

DERS PROGRAMI

II. SEMESTER

Code	Course Title	Compulsory/Elective	ECTS
DPU500	Term Project	Required Courses	0.0
	Elective Courses		30.0
Sum			30

Elective Courses

Code	Course Title	Laboratory + Practice	ECTS
PZL555	Sustainability and Marketing (TR)	3 + 0	6.0
PZY501	Marketing Strategy and Management (TR)	3 + 0	6.0
PZY503	Service Marketing and Management (TR)	3 + 0	6.0
PZY505	Consumer Behavior (TR)	3 + 0	6.0
PZY507	Brand Management (TR)	3 + 0	6.0
PZY509	Marketing Communication Management (TR)	3 + 0	6.0
PZL522	Customer Relationship Management (TR)	3 + 0	6.0
PZY502	Digital Marketing ve Social Media Management (TR)	3 + 0	6.0
PZY504	Industrial/B2B Marketing Strategies (TR)	3 + 0	6.0
PZY506	Retailing Management (TR)	3 + 0	6.0
PZY508	International Marketing Strategies (TR)	3 + 0	6.0
PZY510	Sales Techniques and Sales Management (TR)	3 + 0	6.0
PZY512	Social Responsibility and Ethical Dimension of Marketing (TR)	3 + 0	6.0
PZY514	Research and Analysis in Marketing (TR)	3 + 0	6.0

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