

DERS PROGRAMI

I. SEMESTER

Code	Course Title	Course Type	ECTS
BİM106	Office Programs	Required Courses	4.0
İKT117	Introduction to Economics	Required Courses	3.0
İNG143	English I (ENG)	Required Courses	5.0
İŞL155	Introduction to Business	Required Courses	3.0
MAT827	General Mathematics	Required Courses	2.0
MUH114	Introduction to Accounting	Required Courses	3.0
PZL101	Marketing Principles I	Required Courses	4.0
TAR165	Atatürk's Principles and History of Turkish Revolution I	Required Courses	2.0
TÜR125	Turkish Language I	Required Courses	2.0
	Elective Courses		2.0
Sum			30

II. SEMESTER

Code	Course Title	Course Type	ECTS
HUK117	Fundamentals of Law	Required Courses	2.0
İNG144	English II (ENG)	Required Courses	5.0
İST349	Statistics	Required Courses	2.0
PZL116	Marketing Principles II	Required Courses	4.0
PZL118	Direct Marketing	Required Courses	3.0
PZL120	Contemporary Marketing Approaches	Required Courses	2.0
PZL221	Customer Relationship Management	Required Courses	3.0
STJ106	Internship	Required Courses	5.0
TAR166	Atatürk's Principles and History of Turkish Revolution II	Required Courses	2.0
TÜR126	Turkish Language II	Required Courses	2.0
Sum			30

III. SEMESTER

Code	Course Title	Course Type	ECTS
PZL204	Marketing Research	Required Courses	3.0
PZL216	Consumer Behavior	Required Courses	3.0
PZL247	Sales Management	Required Courses	3.0

III. SEMESTER

Code	Course Title	Course Type	ECTS
PZL253	Digital Marketing	Required Courses	2.0
RHİ219	Advertising	Required Courses	3.0
TİC209	Vocational English I	Required Courses	3.0
	Elective Courses		4.0
	Area Elective Courses		9.0
Sum			30

IV. SEMESTER

Code	Course Title	Course Type	ECTS
İSN102	Public Relations	Required Courses	3.0
PZL228	Professional Study and Seminar	Required Courses	4.0
PZL244	Retailing Management	Required Courses	2.0
PZL260	Global Marketing	Required Courses	3.0
TİC210	Vocational English II	Required Courses	3.0
	Area Elective Courses		15.0
Sum			30

Area Elective Courses

Code	Course Title	Laboratory + Practice	ECTS
İSN254	Marketing Communication (TR)	3 + 0	3.0
PZL105	Services Marketing (TR)	2 + 0	3.0
PZL249	Purchasing (TR)	3 + 0	3.0
İŞL216	Multinational Companies (TR)	2 + 0	3.0
PZL224	Marketing Law (TR)	2 + 0	3.0
PZL240	Sales Techniques (TR)	2 + 2	4.0
PZL258	Supply Chain Management and Logistics (TR)	2 + 0	3.0

Elective Courses

Code	Course Title	Laboratory + Practice	ECTS
KÜL195	Volunteer Work (TR)	1 + 2	4.0

DERS İÇERİKLERİ
