MARKETING DEPARTMENT CURRICULUM

Semester	Code	Course Name	Theory	App.	Lab.	Credit	ECTS
1	ENG 101	Academic English I	3	0	0	3	3
1	EHS 101	Occupational Health and Safety	2	0	0	2	2
1	EPR 121	Fundamentals of Entrepreneurship	0	2	0	1	2
1	IUL 151	Introduction to University Life	2	0	0	2	2
1	ECON 100	Introduction to Economics	3	0	0	3	4
1	BUS 103	Business Mathematics I	3	0	0	3	5
1	ECON 105	Research Methods with Computer Applications I	2	1	0	3	4
1	BUS 101	Introduction to Business	3	0	0	3	4
1	MAR 101	Marketing Principles I	3	0	0	4	4
			21	3	0	24	30

Semester	Code	Course Name	Theory	App.	Lab.	Credit	ECTS
2	ENG 102	Academic English II	3	0	0	3	3
2	EPR 122	Entrepreneurship Project	0	2	0	1	1
2	IUL 152	Building the Future	1	0	0	1	1
2	WED 124	Workplace Education	0	6	0	3	4
2	BUS 104	Business Mathematics II	3	0	0	3	5
2	LAW 101	Introduction to Law	3	0	0	3	3
2	MAR 102	Marketing Principles II	3	0	0	4	4
2	MAR 104	Marketing Information Systems and Semantic Web Technologies	2	1	0	3	4
2	ECON 106	Research Methods with Computer Applications II	2	1	0	3	5
			17	10	0	24	30

Semester	Code	Course Name	Theory	App.	Lab.	Credit	ECTS

Semester	Code	Course Name	Theory	App.	Lab.	Credit	ECTS
3	ATA 101	Principles of Atatürk and History of Turkish Revolution I	2	0	0	2	2
3	TUR 101	Turkish I	2	0	0	2	2
3	WAP 225	Workplace Application I	0	6	0	3	4
3	ENG 221	English Writing Skills	1	2	0	2	4
3	BUS 200	General Accounting	3	0	0	4	5
3	MAR 201	Sales Management	3	0	0	3	5
3	MAR 207	Marketing Ethics	3	0	0	3	3
3	MAR 213	Advertising Management	3	0	0	3	5
			17	8	0	22	30

Semester	Code	Course Name	Theory	App.	Lab.	Credit	ECTS
4	ATA 102	Principles of Atatürk and History of Turkish Revolution II	2	0	0	2	2
4	TUR 102	Turkish II	2	0	0	2	2
4	WAP 226	Workplace Application II	0	6	0	3	4
4	ENG 222	English for Business Life	1	2	0	2	4
4	MAR 411	Supply Chain Management and Logistics	3	0	0	3	4
4	BUS 404	Managerial Accounting	3	0	0	3	5
4	MAR 204	Customer Relationship Management	3	0	0	3	5
4	MAR 206	Social Media Marketing	3	0	0	3	4
			17	8	0	21	30

Semester	Code	Course Name	Theory	App.	Lab.	Credit	ECTS
5	WAP 325	Workplace Application III	0	6	0	3	4
5	MAR 301	Marketing Research Methods	3	0	0	4	4
5	MAR 303	Consumer Behavior	3	0	0	3	4
5	MAR 305	Strategic Marketing Management	3	0	0	4	4

Semester	Code	Course Name	Theory	App.	Lab.	Credit	ECTS
5	MAR 307	Sustainability Marketing	2	0	0	2	3
5	ELEC 1	Elective Course I	3	0	0	3	4
5	ELEC 2	Elective Course II	3	0	0	3	3
5	ITF 105	Elective Foreign Language I	3	0	0	3	4
			20	6	0	25	30

Semester	Code	Course Name	Theory	App.	Lab.	Credit	ECTS
6	WEX 326	Workplace Experience I	0	6	0	3	4
6	MAR 302	Retailing Management	3	0	0	3	3
6	MAR 306	International Marketing	3	0	0	4	4
6	MAR 308	Service Marketing	3	0	0	4	4
6	MAR 310	Global Brand Management	3	0	0	3	4
6	ITF 106	Elective Foreign Language II	3	0	0	3	4
6	ELEC 3	Elective Course III	3	0	0	3	3
6	ELEC 6	Elective Course VI	3	0	0	3	4
			21	6	0	26	30

Semester	Code	Course Name	Theory	App.	Lab.	Credit	ECTS
7	WEX 425	Workplace Experience II	0	6	0	3	4
7	MAR 401	E-Trade	3	0	0	3	4
7	MAR 403	Integrated Marketing Communication	3	0	0	3	4
7	BUS 499	Company Building and Design	3	0	0	3	4
7	MAR 407	Data Analytics	3	0	0	3	4
7	ITF 205	Elective Foreign Language III	3	0	0	3	4
7	ELEC 4	Elective Course IV	3	0	0	3	3
7	ELEC 5	Elective Course V	3	0	0	3	3
			21	6	0	24	30

Semester	Code	Course Name	Theory	App.	Lab.	Credit	ECTS
8	WEX 426	Workplace Experience III	0	30	0	15	22
8	MAR 400	Graduation Project	0	10	0	5	8
			0	40	0	20	30