

Қазақстан Республикасы
Мәдениет және ақпарат
министрлігі
«Құрманғазы атындағы Қазақ
ұлттық консерваториясы» РММ



«Kurmangazy Kazakh National
Conservatory»
Ministry of Culture and Information
of the Republic of Kazakhstan

САПА САСАСЫРЫНЫҢ МАҚСАТТАРЫ

QUALITY OBJECTIVES

2.09.2025.

date

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АЛМАТЫ Қ.

Almaty c.

Quality Objectives of the Department of Information Policy and marketing for the 2025-2026 academic year

The quality objectives of the Department of Information Policy of the RSE «Kazakh National Conservatory named after Kurmangazy» of the Ministry of Culture and Information of the Republic of Kazakhstan (hereinafter – the Conservatory) for the 2025–2026 academic year are to create favorable informational conditions for the implementation of the university's strategic development goals, to build a unique public image, and to position the Conservatory as an effective scientific, educational, and musical-creative center. The objectives include:

1. Participation in developing a unified information environment in the field of higher education and science in the Republic of Kazakhstan;
2. Maintaining and strengthening the positive image of the university;
3. Meeting the informational needs of the Conservatory's target audience;
4. Promoting musical and creative education among the Conservatory's audience;
5. Disseminating information provided by the Conservatory's structural units to domestic and international markets in line with modern requirements and technological development.

Head of the Rector's Office

Head of the Project Office of Quality
Management, Internal Audit and Strategic
Planning

Head of the Department
of Information Policy and marketing



V. Sirotin

A. Sarymsakova

A. Sharip