**Methodological guidelines for laboratory / practical work**

**Seminar / practical / laboratory classes**

1. Types of communication

2.Leading Types of Management.

3. Characteristics of Effective Management

4.Application of research methods in management.

5. Information System of the regional press.

6.The role of management and marketing in modern PR.

7.Examples of Communication Management in Kazakhstan.

8. Innovation Management

9. Implementation of strategic planning. Effectiveness of innovative activity

10. Business game. The secret of team building, training. Team building.

11. Characterization of stakeholders

12. Analysis of decision-making methods in specific eventful, problematic situations.

13. New marketing systems

14. Consumer behavior

15. Approaches to Audience Research