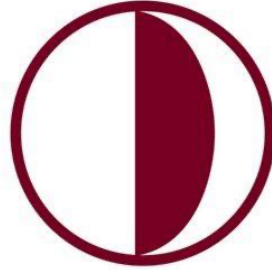


NEAR EAST UNIVERSITY



FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES
MARKETING DEPARTMENT

MARKETING STUDENTS' HANDBOOK

2025-2026 Academic Year

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FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES

Dean's Message

Dear Students and Esteemed Readers,

Our Faculty of Economics and Administrative Sciences began its educational activities in 1988 with two undergraduate programs: Business Administration and Computer Information Systems. As of the 2016–2017 academic year, our faculty offers a total of 22 undergraduate programs (11 in English and 11 in Turkish), 10 master's programs in English and 1 in Turkish, along with 5 active doctoral programs.

In line with the vision of Near East University, our faculty embraces the goal of becoming “a faculty recognized internationally through its academic, educational, and scientific activities.” Accordingly, a teaching model based on contemporary educational approaches has been adopted, incorporating interactive methods such as case studies, projects, classroom activities, group work, and discussions that encourage students' active participation in the learning process. Our academic staff enriches education by keeping pace with developments in their fields through research and scientific publications.

The curricula of our undergraduate programs are designed to provide a balanced blend of theoretical knowledge and practical experience. The first two years focus on fundamental and general compulsory courses, aimed at strengthening students' theoretical foundations. From the third year onward, field-specific courses build on this foundation, while elective courses encourage students to pursue their areas of interest. Our programs are continuously updated to meet contemporary requirements, with the aim of equipping graduates with the qualifications that enhance their international employability.

International alignment is one of the core pillars of all our programs. Our faculty welcomes international students from different countries, and our academic staff consists of experienced lecturers from diverse disciplines. This multicultural structure provides our students with an integrated learning environment at both national and international levels.

We would be delighted to welcome you as part of the Faculty of Economics and Administrative Sciences at Near East University, and I wish you a successful and fruitful academic year.

Prof Dr Şerife Eyüpoğlu

Dean of the Faculty of Economics and Administrative Sciences

About Us

The Faculty of Economics and Administrative Sciences (FEAS) at Near East University was established in 1988 and has since become a prominent centre for education, science, and culture. Today, the faculty serves over 1,500 students through its 12 departments: Business Administration, International Relations, Economics, Political Science, Banking and Finance, International Business, European Union Studies, Marketing, Human Resources Management, Public Administration, Political Science and Public Administration, and Actuarial Science and Insurance.

With its internationally recognised academic staff and modern educational facilities, Near East University offers a multicultural and globally competitive academic environment, grounded in a long-standing tradition of excellence in education. The university is committed to cultivating self-confident, responsible, rational, creative, innovative, inquisitive, and independent-thinking individuals.

In line with this vision, Near East University continues to achieve significant international success. In the **2025 Times Higher Education (THE) World University Rankings**, the university ranked in the **601–800 band**, maintaining its title as **the best university in the TRNC**. It also secured a place among the **top five universities in Turkey** and among the **top three foundation universities**.

According to the **US News & World Report's "Best Global Universities 2024–2025"** rankings, Near East University ranked **689th globally, 7th in Turkey, and 1st in the TRNC**.

In the **2025 THE Impact Rankings**, the university achieved remarkable results in its contributions to the United Nations Sustainable Development Goals:

- **43rd globally overall**
- **35th in "Partnerships for the Goals"**
- **48th in "Good Health and Well-being"**
- **13th in "Quality Education"**
- **15th in "Sustainable Cities and Communities"**
- **57th in "Gender Equality"**

In subject-specific rankings:

- **Physical Sciences: 200–250**
- **Computer Science: 250–300**
- **Engineering and Education: 300–400**
- **Social Sciences: 500–600**
- **Life Sciences: 600–800**
- **Clinical and Health Sciences: 800–1000**

Near East University holds the title of the **best Turkish university** in both **Physics** and **Computer Science** within Turkey and the TRNC.

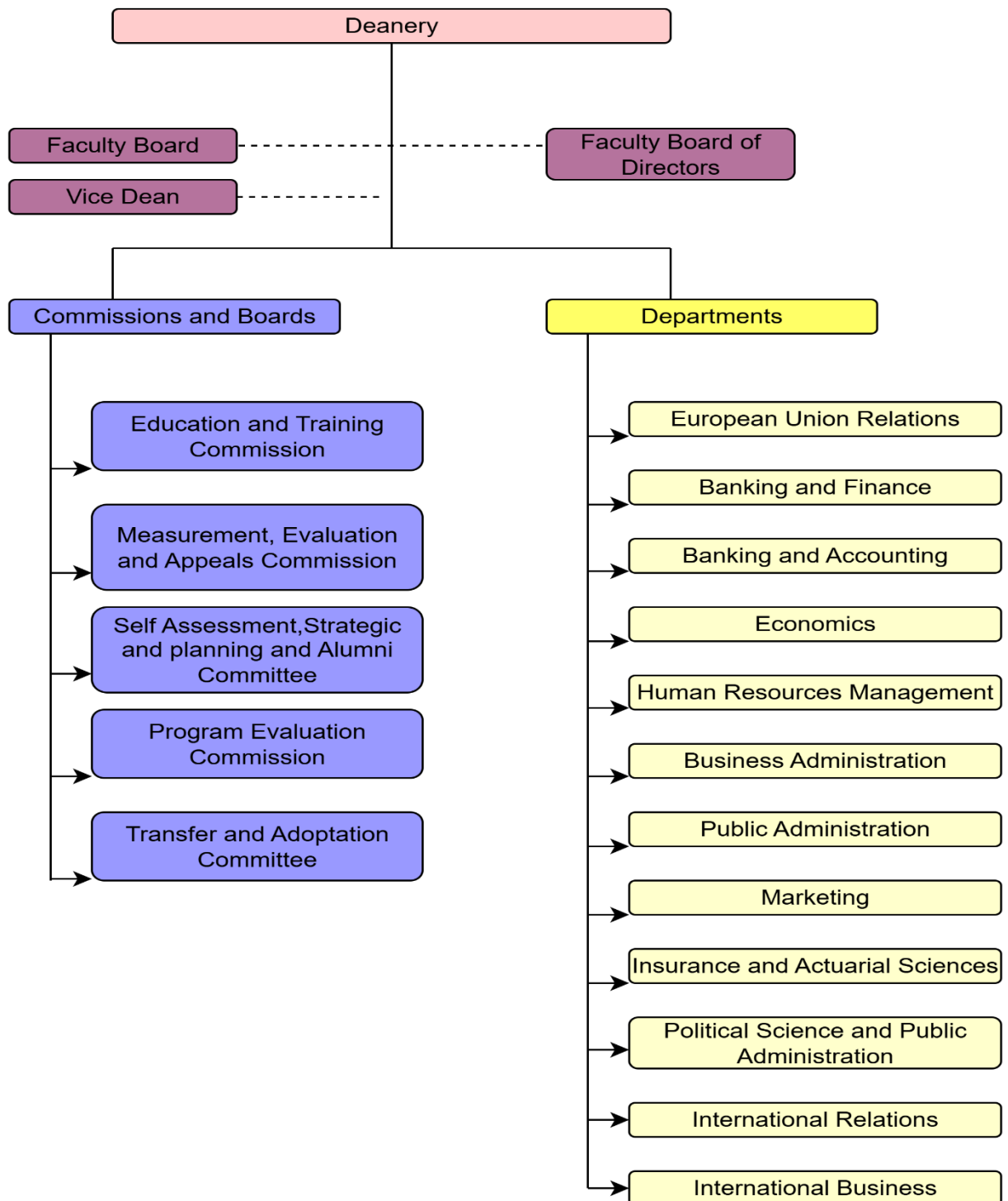
In the **2024 Times Higher Education Young University Rankings**, Near East University was ranked **139th globally** among universities under the age of 50, highlighting its dynamic, research-driven, and innovative profile on the international stage.

