies the terms of their contract (agreement).
Log / Register	A document prepared in a specific format containing periodic records of information, events, decisions, incoming and outgoing documents, etc.
Identification	Recognition, establishing correspondence or match.
Identification Number	The number of an active document that indicates its position within the unified system of classification of active documents.
Amendment / Change	A modification, addition, or deletion of sections of a document.
Instruction	An established method for performing an activity or work. Instructions establish "how" an action should be performed.
Outgoing document	An official document sent from an organization.
Control	A procedure for assessing conformity by observation and judgment, supported by appropriate measurements, tests and calibrations.
Document execution control	A set of actions that ensure the timely execution of documents.
Copy of the document	A document that completely reproduces the information of the original document and all or part of its external features, but has no legal force.
Document name	Designation of the type of written document.
Data storage	An installed storage medium, properly designed and containing quality data.

Responsible executor	The person responsible for the execution of the document.
Document preparation	Entering the necessary details established by the documentation rules.
Original document (official)	The first or only copy of an official document.
Traceability	The ability to trace the history, use, or location of something being considered.
Process risks	Actions, events or conditions that, if they occur, may have a negative impact on the course of a process and reduce its effectiveness, as well as preventive actions aimed at reducing the occurrence of identified risks.
Quality management system	Part of management aimed at quality.
Structural division	An organizationally distinct part of a legal entity and its employees, who perform a defined range of job responsibilities and are responsible for the performance of their assigned functions. Divisions include units, services, departments, workshops, laboratories, and groups.
Document management	A set of works on analyzing documents for compliance, recording and maintaining them in effect, distributing and communicating them to interested parties.
Risk management	The process of developing and implementing management decisions designed to minimize the likelihood of a negative outcome and minimize potential losses associated with its implementation.
Electronic document	A document in which information is presented in electronic digital form and certified by means of an electronic digital signature.

6. ABBREVIATIONS USED

Reduction	Full name
University of JSC "KazUTB named after K. Kulazhanov"	Joint-Stock Company JSC "Kazakh University of Technology and Business named after K. Kulazhanov"
KazUTB-UOKiA-DP-6.1-2025-22	Documented procedure "Risk Management"
DP	Documented procedure
CDU	The copy of the document used
CC	Control copy (original document)
IS	International standard
Real DP	Documented procedure "Documented information" KazUTB-DQAaA-DP-7.5-2025-05-02
DEQM	Department of Education Quality Management
HRD	Human Resources Department
F	Faculty
RSD	Regulations on the structural division
RRP	Regulations/rules on the procedure
R	Regulations

SD	Structural division
M	Media
QMS	Quality management system
DQAaA	Department of Quality Assurance and Accreditation
LSD	Legal support department
F	Form
MMCF	Marketing management and contingent formation
APRD	Advertising and Public Relations Department
CFD	Contingent formation department

7. GENERAL PROVISIONS AND DESCRIPTION OF THE PROCEDURE

7.1. In connection with the change in structure and the opening of new departments in the Department of Marketing and Contingent Formation.

7.2. The Regulation establishes the goals, objectives, functions, powers, responsibilities, content and organization of the activities of the MMCF and its interaction with other joint ventures of the University.

7.3. The structure and staffing levels of the MMCF are approved by order of the University President upon the recommendation of the Vice-Rector for Educational and Social Work, taking into account the specifics and scope of work. The MMCF includes:

7.3.1.1 Advertising and Public Relations Department;

7.3.1.1 Head of Department

7.3.1.2 Leading specialist

7.3.1.3 Specialist

7.3.1.2 Contingent Formation Department;

7.3.2.1 Head of Department

7.3.2.2 Leading specialist

7.3.2.3 Specialist

7.3.1.3 Contact center (during the admissions period)

7.3.3.1 Contact center specialist.

7.4. The MMCF is headed by a manager who is appointed to the position and dismissed from the position by order of the President of the University based on the recommendation of the selection committee for the positions of the RSR.

7.5. The Department of Advertising and Public Relations, the Department of Contingent Formation, and the Contact Center are headed by managers who are appointed and dismissed by the University President on the basis of a recommendation from the selection committee for the positions of the Department of Public Relations, as recommended by the Head of the Department of Public Relations. The Managers of the Department of Advertising and Public Relations, the Department of Contingent Formation, and the Contact Center are directly subordinate to the Head of the Department of Public Relations.

