

➤ **COURSE STRUCTURE DIAGRAM WITH COURSE CREDITS**

To see the course details (such as objectives, learning outcomes, content, assessment and ECTS workload), click the relevant Course Code given in the table below.

| 1 st Year Fall Semester | | | | | | |
|------------------------------------|------|--|--------|----------------------------|---------------|-----------|
| Course Code | Pre. | Course Name | Theory | Application/ Laboratory | Local Credits | ECTS |
| ENG101 | | English I | 3 | | 3 | 4 |
| COM101 | | Introduction to Computers I | 2 | 1 | 3 | 6 |
| MTH171 | | Maths for Bus &Econ.I | 3 | | 3 | 6 |
| EAS101 | | Principles of Economics I | 3 | | 3 | 6 |
| EAS101 | | Introduction to Business | 3 | | 3 | 6 |
| TUR101/YIT101 | | Turkish Language I (Türk Dili I)/ Turkish for International Students I (Yabancı Öğrencileri için Türkçe I) | 2 | | 2 | |
| | | Kampüs Oryantasyonu | 2 | | 2 | 2 |
| | | Kıbrıs Tarihi ve Kültürü | 2 | | 2 | 2 |
| Total | | | | | | 30 |

| 1 st Year Spring Semester | | | | | | |
|--------------------------------------|---------------|---|--------|----------------------------|---------------|-----------|
| Course Code | Pre. | Course Name | Theory | Application/ Laboratory | Local Credits | ECTS |
| ENG102 | ENG101 | English II (İngilizce II) | 3 | | 3 | 4 |
| COM102 | COM101 | Introduction to Computers II | 2 | 1 | 3 | 6 |
| MTH172 | MTH171 | Maths for Bus &Econ.II | 3 | | 3 | 6 |
| EAS102 | EAS101 | Principles of Econ.II | 3 | | 3 | 6 |
| EAS104 | EAS101 | Principles of Management | 3 | | 3 | 6 |
| TUR102/YIT102 | TUR101/YIT101 | Turkish Language II (Türk Dili II) // Turkish for International Students II (Yabancı Öğrenciler için Türkçe II) | 2 | | 2 | |
| | | Career Planning | 2 | | 2 | 2 |
| Total | | | | | | 30 |

| 2 nd Year Fall Semester | | | | | | |
|------------------------------------|--------|---|--------|----------------------------|---------------|-----------|
| Course Code | Pre. | Course Name | Theory | Application/ Laboratory | Local Credits | ECTS |
| MAN201 | | Communication for Business I | 3 | | 3 | 6 |
| EAS203 | MTH172 | Financial Accounting I | 3 | | 3 | 6 |
| MTH261 | MTH172 | Statistics I | 3 | | 3 | 6 |
| MRK308 | EAS104 | Marketing Communications | 3 | | 3 | 6 |
| EAS206 | | Introduction to Law | 3 | | 3 | 6 |
| AİT101/103 | | Atatürk Principles I (Atatürk İlkeleri ve İnkılap Tarihi I) | 2 | | 2 | |
| Total | | | | | | 30 |

| 2 nd Year Spring Semester | | | | | | |
|--------------------------------------|------------|--|--------|----------------------------|------------------|-----------|
| Course Code | Pre. | Course Name | Theory | Application/ Laboratory | Local Credits | ECTS |
| MAN202 | MAN201 | Communication for Business II | 3 | | 3 | 6 |
| EAS204 | EAS203 | Financial Accounting II | 3 | | 3 | 6 |
| MTH262 | MTH261 | Statistics II | 3 | | 3 | 6 |
| SOC100 | | Sociology | 3 | | 3 | 6 |
| EAS207 | EAS206 | Business Law | 3 | | 3 | 6 |
| AİT102/104 | AİT101/103 | Atatürk Principles II (Atatürk İlkeleriveİnkılapTarihi II) | 2 | | 2 | |
| Total | | | | | | 30 |

| 3 rd Year Fall Semester | | | | | | |
|------------------------------------|--------|---------------------------------------|--------|----------------------------|------------------|-----------|
| Course Code | Pre. | Course Name | Theory | Application/ Laboratory | Local Credits | ECTS |
| EAS310 | EAS104 | Organizational Behaviour | 3 | | 3 | 6 |
| EAS305 | | Principles of Marketing | 3 | | 3 | 6 |
| EAS303 | EAS204 | Managerial Accounting | 3 | | 3 | 6 |
| EAS301 | | Business Finance | 3 | | 3 | 6 |
| MRK324 | | Approaches to Psychology in Marketing | 3 | | 3 | 6 |
| Total | | | | | | 30 |

