

THE ROLE OF THE ERASMUS + WELCOME PROJECT "TOWARDS INCOMING INTERNATIONAL UNIVERSITY COMMUNITIES" IN THE DEVELOPMENT OF THE PROCESS OF INTERNATIONALIZATION OF THE KSMU

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The internationalization of modern higher education is conditioned by objective processes of globalization in all spheres of human life.

In 2016, Erasmus + Welcome project was won a grant, where the main goal is to expand international cooperation between higher education institutions of Kazakhstan and China, by introducing strategic and marketing techniques to attract foreign students, teachers and researchers. Within the framework of this project, the "Welcome center" was established in Karaganda State Medical University (KSMU) in October 2017. Moreover, there is a portal for foreign students is also being developed, where information about Kazakh universities is planned to be in English, as well as the development of an internationalization and marketing strategy.

The purpose of the project: Analysis of the process of the development of the "Welcome center" at the stage of developing the strategy of internationalization in KSMU.

- ✓ Implementation of the awarding of the title "Ambassador" for foreign students
- ✓ The influence of Russian and Kazakh language courses for foreign students on social life, as well as on adaptation in Kazakhstan.
- ✓ Introduction of orientation lectures / meetings for foreign students, including students who have arrived in the framework of academic mobility
- ✓ Development of "Survival kit"

As the result of researches, there were formed items, which include integration into the international space, regional and international interuniversity networks, increasing the level of academic mobility of students and teachers, as well as an increase in the number of international projects.

Thus, we conclude that "Welcome center" is the beginning of the study of strategic management, marketing, evaluation of internationalized learning outcomes. Therefore, it is necessary to further develop the center in order to gain experience from international training programs that will improve the project's performance.

Key words: Internationalization, marketing, "Ambassador", international interuniversity networks, international projects.

Report category: Research work in the educational process.