7.6. The appointment and dismissal of UMFC employees is carried out by order of the University President, on the basis of the decision of the UMFC Selection Commission, in accordance with the labor legislation of the Republic of Kazakhstan.

7.7. The University's UMFC activities are implemented based on the approved annual plan.

7.8. In its activities, the UMFC is guided by the Law of the Republic of Kazakhstan "On Education", the Law of the Republic of Kazakhstan "On Advertising", other regulatory and legal acts of the Republic of Kazakhstan in the field of education, international ISO 9000 series standards, state ISO 9001 and 37001 series standards of the Republic of Kazakhstan, internal labor regulations, anti-corruption policies, orders and decrees of the President, and the Regulations of the UMFC.

8. AIMS AND MAIN TASKS OF THE UNIFC

8.1. *The main objectives of the UMFC are:*

8.1.1 development and implementation of the University's marketing policy aimed at increasing the efficiency of both overall activities and individual marketing events, as well as increasing the volume of basic and additional education services;

8.1.2 Promotion of the University in the Republic of Kazakhstan and in neighboring and foreign countries.

8.1.3 development and implementation of the University's marketing activities plan;

8.1.4 analysis of activities and preparation of proposals for improving and strengthening the University's positive image.

8.2. *The main objectives of the FMF are:*

8.2.1 development of an effective advertising and PR policy for the University in order to create a positive image and widespread recognition in the country and abroad;

8.2.2 formation of new University development priorities based on the study of innovative experience in the field of education and development of specific proposals for their achievement;

8.2.3 development of the University's corporate culture through the formation and preservation of the corporate identity and its promotion among the University's employees;

8.2.4 development and control over the implementation of an advertising campaign to promote educational services among potential applicants;

8.2.5 development of corporate information resources;

8.2.6 collection and systematization of information about the University's educational services, scientific and commercial products, with the aim of their further promotion;

8.2.7 development and implementation of effective marketing projects and programs aimed at long-term attraction of new partners and customers, and increasing the volume of basic and additional education services;

8.2.8 Compliance with the University's anti-corruption policy and participation in the University's comprehensive anti-corruption plan.

8.2.9 development of the University's marketing policy;

8.2.10 planning, organizing, and coordinating advertising and information campaigns within their competence;

8.2.11 conducting a situational analysis of the educational services market, and analyzing the factors that affect the results of activities in the field of basic and additional education services;

8.2.12 preparation of recommendations for improving the University's educational, scientific, and commercial products.

8.3. *The main objectives of the Advertising and Public Relations Department are:*

8.3.1 increasing the University's visibility as a leading educational institution in the Republic of Kazakhstan and abroad;

8.3.2 creating and maintaining a good university image among various target audiences (applicants, students, partners, the public, etc.);

8.3.3 studying the marketing situation of the target market segment, analyzing the initial competitive conditions, and justifying the necessity and expediency of conducting an advertising campaign among applicants;

8.3.4 selection of advertising distribution media (frequency and timing of placement);

8.3.5 determination of the advertising budget;

8.3.6 development of advertising announcements: visual and textual parts, in accordance with the advertising budget for the advertising campaign;

8.3.7 evaluation of the effectiveness of an advertising campaign;

8.3.8 organizing effective communication with the mass media, promoting university news and events through various channels (media, Internet resources, and social networks).

8.4. *The main objectives of the Advertising and Public Relations Department are:*

8.4.1 creation of a strategy for promoting the university in the educational services market and creating a positive image both in the country and abroad;

8.4.2 planning, organizing, and coordinating advertising activities aimed at promoting educational services, increasing the number of applicants, and strengthening the University's image;

8.4.3 preparation of advertising and information materials (posters, booklets, videos, and others), as well as control over their distribution;

8.4.4 increasing the awareness and popularity of basic education programs among target groups (applicants, students, parents, etc.);

8.4.5 assessment of the effectiveness of the implemented measures and proposals for improving work;

8.4.6 cooperation with various media outlets, organization of publications, interviews, and press releases about the university's activities;

8.4.7 participation in the implementation of the university's anti-corruption policy, as well as monitoring compliance with all established regulations.