Additionally, in the **2024 Academic Subject Rankings by Shanghai Ranking**, the university achieved significant success:

- In **Physics**, it was ranked among the **top 400 universities worldwide**, alongside Boğaziçi University and Bilkent University, placing it among Turkey's leading institutions in this field.
- In **Mathematics**, it ranked in the **401–500 band**, securing a position among **Turkey's top three universities**.

These achievements reflect the university's strong research infrastructure, qualified academic staff, and globally recognised publication performance in fundamental sciences.

Faculty Organization Chart



Why the Faculty of Economics and Administrative Sciences?

The Faculty of Economics and Administrative Sciences provides you, our valued students, with a high-quality educational environment by offering continuously updated programs aligned with the requirements of the modern era, supported by a competent and experienced academic staff.

The various undergraduate programs and horizontal transfer opportunities within the faculty allow you to discover your own interests and talents, while also enabling you to access a wide range of national and international career opportunities after graduation.

Our faculty offers programs in both Turkish and English. In particular, the English-language programs prepare you for the global workforce and enhance your chances of employment in international organisations and institutions.

Thanks to strong communication mechanisms established between our academic and administrative staff and our students, you have the opportunity to convey all your opinions, suggestions, and needs related to the educational process to your advisors and the faculty administration.

Our faculty supports your academic development and aims to strengthen you socially through organised social events and club activities. The faculty administration supports the entrepreneurial spirit of student clubs and contributes to the development of students' leadership skills through social responsibility projects.

In addition, the modern infrastructure of Near East University, combined with the cultural richness of Cyprus and a peaceful campus life, provides a productive educational and living environment that supports your personal development.

Faculty Contact Information
Dean

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Marketing Department

Message from the Head of Department

Dear Students,

Educating responsible leaders for the AI-driven future of marketing, where innovation meets social responsibility.

Welcome to a new era of marketing—one shaped by artificial intelligence (AI). AI is transforming how organisations understand, engage, and build lasting relationships with customers, while also redefining the skills and knowledge required of future leaders.

At the Department of Marketing, we embrace this transformation by integrating AI into our teaching, research, and community engagement. We aim to prepare you to thrive in a world where marketing is not only driven by data and intelligent systems, but also by human creativity, ethics, and social responsibility.

We are committed to equipping you with the skills to contribute more to your societies than previous generations, blending education, research, and innovation in marketing and AI. By fostering meaningful connections between organisations and customers, and emphasising leadership, responsibility, and adaptability, we ensure our graduates remain at the forefront of global marketing transformations.

Sincerely,

Assoc Prof Dr Ahmet Ertugan

Head of the Department of Marketing

Faculty of Economics and Administrative Sciences

Near East University

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Program Information

Marketing Department Advisor

Asst Prof Dr Ayşe Hyusein

ayse.hyusein@neu.edu.tr

Degree Awarded

Students who complete the program are awarded a bachelor's degree in marketing.

Admission Requirements

Student admission to this undergraduate program is carried out through the university entrance exam known as YKS, in line with the regulations set by the Turkish Council of Higher Education (YÖK). After students declare their academic program preferences, the Student Selection and Placement Centre (ÖSYM) places them into the relevant program according to their scores.

International students are admitted based on their scores from international exams such as the SAT, ACT, etc., or on their high school diploma grades.

Exchange student admission is carried out in accordance with the terms of bilateral agreements signed between Near East University and its partner institutions.

Guest students may register for courses in this program with the approval of the relevant academic unit. Since the medium of instruction at Near East University is English, they are also required to provide proof of English language proficiency.

Graduation Requirements and Regulations

To graduate, students of the Marketing undergraduate program must achieve a Cumulative Grade Point Average (CGPA) of at least 2.00/4.00. They must complete all program courses with a minimum passing grade of DD/S.

The minimum required ECTS credits for graduation are 240.

Recognition of Prior Learning

At Near East University, full-time students may be exempted from specific courses within the framework of the relevant regulations. If a course previously taken at another higher education institution is deemed equivalent to one offered at Near East University, students may be exempted from that course upon the approval of the relevant faculty or institute.

Program Details & Learning Approach

In the Department of Marketing, we are committed to providing a future-oriented education that prepares students to thrive in a rapidly changing world. Traditional, rote-based learning is no longer sufficient. Instead, we adopt innovative teaching methods that emphasise active participation, critical thinking, and real-world problem-solving.

Our courses are designed around interactive and experiential learning. Lectures are not one-way transmissions of knowledge, but spaces for discussion, debate, and collaboration. Students are encouraged to test ideas, challenge assumptions, and learn by doing. Case studies, simulations, and project-based assignments bring theory to life and help students apply concepts directly to real marketing challenges.

We also integrate digital and AI-driven tools into the learning experience. From data analytics platforms to AI-supported consumer behaviour models, students gain first-hand experience with the technologies that are transforming the marketing profession. This ensures that their education is both academically rigorous and practically relevant.

Assessment in our department goes beyond memory tests. We prioritise application-based evaluation, including project presentations, group work, problem-solving exercises, and research assignments. This approach develops not only analytical and creative skills, but also teamwork, communication, and leadership capabilities.

