

DOUBLE MAJOR IN MARKETING FOR INTERNATIONAL RELATIONS STUDENTS

First Semester

Course Code	Course Name	C	L/P	C	ECT S
EAS103	Introduction to Business	3	0	3	6
TOTAL		3	0	3	6

Second Semester

Course Code	Course Name	C	L/P	C	ECT S
EAS103	Principles of Management	3	0	3	6
TOTAL		3	0	3	6

Third Semester

Course Code	Course Name	C	L/P	C	ECT S
MAN201	Communication for Business I	3	0	3	6
EAS203	Financial Accounting I	3	0	3	6
MRK324	Approaches to Psychology in Marketing	3	0	3	6
TOTAL		9	0	9	18

Fourth Semester

Course Code	Course Name	C	L/P	C	ECT S
MAN202	Communication for Business II	3	0	3	6
EAS204	Financial Accounting II	3	0	3	6
TOTAL		6	0	6	12

Fifth Semester

Course Code	Course Name	C	L/P	C	ECT S
EAS310	Organizational Behaviour	3	0	3	6
EAS305	Principles of Marketing	3	0	3	6
EAS303	Managerial Accounting	3	0	3	6
EAS301	Business Finance	3	0	3	6
MRK308	Marketing Communications	3	0	3	6
TOTAL		15	0	15	30

Sixth Semester

Course Code	Course Name	C	L/P	C	ECT S
EAS308	Operations Research and Management	3	0	3	6
EAS402	Human Resource Management	3	0	3	6
EAS302	Financial Management	3	0	3	6
TOTAL		9	0	9	18

Seventh Semester

Course Code	Course Name	C	L/P	C	ECT S
EAS304	Marketing Management	3	0	3	6
EAS307	Research Methods	3	0	3	6
TOTAL		6	0	6	12

Eighth Semester

Course Code	Course Name	C	L/P	C	ECT S
EAS403	Marketing Research	3	0	3	6
MRK423	Marketing Strategy	3	0	3	6
TOTAL		6	0	6	12

TOTAL	Contact Hs	Lab/Practice Hs	Credit	ECTS
	57	0	57	114