8.5. *The main objectives of the Contingent Formation Department are:*

8.5.1 recruitment of students for all University educational programs;

8.5.2 ensuring a stable enrollment of students and maintaining the student body throughout the University's educational process;

8.5.3 organization of career guidance activities for applicants, assistance in choosing educational programs based on their interests and career goals;

8.5.4 development and implementation of a student recruitment strategy, including the use of various information and advertising channels to attract the best candidates;

8.5.5 development and improvement of the student recruitment and selection system, and expansion of the university's presence in the educational services market;

8.6. *The main objectives of the Contingent Formation Division are:*

8.6.1 organizing the recruitment of students for all University educational programs;

8.6.2 conducting career guidance activities, helping applicants choose a profession and educational program, and organizing consultations;

8.6.3 creation of effective strategies and plans to increase the number of applicants and form a stable student body;

8.6.4 cooperation with educational institutions, school educational organizations, and partners to promote educational programs;

8.6.5 organizing the proper processing of applications, documents, and other procedures related to the admission of students;

8.6.6 participation in the development and implementation of advertising and information campaigns to attract applicants;

8.6.7 providing information about admission requirements, learning conditions, and other aspects of the educational process;

8.6.8 conducting an analysis of the competitiveness of educational programs, monitoring the interests of potential students, and developing proposals for improving educational services;

8.7. *The main purpose of the contact center is to:*

8.7.1 organization and development of a system for informing and consulting interested parties who have contacted the University by phone, email, or other means of communication;

8.7.2 processing requests in real time and providing all necessary information, including information on admission to the University.

8.8. *Main tasks of the contact center:*

8.8.1 receiving and processing requests for applications, including providing information about admission to the University;

8.8.2 organizing the preparation of responses to requests from interested parties.

9. FUNCTIONS OF UMFK

9.1. *Main Functions of the UMFK*

9.1.1 interaction with the University's external environment in the field of educational services, with customers and consumers of these services, based on the development of marketing communication channels;

9.1.2 organization of informing the public, consumers of educational services, and University employees about various aspects of the University's activities through the media, Internet resources, and internal information resources through the UMFK;

9.1.3 organization and participation in exhibition events aimed at promoting educational services and strengthening the University's brand;

9.1.4 creation of favorable information поводов, organization of PR events aimed at strengthening the university's position in the educational services market;

9.1.5 publication of the University's corporate newspaper;

9.1.6 development of promotional and souvenir products, printed advertising and information materials about the University's activities and educational services through the UMFK;

9.1.7 monitoring the implementation of decisions made by the Academic Council and the President on issues related to the activities of the University;

9.1.8 monitoring the implementation of decisions made by the Academic Council and the President on issues related to the activities of the University;

9.1.9 monitoring the maintenance of documented information in accordance with the University's file system and the requirements of the University's QMS with the UMFK.

9.1.10 monitoring the implementation of the anti-corruption policy by UMFK employees.

9.2. *Functions of the Advertising and Public Relations Department:*

9.2.1 development of the University's marketing policy and an action plan for its implementation;

9.2.2 conducting marketing research, including market segmentation for educational services, studying the consumers of these services, and identifying competitors;

9.2.3 promotion of the University's educational services (organization of advertising campaigns, participation in industry exhibitions and education fairs);

9.2.4 determining the position of the University's educational services in the market and preparing proposals for the development of the University's educational, scientific, and commercial products;

9.2.5 preparation of proposals for the formation of the University's corporate identity and advertising products.

9.2.6 *organization of information and propaganda activities in two areas:*

9.2.6.1 external – with the media, akimats, and public organizations;

9.2.6.2 internal – with SP, departments, teaching staff, and students;

9.2.7 ensuring communication with the media, submitting documented information for approval to the First Vice-Rector and the Rector of the University, publishing books, interviews, and appearances on television, radio, newspapers, and magazines;

9.2.8 organizing the updating of documented information on the University's official website, interviews with University administration leaders and other employees, and media representatives;

9.2.9 compliance with the anti-corruption policy;

9.3. *Functions of the Contingent Formation Department:*

9.3.1 planning and implementation of activities aimed at attracting applicants to all university educational programs;

9.3.2 holding meetings, seminars, consultations, and other events aimed at helping applicants choose an educational program, including presentations of educational programs;

9.3.3 collection, verification, and processing of applicants' applications and documents,

monitoring the correctness of document execution and compliance with deadlines;

9.3.4 organizing information campaigns, consultations, and answering questions from applicants and their parents, as well as participating in exhibitions, fairs, and other events related to student recruitment;