Equally important, we uphold a strong commitment to freedom of thought, speech, and expression. Our classrooms are safe spaces for diverse perspectives, encouraging students to develop independent, innovative, and socially responsible ideas.

By combining interactive learning, technological integration, and intellectual freedom, we aim to cultivate graduates who are confident, adaptable, and ready to lead in the AI-driven global marketplace.

Programme Objectives

Graduates of the Marketing Department will:

1. Acquire a strong foundation in marketing theory, strategy, and practice with a focus on AI and digital transformation.
2. Develop the ability to analyse complex business environments and apply marketing solutions to real-world challenges.
3. Cultivate creativity, critical thinking, and problem-solving skills through active and project-based learning.
4. Gain hands-on experience with digital platforms, analytics tools, and AI technologies shaping modern marketing.
5. Strengthen communication, teamwork, and leadership skills for effective collaboration in diverse environments.
6. Internalise ethical values, social responsibility, and respect for freedom of thought and expression.
7. Prepare for lifelong learning and adaptability in a rapidly changing global economy.

Programme Learning Outcomes

Upon successful completion of the programme, students will be able to:

1. Knowledge & Understanding
 - Demonstrate mastery of marketing principles, consumer behaviour, and strategy in a global and AI-driven context.
 - Explain how economic, social, and technological trends influence marketing practices.
2. Practical & Applied Skills
 - Apply marketing knowledge to real-world problems through case studies, simulations, and projects.
 - Use digital tools, data analytics, and AI platforms to design evidence-based marketing strategies.
 - Create innovative campaigns that balance profitability, sustainability, and social responsibility.
3. Cognitive & Analytical Skills

- Critically evaluate marketing challenges and propose creative, data-driven solutions.
- Interpret market research and consumer data to support decision-making.
- 4. Communication & Interpersonal Skills
 - Present ideas effectively through written, oral, and digital communication.
 - Work productively in multicultural and interdisciplinary teams, demonstrating leadership when required.
- 5. Values & Professional Ethics
 - Uphold principles of fairness, ethics, and respect for diversity in marketing practice.
 - Recognise the importance of freedom of thought, speech, and innovation in advancing the profession.
- 6. Personal & Lifelong Learning
 - Demonstrate adaptability and continuous learning skills to keep pace with global marketing transformations.
 - Reflect on personal strengths and areas for growth to advance professional development.

These objectives/outcomes are **aligned with Bologna Process guidelines** (knowledge, skills, competences) and also highlight **AI/digital integration**, which makes the Marketing Programme stand out as modern and competitive.

Program Structure

The undergraduate program in Marketing consists of a total of **48 courses worth 240 ECTS credits**.

Excluding standard compulsory and elective courses, each semester includes at least **five courses**.

Each program includes:

- **Common compulsory courses** determined by the Turkish Council of Higher Education (YÖK)
- **Other standard courses** determined by the University Senate

Starting from the **third year**, elective courses are offered each semester.

Every undergraduate program includes at least **12 elective courses**.

A detailed **four-year curriculum and elective course list** is presented below in the official program plan.

MARKETING DEPARTMENT 4-YEAR PROGRAMME							
	CODE	COURSE NAME	CR	EC TS	NE W CR	NEW ECTS	
1. YEAR 1. SEM.	ENG101	English I	3	3	2	3	
	COM101	Information Technologies I	3	4	2	2	
	MTH171	Maths for Bus & Econ. I	3	6	3	6	
	EAS101	Principles of Econ. I	3	6	3	7	
	EAS103	Introduction to Business	3	5	3	6	
	YİT101/TUR101	Turkish for Intern. Students I/ Türk Dili I	2	2	2	2	
	CAM100	Campus Orientation	0	2	0	2	
	CHC100	Cyprus Culture and History	2	2	0	2	K:15 AKTS:30
1. YEAR 2. SEM.	ENG102	English II	3	3	2	3	
	COM102	Information Technologies II	3	4	2	2	
	MTH172	Maths for Bus & Econ.II	3	6	3	6	
	EAS102	Principles of Econ.II	3	7	3	7	
	EAS104	Principles of Management	3	6	3	6	
	YİT102/TUR102	Turkish for Intern. Students II/ Türk Dili II	2	2	2	2	
	CAR100	Career Planning	0	2	0	2	
	GEC351	21st Century Skills			0	2	K:15 AKTS:30
2. YEAR 3. SEM	MAN201	Communication for Business I	3	2			
	EAS203	Financial Accounting I	3	6			
	MTH261	Statistics I	3	6			
	MRK308	Marketing Communications	3	6			
	SOC100	Sociology	3	6			
	AİT103/AİT101	Atatürk İlkeleri I/ Principles of Atatürk I	2	2			K:17 AKTS:30
2. YEAR 4. SEM	MAN202	Communication for Business II	3	4			
	EAS204	Financial Accounting II	3	6			
	MTH262	Statistics II	3	6			
	MRK324	Approaches to Psychology in Marketing	3	6			

	EAS207	Business Law	3	6			
	AİT104/AİT102	Atatürk İlkeleri II/ Principles of Atatürk II	2	2			K:17 AKTS:30
3. YEAR 5. SEM	EAS310	Organizational Behaviour	3	6			
	EAS305	Principles of Marketing	3	6			
	EAS303	Managerial Accounting	3	6			
	EAS301	Business Finance	3	6			
	Elective	Technical elective	3	6			K:15 AKTS:30
3. YEAR 6. SEM	EAS308	Operations Research & Management	3	6			
	EAS304	Marketing Management	3	6			
	EAS307	Research Methods	3	6			
	MRK307	Consumer Behaviour	3	6			
	Elective	Technical elective	3	6			K:15 AKTS:30
4. YEAR 7. SEM	EAS402	Human Resource Management	3	6			
	Elective	Technical elective	3	6			
	Elective	Technical Elective	3	6			
	Elective	Technical Elective	3	6			
	Elective	Technical Elective	3	6			K:15 AKTS:30
4. YEAR 8. SEM	MRK402	International Marketing	3	6			
	MAN407	Strategic Management	3	6			
	Elective	Technical Elective	3	6			
	Elective	Technical Elective	3	6			
	Elective	Technical Elective	3	6			K:15 AKTS:30
			Total Cr: 124 / Total ECTS: 240 / Total Courses: 48				
3RD YEAR ELECTIVES							
	EAS306	Money and Banking	3	6			
	EAS302	Financial Management	3	6			
	EAS304	Marketing Management	3	6			

	EAS307	Research Methods	3	6			
	MAN303	Cross Cultural Communication	3	6			
	MRK308	Marketing Communications	3	6			
	MAN320	Intellectual Capital	3	6			
4TH YEAR ELECTIVES							
	EAS403	Marketing Research	3	6			
	EAS405	Production Management	3	6			
	MAN474	Business Ethics	3	6			
	MRK404	Services Marketing	3	6			
	MRK412	Digital Marketing	3	6			
	HRM404	Employee Employer Relations	3	6			
	HRM418	Performance & Reward Management	3	6			
	ECO450	Gender Economics	3	6			
	MAN454	Interpersonal Relationships at Work	3	6			
	MAN400	Graduation Project	3	6			

Additional Information

To graduate, students must successfully complete courses totalling 240 ECTS credits. Business/Business Administration students are required to fulfil both compulsory and technical elective course requirements to meet the 240 ECTS graduation threshold. Otherwise, they will not be considered eligible for graduation.

