

## MARKETING SPRING 2020-2021

	CODE	COURSE NAME	ECTS	CR	PREREQUISITE	COURSE CATEGORY
1. YEAR 1.SEM.	ENG101	English I (İngilizce I)	4	3		COMMON COURSE
	COM101	Introduction to Computers I (Bilgisayara Giriş I)	6	3		COMMON COURSE
	MTH171	Maths for Bus & Econ.I (İşletme ve Ekonomi için Matematik I)	6	3		COMMON COURSE
	EAS101	Principles of Economics I (İktisata Giriş I)	6	3		FACULTY COMMON COURSE
	EAS103	Introduction to Business (İşletmeye Giriş)	6	3		FACULTY COMMON COURSE
	TUR101/YIT101	Turkish Language I (Türk Dili I)/ Turkish for International Students I (Yabancı Öğrenciler için Türkçe I)	2	2		COMMON COURSE
1. YEAR 2.SEM.	ENG102	English II (İngilizce II)	4	3	ENG101	COMMON COURSE
	COM102	Introduction to Computers II (Bilgisayara Giriş II)	6	3	COM101	COMMON COURSE
	MTH172	Maths for Bus & Econ.II (İşletme ve Ekonomi için Matematik II)	6	3	MTH171	COMMON COURSE
	EAS102	Principles of Econ.II (İktisata Giriş II)	6	3	EAS101	FACULTY COMMON COURSE
	EAS104	Principles of Management (İşletme Yönetimi)	6	3		FACULTY COMMON COURSE
	TUR102/YIT102	Turkish Language II (Türk Dili II) / Turkish for International Students II (Yabancı Öğrenciler için Türkçe II)	2	2		COMMON COURSE
2. YEAR 1.SEM	MAN201	Communication for Business I (İşletmeler için Etkili İletişim I)	4	3		NOT OFFERED
	EAS203	Financial Accounting I (Finansal Muhasebe I)	6	3		FACULTY COMMON COURSE
	MTH261	Statistics I (İstatistik I)	6	3		COMMON COURSE
	MRK308	Marketing Communications	6	3		FACULTY COMMON COURSE
	LAW103	Introduction to Law (Hukuka Giriş)	6	3		FACULTY COMMON COURSE
	AİT101/103	Atatürk Principles I (Atatürk İlkeleri ve İnkılap Tarihi I)	2	2		COMMON COURSE
2. YEAR 2.SEM	MAN202	Communication for Business II (İşletmeler için Etkili İletişim II)	4	3	MAN201	FACULTY COURSE
	EAS204	Financial Accounting II (Finansal Muhasebe II)	6	3	EAS203	FACULTY COMMON COURSE
	MTH262	Statistics II (İstatistik II)	6	3	MTH261	COMMON COURSE
	SOC100	Sociology	6	3		FACULTY COURSE
	EAS207	Business Law (İşletme Hukuku)	6	3	LAW103	FACULTY COMMON COURSE
	AİT102/104	Atatürk Principles II (Atatürk İlkeleri ve İnkılap Tarihi II)	2	2	AİT101	COMMON COURSE
3. YEAR 1.SEM	EAS310	Organizational Behaviour (Örgütsel Davranış)	6	3	EAS104	NOT OFFERED
	EAS305	Principles of Marketing (Pazarlama İlkeleri)	6	3	EAS104	NOT OFFERED
	EAS303	Managerial Accounting (Yönetim Muhasebesi)	6	3	EAS203	NOT OFFERED
	EAS301	Business Finance (Finansal Yönetim I)	6	3	EAS202	NOT OFFERED
	MRK324	Approaches to Psychology in Marketing	6	3		NOT OFFERED
	3. YEAR 2.SEM	EAS308	Operations Research and Management (Yöneylem Araştırması ve Yönetimi)	6	3	MTH261
EAS304		Marketing Management (Pazarlama Yönetimi)	6	3	EAS305	FACULTY COMMON COURSE
EAS307		Research Methods (Araştırma Yöntemleri)	6	3		FACULTY COMMON COURSE
EAS302		Financial Management (Finansal Yönetim II)	6	3	EAS301	FACULTY COMMON COURSE
MRK307		Consumer Behaviour	6	3	EAS305	NOT OFFERED
4. YEAR 1.SEM		EAS405	Production Management (Üretim Yönetimi)	6	3	EAS104
	EAS403	Marketing Research (Pazarlama Araştırması)	6	3	EAS305	NOT OFFERED
	EAS402	Human Resource Management (İnsan Kaynakları Yönetimi)	6	3	EAS104	NOT OFFERED
	Technical Elective	(Alan için Seçmeli)	6	3		
	Technical Elective	(Alan için Seçmeli)	6	3		
4. YEAR 2.SEM	MRK412	Digital Marketing	6	3	EAS305	NOT OFFERED
	MAN407	Strategic Management (Stratejik Yönetim)	6	3	EAS305/EAS104	FACULTY COURSE
	Technical Elective	(Alan için Seçmeli)	6	3		
	Technical Elective	(Alan için Seçmeli)	6	3		
	Technical Elective	(Alan için Seçmeli)	6	3		
ELECTIVES OFFERED						
	MAN490	CORPORATE SOCIAL RESPONSIBILITY	6	3		
	MAN415	ORGANISATIONAL PSYCHOLOGY	6	3		
	MRK402	INTERNATIONAL MARKETING	6	3		
	MRK408	PUBLIC RELATIONS	6	3		
	MAN425	KNOWLEDGE MANAGEMENT	6	3		
TOTALS ECTS /CREDITS				240	128	