9.3.5 cooperation with educational institutions, schools, and colleges, as well as with other partners in the field of student recruitment;

9.3.6 conducting research and analyzing the needs and interests of potential applicants, as well as monitoring competitive educational offers;

9.3.7 participation in the creation of promotional materials and events aimed at promoting educational programs and attracting applicants;

9.3.8 tracking student recruitment statistics, analyzing the reasons for refusal or non-attendance, and working with applicants at all stages of recruitment;

9.3.9 compiling reports on the results of student recruitment, preparing statistical data on applicants, and analyzing the effectiveness of the measures taken;

9.3.10 compliance with the anti-corruption policy;

9.4. Contact Center Functions:

9.4.1 consulting and informing interested parties who have applied for University services, including admission to studies, in the state and Russian languages;

9.4.2 formation of a database of incoming calls and requests, including preparation of statistical and analytical reports on completed and accepted requests;

9.4.3 redirecting incoming calls and requests on specific issues to the responsible specialists of the University's JV;

9.4.4 ensuring the collection and processing of statistical data on appeals and requests for the purposes of monitoring and quality control;

9.4.5 participation in the organization, introduction, and improvement of the functioning of unified information resources on higher education at the University;

9.4.6 Compliance with the anti-corruption policy.

10. RESPONSIBILITY AND AUTHORITY

10.1 Division	10.2 Authority
Head of DMSR	- the head of the department is the head of the department.
Head of APR	The department is responsible for promoting the university and attracting students. It organizes advertising and PR campaigns, promotes educational programs, creates a positive image of the university, conducts career guidance work, and participates in the admission campaign. The department also oversees the recruitment, enrollment, and student records, prepares statistics and analytical reports, coordinates the work of subordinate departments, and interacts with faculties, schools, and partners.
Leading specialist	-The leading specialist is responsible for promoting the university and establishing communications with the public, media, and partners.
Specialist	The Advertising and Public Relations Department specialist is responsible for preparing and implementing the university's advertising and PR activities aimed at promoting educational programs and creating a positive image for the institution.
Head of the CFD	The Head of the Office of Admissions is responsible for organizing, planning, and monitoring all processes related to the recruitment, enrollment, and accounting of university students. He also organizes meetings with schools, open days, and career guidance trips.

Leading specialist	The leading specialist of the Office of Finance and Control is responsible for organizing, supporting, and monitoring the recruitment, enrollment, and accounting processes for students at the university.
Specialist	The OFC specialist ensures the organization and support of the university's recruitment and accounting processes.

11. RISKS ASSOCIATED WITH THE PROCESS AND RISK PREVENTION MEASURES

11.1 Risks associated with:	11.2 Risk prevention actions
insufficient number of applicants for the admission campaign	<ul style="list-style-type: none"> adjusting the promotion strategy, working with regions, and targeting in-demand specialties
<ul style="list-style-type: none"> errors in accounting for the student body 	<ul style="list-style-type: none"> urgent correction of errors, notification of the accounting department and the educational department
<ul style="list-style-type: none"> late submission of reports to the Ministry or management 	<ul style="list-style-type: none"> notification to management, accelerated preparation of the report
<ul style="list-style-type: none"> insufficient qualifications of the department staff 	<ul style="list-style-type: none"> assigning a mentor, practical training
<ul style="list-style-type: none"> technical failures (CRM, database, email, website) 	<ul style="list-style-type: none"> data recovery, temporary switch to manual accounting
<ul style="list-style-type: none"> conflict situations with applicants or parents 	<ul style="list-style-type: none"> official settlement through the office, explanatory work
<ul style="list-style-type: none"> violation of personal data requirements 	<ul style="list-style-type: none"> message to the security service, access system check

12. ANTI-CORRUPTION REGULATION

12.1 Anti-corruption work in the Department of Marketing and Contingent Formation The Department's anti-corruption activities are aimed at ensuring transparency and integrity in the implementation of marketing activities and the formation of a student contingent.

The main objectives are to prevent corruption-related offenses, enhance the legal culture of employees, and foster a culture of intolerance towards corruption.

12.2 The work is based on the principles of openness, honesty, and equal opportunities for all participants in the educational process.

The responsible persons conduct explanatory work and monitor compliance with ethical norms and anti-corruption standards in the management's activities.