A minimum attendance rate of 70% is mandatory in all courses across our programs. Students who fail to meet this requirement receive an NA (Never Attended) grade for the relevant course. This grade is given to those who do not satisfy the attendance condition and lose the right to participate in end-of-term evaluations. The NA grade is not included in the GPA calculation.

In future semesters, students must still fulfil the 70% attendance requirement for the same course. However, in the case of a course repeated due to an FF (Failing Grade), the 70% attendance requirement is not enforced.

Important Notes on Elective Courses

Students enrolled in the International Law program are required to complete at least 12 elective courses to graduate. These courses must be selected from the approved list of electives provided within the program. Courses that are not included in this list will not be recognized as electives. The ECTS credit value of each elective course must be equal to or greater than the credit values specified in the curriculum.

Exam Regulations, Evaluation and Grading

At our university, student performance is generally assessed through in-person examinations, including a midterm exam and a final exam. However, in some courses, alternative assessment methods—such as project assignments, presentations, homework, quizzes, and group work—are also employed to encourage active participation and evaluate a range of skills.

The method of assessment for each course may vary depending on the nature of the course and the instructor's approach. Assessment criteria are communicated to students at the beginning of the semester and are clearly outlined in the course syllabus.

The final course grade is calculated based on the weighted average of all evaluations conducted throughout the term, including exams, assignments, and any additional components. Therefore, students are expected to actively engage not only in exams but in all forms of assessment during the semester. At Near East University, students receive one of the letter grades described below for each course, based on the assessment conducted by the course instructor. Each letter grade corresponds to a specific ECTS credit weight.

NOT	HARF NOTU	KATSAYI	AKTS NOTU
90-100	AA	4.0	A
85-89	BA	3.5	B*
80-84	BB	3.0	B*
75-79	CB	2.5	C*
70-74	CC	2.0	C*
60-69	DC	1.5	D
50-59	DD	1.0	E
49-00	FF	0.0	F

To be considered successful in a course: Students in **Level 5 (Associate)** and **Level 6 (Bachelor's)** programs must receive at least a **DD.**, Students in **Level 7 (Master's)** programs must obtain at least a **CC.**, Students in **Level 8 (Doctoral)** programs must earn at least a **BB.** For non-credit courses not included in GPA calculations, students must receive an **S (Satisfactory)** grade.

In addition to local letter grades, each grade has an **ECTS equivalent**, which facilitates student mobility between institutions. The grading table above is used for all courses offered by Near East University.

Besides standard letter grades, the following special grades may also appear on student transcripts:

Grade Meaning

I Incomplete

S Satisfactory

Grade Meaning

U	Unsatisfactory
P	Successful Progress
NP	Not Successful Progress
EX	Exempt
NI	Not Included
W	Withdrawal
NA	Never Attended

I (Incomplete): Assigned to students who fail to complete course requirements due to a valid reason approved by the instructor. Students must fulfil all outstanding obligations within one week after the official grade submission deadline. In exceptional cases, the deadline may be extended up to two weeks before the start of the next semester by the relevant academic board. Failure to meet the requirements within the given timeframe results in an automatic **FF** or **U** grade.

S (Satisfactory): Given to students who successfully complete non-credit courses.

U (Unsatisfactory): Given to students who fail non-credit courses.

P (Successful Progress): Assigned to students in courses with multi-semester requirements, where GPA is not calculated, and progress during the term is deemed satisfactory.

NP (Not Successful Progress): Assigned when expected progress is not achieved in multi-term courses that do not count toward GPA.

EX (Exempt): Given to students who are exempt from a specific course in the curriculum.

NI (Not Included): Indicates a course that is listed on the transcript but not included in the GPA calculation or official program requirements.

W (Withdrawal): Assigned when a student withdraws from a course between the 3rd and 10th week of the semester with approval from both their academic advisor and course instructor. Withdrawals are not allowed during the first two semesters. A student may withdraw from a maximum of **two courses** in associate programs and **four courses** in bachelor's programs. Courses with a prior **W** grade that did not affect the GPA cannot be withdrawn from again. The student must retake the course in the first term it is offered again.

NA (Never Attended): Given to students who fail to meet the minimum attendance requirement and lose the right to participate in final assessments. This grade is not included in the GPA.

On all student transcripts, both national letter grades and their corresponding ECTS equivalents are shown.

Graduation Requirements

To graduate from this undergraduate program, students must meet the following requirements;

Complete all courses in the curriculum with at least 240 ECTS credits and a minimum grade of DD/S and have a Cumulative Grade Point Average (CGPA) of at least 2.00 out of 4.00.

Academic Calendar

In this section, you can find the essential dates valid for the relevant academic year.

The academic calendar includes critical information regarding course registration, semester start and end dates, exam weeks, public holidays, and other educational processes.

It is strongly recommended that students carefully review the calendar and keep track of the dates to plan their academic activities effectively. The calendar, which is updated at the beginning of each semester, can also be accessed through the faculty website or the student affairs office.

