

DERS PROGRAMI

I. SEMESTER

Code	Course Title	Course Type	ECTS
LEE610	Research Design and Ethics	Required Courses	7.5
PZL615	Special Marketing Issues	Required Courses	7.5
PZL623	Marketing Theory	Required Courses	7.5
	Elective Courses		7.5
Sum			30

II. SEMESTER

Code	Course Title	Course Type	ECTS
PZL619	Strategic Marketing Decisions	Required Courses	7.5
SMR600	Seminar	Required Courses	7.5
	Elective Courses		15.0
Sum			30

III. SEMESTER

Code	Course Title	Course Type	ECTS
DYS000	Qualifying Exam	Required Courses	0.0
Sum			0

IV. SEMESTER

Code	Course Title	Course Type	ECTS
TEZ900-0	Thesis (Thesis Proposal)	Required Courses	30.0
Sum			30

V. SEMESTER

Code	Course Title	Course Type	ECTS
TEZ900	Thesis	Required Courses	30.0
Sum			30

VI. SEMESTER

Code	Course Title	Course Type	ECTS
TEZ900	Thesis	Required Courses	30.0
Sum			30

VII. SEMESTER

Code	Course Title	Course Type	ECTS
TEZ900	Thesis	Required Courses	30.0
Sum			30

VIII. SEMESTER

Code	Course Title	Course Type	ECTS
TEZ900	Thesis	Required Courses	30.0
Sum			30

Elective Courses

Code	Course Title	Laboratory + Practice	ECTS
PZL601	International Marketing (TR)	3 + 0	7.5
PZL617	Logistics and Supply Chain Management (TR)	3 + 0	7.5
PZL625	Advanced Research Techniques in Marketing (TR)	3 + 0	7.5
ARY614	Qualitative Research Methods (TR)	3 + 0	7.5
PZL604	Social Marketing (TR)	3 + 0	7.5
PZL618	Theory of Consumer Behaviour (TR)	3 + 0	7.5
PZL622	Business to Business (B2B) Marketing Strategies (TR)	3 + 0	7.5

Institute Specialization Field Course

Code	Course Title	Laboratory + Practice	ECTS
UZM900	Research in Area of Specialization (TR)	7 + 0	7.5

DERS İÇERİKLERİ
