

DERS PROGRAMI

I. SEMESTER

Code	Course Title	Course Type	ECTS
LEE510	Ethics of Science and Research Techniques	Required Courses	7.5
PZL503	Consumer Behavior Analysis	Required Courses	6.0
PZL519	Marketing Management and Strategies	Required Courses	6.0
	Elective Courses		12.0
Sum			31.5

II. SEMESTER

Code	Course Title	Course Type	ECTS
PZL534	Marketing Research	Required Courses	6.0
PZL548	Main Approaches to Marketing Science	Required Courses	6.0
SMR500	Seminar	Required Courses	7.5
	Elective Courses		12.0
Sum			31.5

III. SEMESTER

Code	Course Title	Course Type	ECTS
TEZ700	Thesis	Required Courses	30.0
Sum			30

IV. SEMESTER

Code	Course Title	Course Type	ECTS
TEZ700	Thesis	Required Courses	30.0
Sum			30

Elective Courses

Code	Course Title	Laboratory + Practice	ECTS
PZL508	Sales Management (TR)	3 + 0	6.0
PZL511	Product and Brand Management (TR)	3 + 0	6.0
PZL550	Digital Marketing and Social Media (TR)	3 + 0	6.0
PZL553	Macro Marketing (TR)	3 + 0	6.0
İŞL704	Strategic Global Marketing (TR)	3 + 0	6.0
PZL507	Marketing Communication (TR)	3 + 0	6.0
PZL518	Business Logistics (TR)	3 + 0	6.0

Elective Courses

Code	Course Title	Laboratory + Practice	ECTS
PZL527	Marketing Strategies and Research in Service Corp. (TR)	3 + 0	6.0
PZL552	New Product Development Process and Design (TR)	3 + 0	6.0
PZL555	Sustainability and Marketing (TR)	3 + 0	6.0

Institute Specialization Field Course

Code	Course Title	Laboratory + Practice	ECTS
UZM700	Research in Area of Specialization (TR)	5 + 0	4.5

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