| 3 rd Year Spring Semester | | | | | | |
|--------------------------------------|--------|------------------------------------|--------|----------------------------|------------------|-----------|
| Course Code | Pre. | Course Name | Theory | Application/ Laboratory | Local Credits | ECTS |
| EAS308 | | Operations Research and Management | 3 | | 3 | 6 |
| EAS304 | EAS305 | Marketing Management | 3 | | 3 | 6 |
| EAS307 | | Research Methods | 3 | | 3 | 6 |
| EAS302 | EAS301 | Financial Management | 3 | | 3 | 6 |
| MRK307 | EAS305 | Consumer Behaviour | 3 | | 3 | 6 |
| Total | | | | | | 30 |

| 4 th Year Fall Semester | | | | | | |
|------------------------------------|--------|---------------------------|--------|----------------------------|------------------|-----------|
| Course Code | Pre. | Course Name | Theory | Application/ Laboratory | Local Credits | ECTS |
| EAS405 | | Production Management | 3 | | 3 | 6 |
| EAS403 | EAS305 | Marketing Research | 3 | | 3 | 6 |
| EAS402 | EAS104 | Human Resource Management | 3 | | 3 | 6 |
| Technical Elective | | | 3 | | 3 | 6 |
| Technical Elective | | | 3 | | 3 | 6 |
| Total | | | | | | 30 |

| 4 th Year Spring Semester | | | | | | |
|--------------------------------------|--------|----------------------|--------|----------------------------|---------------|-----------|
| Course Code | Pre. | Course Name | Theory | Application/ Laboratory | Local Credits | ECTS |
| MRK412 | EAS305 | Digital Marketing | 3 | | 3 | 6 |
| MAN407 | EAS104 | Strategic Management | 3 | | 3 | 6 |
| Technical Elective | | | 3 | | 3 | 6 |
| Technical Elective | | | 3 | | 3 | 6 |
| Technical Elective | | | 3 | | 3 | 6 |
| Total | | | | | | 30 |

| Field-Related / Technical Elective Courses | | | | | | |
|--|--------|--|--------|----------------------------|---------------|------|
| Code | Pre. | Course Name | Theory | Application/ Laboratory | Local Credits | ECTS |
| MRK404 | Eas305 | Services Marketing | 3 | | 3 | 6 |
| MRK421 | Eas305 | Sales Management | 3 | | 3 | 6 |
| MRK405 | Eas305 | Business Marketing | 3 | | 3 | 6 |
| MRK410 | Eas305 | Marketing Theory and Thought | 3 | | 3 | 6 |
| MRK406 | Eas305 | Hospitality Marketing | 3 | | 3 | 6 |
| MAN416 | Eas305 | Total Quality Management | 3 | | 3 | 6 |
| MRK407 | Eas305 | Marketing in Non-Profit Seeking Organisations | 3 | | 3 | 6 |
| MRK408 | Eas305 | Public Relations | 3 | | 3 | 6 |
| MRK417 | Eas305 | Distribution Channels and Structure Management | 3 | | 3 | 6 |
| MRK418 | Eas305 | Merchandising | 3 | | 3 | 6 |
| MRK420 | Eas305 | Advertising Strategies and Management | 3 | | 3 | 6 |

| Non Field-Related / Non-Technical Elective Courses | | | | | | |
|--|------|------------------------|--------|------------------------|---------------|------|
| Code | Pre. | Course Name | Theory | Application/Laboratory | Local Credits | ECTS |
| MAN400 | | Graduation project | 3 | | 3 | 6 |
| Man401 | | International Business | 3 | | 3 | 6 |

| Additional Notes |
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| A total of 240 ECTS credits of courses are required to graduate. BA Marketing students must complete technical and non-technical elective courses to provide 240 ECTS credits. Otherwise, they will not be deemed to fulfil the conditions to graduate from the program. |
| If you need support for these courses due to your disability, please refer to Disability Support Unit. Contact; engelsiz@neu.edu.tr |