2025–2026 Fall Semester

- **July 01, 2025; Tuesday** – Start of internship rotations for Faculty of Medicine, Year 6
- **September 08, 2025; Monday** – Deadline for the first tuition payment (annual full payment or first instalment of instalment plan)
- **September 08, 2025; Monday** – Start of classes for Faculty of Medicine, Years 4 and 5
- **September 08–12, 2025; Monday–Friday** – Assignment of courses to academic staff
- **September 11–15, 2025; Thursday–Monday** – Course activation
- **September 15, 2025; Monday** – Start of classes for Faculty of Medicine, Years 2 and 3
- **September 15, 2025; Monday** – English Preparatory School, Turkish and Arabic Proficiency Exams for undergraduate students
- **September 15–19, 2025; Monday–Friday** – Course registration
- **September 18, 2025; Thursday** – First English Proficiency Exam of the semester for graduate students
- **September 19, 2025; Friday** – Deadline for graduate thesis jury approvals
- **September 22, 2025; Monday** – Start of classes (including all language preparatory schools)
- **September 29, 2025; Monday** – Start of classes for Faculty of Medicine, Year 1
- **September 30, 2025; Tuesday** – Exemption exams for standard courses (English-medium programs)
- **October 02, 2025; Thursday** – Exemption exams for common courses (Turkish-medium programs)
- **October 08, 2025; Wednesday** – Deadline for 2nd installment of tuition fees (8-installment plan)
- **October 08, 2025; Wednesday** – Deadline for changes to “I” (Incomplete) grades from the previous semester
- **October 10, 2025; Friday** – Last day for international students to withdraw from enrolment

- **October 10, 2025; Friday** – Last day for add/drop period
- **October 24, 2025; Friday** – Last day for late registration
- **October 29, 2025; Wednesday** – Public Holiday
- **November 07, 2025; Friday** – Last day for new international students to add/drop courses
- **November 08, 2025; Saturday** – Deadline for 3rd instalment of tuition fees (8-installment plan)
- **November 08–14, 2025; Saturday–Friday** – Midterm exams
- **November 15, 2025; Saturday** – Public Holiday
- **November 17–21, 2025; Monday–Friday** – English Preparatory School, Module 1 final exams
- **December 08, 2025; Monday** – Deadline for 4th instalment of tuition fees (8-installment plan)
- **December 08, 2025; Monday** – Course planning and scheduling for the next academic semester
- **December 19, 2025; Friday** – Last day to withdraw from a course
- **December 23, 2025; Tuesday** – Deadline for entering NA (Never Attended) grades into the system
- **December 25, 2025; Thursday** – Administrative holiday for students
- **December 30, 2025; Tuesday** – Last day of classes
- **January 01, 2026; Thursday** – Public Holiday
- **January 02, 2026; Friday** – Administrative holiday for students
- **January 05–14, 2026; Monday–Wednesday** – Final exams
- **January 08, 2026; Thursday** – Deadline for 2nd instalment of tuition fees (2-installment plan)
- **January 08, 2026; Thursday** – Deadline for 5th instalment of tuition fees (8-installment plan)
- **January 12–18, 2026; Monday–Sunday** – Semester break for Faculty of Medicine, Year 4
- **January 17, 2026; Saturday** – Deadline for grade submission
- **January 19–23, 2026; Monday–Friday** – English Preparatory School, Module 2 final exams
- **January 20–21, 2026; Tuesday–Wednesday** – Graduation ceremonies
- **January 26–February 08, 2026; Monday–Sunday** – Semester break for Faculty of Medicine, Years 1, 2, and 3
- **February 02–08, 2026; Monday–Sunday** – Semester break for Faculty of Medicine, Year 5

2025–2026 Spring Semester

- **January 29–30, 2026; Thursday–Friday** – Assignment of courses to academic staff
- **February 02–03, 2026; Monday–Tuesday** – Course activation
- **February 02–06, 2026; Monday–Friday** – Diploma distribution
- **February 04–06, 2026; Wednesday–Friday** – Course registration
- **February 05, 2026; Thursday** – First English Proficiency Exam of the semester for graduate students

- **February 06, 2026; Friday** – Deadline for graduate thesis jury approvals
- **February 06, 2026; Friday** – English Preparatory School, Turkish and Arabic Proficiency Exams for undergraduate students
- **February 08, 2026; Sunday** – Deadline for 6th instalment of tuition fees (8-installment plan)
- **February 09, 2026; Monday** – Start of classes (including all language preparatory schools)
- **February 16, 2026; Monday** – Exemption exams for common courses (English-medium programs)
- **February 17, 2026; Tuesday** – Exemption exams for common courses (Turkish-medium programs)
- **February 26, 2026; Thursday** – Deadline for changes to “I” (Incomplete) grades from the previous semester
- **February 27, 2026; Friday** – Last day for international students to withdraw from enrolment
- **February 27, 2026; Friday** – Last day for add/drop period
- **March 06, 2026; Friday** – Last day for late registration
- **March 08, 2026; Sunday** – Deadline for 7th instalment of tuition fees (8-installment plan)
- **March 19–22, 2026; Thursday–Sunday** – Public Holiday
- **March 30, 2026; Monday** – Last day for new international students to add/drop courses
- **April 06–11, 2026; Monday–Saturday** – Midterm exams
- **April 06–10, 2026; Monday–Friday** – English Preparatory School, Module 3 final exams
- **April 08, 2026; Wednesday** – Deadline for 8th instalment of tuition fees (8-installment plan)
- **April 23, 2026; Thursday** – Public Holiday
- **May 01, 2026; Friday** – Public Holiday
- **May 08, 2026; Friday** – Last day to withdraw from a course
- **May 08, 2026; Friday** – Course planning and scheduling for the next academic semester
- **May 18, 2026; Monday** – Deadline for entering NA (Never Attended) grades into the system
- **May 19, 2026; Tuesday** – Public Holiday
- **May 22, 2026; Friday** – Last day of classes
- **May 22, 2026; Friday** – End of classes for Faculty of Medicine, Years 1, 2, and 3
- **May 27–31, 2026; Wednesday–Sunday** – Public Holiday
- **June 01–10, 2026; Monday–Wednesday** – Final exams
- **June 05, 2026; Friday** – End of classes for Faculty of Medicine, Years 4 and 5
- **June 11, 2026; Thursday** – Final exam for Faculty of Medicine, Year 2
- **June 12, 2026; Friday** – Final exam for Faculty of Medicine, Year 1
- **June 12, 2026; Friday** – Final exam for Faculty of Medicine, Year 3
- **June 12, 2026; Friday** – Deadline for grade submission

- **June 12, 2026; Friday** – Deadline for summer school applications
- **June 15, 2026; Monday** – Application deadline for make-up exams (annual programs)
- **June 15–19, 2026; Monday–Friday** – English Preparatory School, Module 4 final exams
- **June 16–19, 2026; Tuesday–Friday** – Make-up exams (annual programs)
- **June 22, 2026; Monday** – End of semester (Deadline for make-up exam results)
- **June 22–26, 2026; Monday–Friday** – Graduation ceremonies

