

DERS PROGRAMI

I. SEMESTER

Code	Course Title		ECTS
HUK101U	Fundamental Concepts of Law	Required Courses	5.0
İKT101U	Introduction to Economics	Required Courses	6.0
PMY101U	Organizational Behaviour	Required Courses	8.0
PZL105U	Marketing Principles	Required Courses	8.0
	Foreign Language Courses		3.0
Sum			30

II. SEMESTER

Code	Course Title		ECTS
PMY104U	Introduction to Retailing	Required Courses	6.0
PZL302U	Sales Techniques	Required Courses	6.0
HUK126U	Consumer Law	Elective Courses	5.0
İKY106U	Y	Elective Courses	5.0
İŞL106U	Business Functions	Elective Courses	5.0
WTK208U	Y	Elective Courses	5.0
	Foreign Language Courses		3.0
Sum			35

III. SEMESTER

Code	Course Title		ECTS
PMY201U	Consumer Relationship Management in Retailing	Required Courses	7.0
PMY205U	Retail Management	Required Courses	7.0
TAR201U	Principles of Atatürk and the History of Turkish Revolution I	Required Courses	3.0
TÜR201U	Turkish Language I	Required Courses	3.0
İKY207U		Elective Courses	5.0
PMY203U	Store Atmosphere	Elective Courses	5.0
PZL209U	Consumer Behaviour	Elective Courses	5.0
Sum			35

IV. SEMESTER

Code	Course Title		ECTS
PMY202U	E-Retailing	Required Courses	7.0
PMY206U	Retail Product Management	Required Courses	7.0
TAR202U	Principles of Atatürk and the History of Turkish Revolution II	Required Courses	3.0
TÜR202U	Turkish Language II	Required Courses	3.0
BYA208U		Elective Courses	5.0
PZL214U	Sales Management	Elective Courses	5.0
SMY102U		Elective Courses	5.0
Sum			35

Foreign Language Courses

Code	Course Title	Laboratory + Practice	ECTS
ALM101U	German I (ALM)(ALM)	0 + 0	3.0
FRA101U	French I (FRA)(FRA)	0 + 0	3.0
İNG101U	English I (ENG)(ENG)	0 + 0	3.0
ALM102U	German II (ALM)(ALM)	0 + 0	3.0
FRA102U	French II (FRA)(FRA)	0 + 0	3.0
İNG102U	English II (ENG)(ENG)	0 + 0	3.0

Elective Courses

Code	Course Title	Laboratory + Practice	ECTS
ADL201U	(TR)	0 + 0	5.0
BYA104U	(TR)	0 + 0	5.0
BYA106U	(TR)	0 + 0	5.0
BYA202U	(TR)	0 + 0	5.0
BYA203U	(TR)	0 + 0	5.0
BYA204U	(TR)	0 + 0	5.0
ÇMH104U	Meeting and Presentation Techniques (TR)	0 + 0	5.0
HİT206U	(TR)	0 + 0	5.0
HİT214U	(TR)	0 + 0	5.0
HİT301U	(TR)	0 + 0	5.0
HİT306U	(TR)	0 + 0	5.0
HİT401U	(TR)	0 + 0	5.0

Elective Courses			
Code	Course Title	Laboratory + Practice	ECTS
HİT403U	(TR)	0 + 0	5.0
İLT203U	Yok (TR)	0 + 0	5.0
İLT206U	Digital Communications and New Media (TR)	0 + 0	5.0
İLT213U	(TR)	0 + 0	5.0
MAİ102U	(TR)	0 + 0	5.0
MAİ204U	(TR)	0 + 0	5.0
PZL303U	Publicity and Marketing (TR)	0 + 0	5.0
PZL305U	(TR)	0 + 0	5.0

DERS İÇERİKLERİ