2025–2026 Summer Semester

- **June 22–24, 2026; Monday–Wednesday** – Assignment of courses to academic staff
- **June 22–24, 2026; Monday–Wednesday** – Course activation
- **June 24, 2026; Wednesday** – English Proficiency Exam for graduate students
- **June 24–26, 2026; Wednesday–Friday** – Course registration
- **June 26, 2026; Friday** – Deadline for graduate thesis jury approvals
- **June 26, 2026; Friday** – English Proficiency Exam for undergraduate students
- **June 29, 2026; Monday** – End of classes for Faculty of Medicine, Year 6
- **June 29, 2026; Monday** – Start of classes (including all language preparatory schools)
- **July 20, 2026; Monday** – Public Holiday
- **August 01, 2026; Saturday** – Public Holiday
- **August 07, 2026; Friday** – Last day of classes (including all language preparatory schools)
- **August 10–15, 2026; Monday–Saturday** – Final exams (including all language preparatory schools)
- **August 17, 2026; Monday** – Deadline for grade submission
- **August 18, 2026; Tuesday** – End of semester
- **August 24–28, 2026; Monday–Friday** – Diploma distribution

Registration and Admission Procedures

International Student Affairs is in the Faculty of Communication building and is open from Monday to Friday, between 08:00 and 17:00. Students can obtain information about faculties, complete registration procedures, and request documents such as exam entrance certificates, student certificates, and transcripts from the International Student Affairs Office.

Course Registration

Course registration is conducted online each semester. After completing the semester tuition payment, students can register for their courses via the online system at <http://ogrsis.neu.edu.tr>.

To access this system, each student is provided with a student ID number and a personal password by the faculty secretary. After selecting their courses through the system, students must also obtain approval from their academic advisors via the same platform.

The registration process is also outlined on the university's official website. However, students who have not paid their tuition fees or submitted their payment receipts to the Student Affairs Office will not be able to proceed with online registration. The academic advisors of the department complete final approval of course registration.

Additionally, students may complete course registration by meeting in person with their academic advisors within their departments. During the registration period, as indicated in the academic calendar, students are expected to consult with their advisors for course selection and academic guidance.

Add/Drop and Withdrawal

Each semester, specific Add/Drop and Course Withdrawal dates are determined and announced in the academic calendar. During this period, students can attend their registered courses and, if they wish, make changes by adding or dropping courses. All course withdrawal, course change, or course addition procedures must be completed within the dates specified in the academic calendar. Students must consult with their academic advisors to carry out the requested changes.

Lateral and Vertical Transfers

Students who wish to apply for a lateral or vertical transfer must apply to the Student Affairs Office. After the application is approved, the student must provide an official transcript from their previous university to the department to which they have been admitted. Before the student begins their education, the Department Head/Dean and the assigned academic advisor will evaluate whether the courses previously taken are equivalent to the courses in the current program.

For students who are citizens of the Republic of Türkiye, the rules regarding transfers to Near East University can be reviewed at the following links in accordance with the Council of Higher Education (YÖK) and university regulations:

<http://www.yok.gov.tr/4767>

<https://neu.edu.tr/wp-content/uploads/2023/05/29/YDU-Yatay-Gecis-Yonetmeligi-29.05.2023.pdf>

Communication with Academic Staff

Subject	Description
Course Materials and Content	All course materials, weekly content, and announcements are shared via the UZE BIM platform: https://uzebim.neu.edu.tr/
Email Communication	You can contact academic staff through their institutional email addresses .
Face-to-Face Meetings	You can meet with academic staff during their office hours , which are posted on their office doors in the faculty building.

Academic Staff Information	CVs and contact information of academic staff are available at: https://hukuk.neu.edu.tr/kisiler/akademik-personel/
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Class Attendance and Excused Absences

Students are required to attend at least 70% of the total course hours for each course. Suppose a student is unable to participate in an exam. In that case, they must submit their medical report (issued by Near East University Hospital or a state hospital) within three working days following the exam date. Otherwise, the student will lose the right to take the make-up exam.

Students are responsible for following the make-up exam schedule through the university's announcements page or the instructor's personal page. If a student misses a previously announced make-up exam without a valid excuse, they will lose the right to take that exam.

International Student Office

Near East University International Student Office provides support and counselling in the educational and social lives of international students studying at our university, from registration to graduation. The International Student Office ensures that international students who study at our university return to their countries fully equipped with good memories and that more students from these countries apply to our university.

International Student Office Working Hours:

Monday to Friday 08:00 – 17:00.

Closed on official holidays.

International Student Office Contact Information:

Director of International Student Office: Asst. Prof. Dr Rana Serdaroglu

Phone: 0392 223 6464

E-Mail: rana.serdaroglu@neu.edu.tr

Campus Life

Library

Located directly across from the Faculty of Economics and Administrative Sciences building, the Grand Library features over 1,000,000 open-shelf books, 150 million electronic journals, 7,000 DVDs, 17 film viewing booths, 12 individual and group study rooms, four lecture halls with 1,000 seats, a theatre hall with a capacity of 350, a cafeteria for 600, and 600 study desks. This makes it a world-class cultural and information-access centre. The library is open 24/7 and is free of charge. The information centre, equipped with the latest digital technologies, is accessible from anywhere via the internet. Students can also access information throughout the campus via wireless internet.

Social Activities and Student Clubs

Students can participate in various activities throughout their studies, including university-sponsored conferences and club activities that encourage social engagement. Some active clubs include the Law Club, Nature and Sports Club, Scientific Research and Health Club, Theatre Club, Photography Club, and Tango Club. For more information, visit:

<https://neu.edu.tr/kampusteyasam/sosyal-ve-kulturel-kulupler/>

The campus also features the country's first and only Olympic Indoor Swimming Pool, covering 2,700 m², with a height of 16 meters, dimensions of 50 x 21 meters, 3,100 tons of water capacity, central heating, 1,000 spectator seats, and diving towers at 3, 5, 7, and 10 meters. Swimming courses are offered in both summer and winter.

<https://neu.edu.tr/kampusteyasam/olimpik-kapali-yuzme-havuzu/>

Psychological Counselling Services

Since 1995, the university has offered free psychological counselling. The Counselling Centre is located on the first floor of the Faculty of Law building. It operates by appointment and is open weekdays from 09:00–13:00 / 14:00–16:00.

Office of the Dean of Students

This office aims to provide an integrated university life where students and alums feel supported in all aspects of their personal, cultural, social, and professional development. The Dean of Students offers various services and programs to support academic and personal growth, instilling a sense of confidence in students as they prepare for life beyond graduation.

Units under the Dean of Students include the Student Counselling and Communication Unit, Psychological Counselling Unit, Student Activities Unit, NEU ideas Unit, Career Planning Unit, Social Responsibility Projects Unit, Students with Disabilities Unit, and Alumni Affairs Unit. If you require support in accessing courses due to a disability, please get in touch with the Accessible Support Unit: engelsiz@neu.edu.tr

Student Counselling and Communication Unit

In cases where students face unexpected or uncontrollable circumstances that affect their academic responsibilities, they can submit petitions through the online system or via email for issues such as refunds, educational matters, job applications, accommodation, or financial concerns: petitions@neu.edu.tr

Sports Facilities

The university offers a wide range of modern sports facilities to promote a healthy lifestyle among students, staff, and faculty. Facilities include an Olympic swimming pool, tennis courts, football fields, gymnastics halls, and both indoor and outdoor sports complexes.

Our Olympic Indoor Swimming Pool has a 1,000-seat capacity, modern amenities, and a café. Activities such as water polo, diving, and synchronised swimming, as well as swimming lessons, are regularly held. The Sports Tower is a high-tech fitness centre for all age groups, offering classes and sessions in: Fitness, Step, Aerobics, Spinning, TRX, Kangoo Jumps, Pilates, Yoga, Boxing, Karate, Dance education, Nutrition & diet services, with special sections for children and women. RA25 Sports Hall hosts competitions in basketball, handball, volleyball, and badminton, and functions as a venue for ceremonies and concerts with its advanced sound system.

For more details:

<https://neu.edu.tr/kampuste-yasam/spor/>

<https://neu.edu.tr/wp-content/uploads/2018/12/21/spor-kule-brosur-21.12.18.pdf>

Atatürk Culture and Congress Centre (AKKM)

This state-of-the-art venue hosts national and international congresses, seminars, conferences, and cultural events. It features various-sized meeting halls, modern audiovisual equipment, and spaces for art exhibitions, concerts, theatre performances, and more — enhancing campus life through arts and culture.

<https://neu.edu.tr/kampuste-yasam/ataturk-kultur-ve-kongre-merkezi/>

Restaurants and Cafeterias

The campus features a wide range of food and beverage outlets, including the Main Cafeteria, Faculty Cafeteria, Hospital Cafeteria, and others, with a total service capacity of 4,500 people. Across campus, there are 22 cafes and restaurants offering healthy, affordable meals, with options for vegetarians and vegans.

Some of the dining facilities include:

Cafe Hastane 1 & 2, Cafe Bigla, Cafe Dental, Cafe Ecza, Cafe Saray, Chicken House, Cafe Library, Cafe Bridge, Cafe Veterinerlik, Gusto Cafe, Cafe Sağlık, Vitamin Cafe, Cafe 535, Cafe AKKM, Book Cafe, Cafe Laundry, Hospital Restaurant, Kebap House, Pizza Pizza, The Kaffo, Bakery & Patisserie, and the 9th Floor Restaurant.

For more information:

<https://neu.edu.tr/kampuste-yasam/kantin-ve-kafeteryalar/>

Market & Supermarket

IKAS Supermarket

Located on our campus, IKAS Supermarket serves campus residents with a wide range of products and extended working hours to meet all their daily needs. Additionally, there is a branch of IKAS Supermarket located under Dormitory Building 1, designed to serve students' essential needs.

Working Hours:

Weekdays/Weekends: 07:30 – 22:00

IKAS Supermarket Express

IKAS Supermarket Express, located within the Near East Campus at Near East Fuel Station, is open 24/7. Discounts available to Near East Group employees are also valid at this location.

NEU Event Park Drift Area

For those seeking speed, control, and excitement, NEU Event Park Drift Area offers an unforgettable driving experience. Under the supervision of two expert instructors, you will not only learn how to drift, but also improve your safe and effective driving techniques. Tire and fuel costs are included in the training packages. Each session lasts 30 minutes.

NEU Event Park offers four different training packages, tailored to various expectations.

There is even a special course for young car enthusiasts: children aged 6–12 can participate in a manual driving course designed especially for them. For international visitors, accelerated 3-lesson programs are available to help them quickly learn the basics of drifting. Upon successful completion of the training program, a certificate of participation is awarded to all participants (excluding tourist guests and children's courses). The drift area can also host special events such as birthday parties and concerts.

Working Hours:

- Weekdays: 16:00 – 21:00
- Weekends: 09:00 – 21:00. Flexible closing hours are available for special events or upon request.

For detailed information about packages and pricing: Phone: +90 548 821 21 24

Accessible Cinema Hall

The newly renovated “Accessible Cinema” Hall at the Faculty of Communication, Near East University, offers a modern and inclusive experience for cinema enthusiasts and event participants. Initially launched in 1997 with the support of Telsim, the hall has recently undergone a comprehensive renovation and is now more equipped and comfortable than ever.

The Accessible Cinema features 40 fixed seats, with a flexible setup that can accommodate up to 60 people when needed. It is equipped with a state-of-the-art projection system compatible with all types of computers and has a powerful sound system to ensure an enhanced audio experience.

One of the hall's most significant features is its fully accessible ramp, which provides seamless access from the outside entrance to the seating area, allowing individuals with disabilities to enjoy events without barriers. In addition to film screenings, the Accessible Cinema is also physically suited for mini workshops and various events.

IKAS Patisserie & Bakery

One of the most popular spots on the Near East University campus, IKAS Patisserie & Bakery welcomes guests with a delightful atmosphere and a wide variety of delicious offerings. The venue has a total seating capacity of 40 people, including 20 indoor and 20 outdoor seats, allowing visitors to enjoy their time both inside and in the open air. In addition to meeting the university's in-house needs for cakes, pastries, savoury snacks, desserts, and ice cream, IKAS Patisserie & Bakery also serves fresh and tasty products to external guests. Soon, it plans to expand its kitchen and begin producing its own bread. For those focused on healthy living, specially made diet desserts and drinks designed for pre- and post-workout consumption will also be available.

With an extensive menu of hot and cold beverages, the patisserie caters to all tastes and also takes custom orders for birthday cakes and special celebrations. The outdoor garden area has been designed to offer enjoyment all year round — cool shaded areas in summer, and warm cosy spots with stoves in winter. Parking is available for guests, and the venue especially welcomes those seeking a peaceful breakfast experience on weekends. On Saturdays and Sundays, rich classic and English breakfast options are served until noon — a perfect way to start your day!

Opening Hours: Weekdays / Weekends: 07:00 – 01:00

Photocopy Services

Near East University offers photocopying and printing services at various locations across campus for students and staff. These service centres aim to provide fast and reliable solutions for educational and academic needs. Photocopy centres are available in faculties with high printing demands, such as the Faculty of Architecture, the Faculty of Medicine, and the Faculty of Education. These centres offer specialised printing services, including large-format AutoCAD printouts for architecture students. Additionally, thesis binding services are available for students preparing their theses. Along with basic services like photocopying and printing, document scanning and various binding options are also provided. A stationery shop within the Near East University Library offers services such as photocopying and thesis binding.

Cyprus Printing Global

Hospital Branch: +90 546 990 01 03

Education Palace Branch: +90 546 990 01 04

Architecture Faculty Branch: +90 546 990 01 05

Nuroğlu Stationery (Library): +90 533 866 89 36

Bank & ATM

On campus, you will find branches of Near East Bank and Türkiye İş Bankası, as well as an ATM for Ziraat Bankası. These banking services are conveniently located to ensure that both students and staff can easily carry out their financial transactions.

Post Office

The Post Office at Near East University provides postal services to all students and staff. It is located on campus for easy access to both send and receive mail.

Location: Ground Floor, Faculty of Economics and Administrative Sciences

Near East Fuel Station

The on-campus fuel station provides university staff with a fast and convenient way to meet their fuel needs. In addition, all Near East University employees can benefit from discounted fuel services by using the Near East Fuel Discount Card. For more information about Near East Fuel Station, please visit the official website:

<https://yakindoguakaryakit.com/>

Useful Phone Numbers

For more details about telephone contacts at Near East University and to find the phone numbers for specific departments or services, please visit the university's official website:

<https://neu.edu.tr/telefon-rehberi/>

Campus Traffic Rules and Safety

Near East University's campus is subject to specific traffic rules to ensure the **safety and comfort** of students, staff, and visitors. These rules are **monitored 24/7** by NEU personnel, and **penalties may be applied** in case of violations. A complete understanding and application of these rules contributes to creating a safer and more orderly campus environment.

Traffic Flow and Right of Way: Traffic on the NEU campus flows in the left lane. Therefore, drivers must keep left and follow the right-of-way rules to ensure smooth traffic movement.

Pedestrian and Bicycle Priority Campus: Please give priority to pedestrians and cyclists in crosswalks and designated bike lanes. Slow down and proceed with caution in these areas to ensure safety.

Speed Limit: The maximum speed limit on campus is 40 km/h. Adhering to this limit significantly reduces the risk of accidents and enhances overall safety.

Horn and Loud Music: Using car horns and playing loud music is prohibited on campus. Following this rule helps maintain a peaceful environment for everyone.

Traffic Signs and Directions: Traffic signs and directional markers are placed throughout the campus to support safe and orderly traffic flow. Please always follow these signs.

Routes and Parking Areas: Use designated driving routes and park only in designated areas in accordance with the campus parking regulations. This ensures safety and avoids traffic disruption.

Monitoring and Security: Traffic rules are regularly monitored by security personnel. Please follow their instructions and do not hesitate to ask for help if needed. Adhering to safety measures ensures a smooth and respectful traffic environment for all. By respecting these rules, we can collectively contribute to a safer and more peaceful campus.

Transportation Services

Near East University provides its staff with comfortable and free transportation options, ensuring easy access to both the campus and the surrounding areas. The university's transportation services cover routes that are scheduled according to class and work hours. Free university buses departing from the campus and heading to various regions and the city centre offer a vast transportation network. This service aims to reduce vehicle usage and promote environmentally friendly shared transport. Free transportation services are a significant support in facilitating the daily lives of staff.

Campus–Nicosia and Nicosia–Campus Routes: Shuttle services between the campus and Nicosia operate from 06:45 AM to 10:15 PM. These reciprocal services allow our staff to travel comfortably and safely between the campus and Nicosia. The routes cover a wide area. Detailed information about transportation services and routes is available on the university's website: <https://bus.neu.edu.tr/>

Intercity Free Shuttle Services: Near East University offers free shuttle services for staff commuting from regions such as Kyrenia (Girne), Famagusta (Mağusa), and Güzelyurt. These services are organised to ensure staff can reach the campus comfortably.

In-Campus Shuttles: A free shuttle service operates within the campus, connecting the residential area to faculty and other administrative units. These shuttles facilitate quick and easy access across campus.

Walking Distance Accessibility: The Near East University campus is designed to allow safe walking access to most places. Classrooms, the library, the dining hall, and other key facilities are located within short walking distances. The campus design promotes physical activity and minimises the need for motor vehicles. Additionally, the university provides alternative eco-friendly transport options such as bicycles and electric scooters for staff use.

By offering these transportation options, Near East University enables its staff to access campus events and resources easily. It supports its personnel in maintaining a productive work-life balance through a safe and extensive transportation network across its large campus area.

Near East University | Faculty of Economics and Administrative Sciences
Marketing Department |

Student Information Handbook

2025–2026 Academic Year

Who ARE YOU? WHERE ARE YOU?

Faculty Established Year: 1988

Department Established: 2004

Aim: To be an internationally recognised and accredited faculty

Programs: 2 bachelor's, 3 master's, 2 PhD

Education Language: Turkish and English

Student Number: +1500



MARKETING DEPARTMENT

- Head of Department: Assoc Prof Dr Ahmet Ertugan
- Contact: ahmet.ertugan@neu.edu.tr
- Degree Awarded: Bachelor of Marketing
- Total Credit: 240 ECTS
- Elective Courses: At least 12 elective courses



GRADUATION REQUIREMENTS

To complete all courses with at least a DD/S letter grade

Cumulative Grade Point Average (CGPA): At least 2.00 / 4.00

70% class attendance requirement

12 elective courses must be taken



REGISTRATION & ADMISSION PROCEDURES

Pay the tuition fee

Register for courses via ogrsis.neu.edu.tr

Get advisor approval

If necessary, make changes during the “add/drop” week



CONTACT

Deanship: 90 (392) 223 64 64 – 5303, iibfdekanligi@neu.edu.tr

International Student (+90) 680 2000



MORE INFORMATION

Faculty Web: <https://uzebim.neu.edu.tr>

UZEİM Platform: <https://uzebim.neu.edu.tr>



CAMPUS LIFE

Library: Open 7/24, 1 million books, 150 million digital resources

Dining: 22 restaurants & cafes, vegan/vegetarian menu

Sport: Olympic pool, yoga, fitness, dietitian support

Psychological Counselling: Free, appointment-based system



DO NOT FORGET!

At Near East University, education is not only academic; it's an integrated journey of social, cultural, and personal development. Let this brochure be your guide as you take your first steps!