

## DOUBLE MAJOR IN MARKETING GENERAL

### First Semester

Course Code	Course Name	C	L/P	C	ECT S
EAS101	Principles of Econ.I	3	0	3	6
EAS103	Introduction to Business	3	0	3	6
<b>TOTAL</b>		<b>6</b>	<b>0</b>	<b>6</b>	<b>12</b>

### Second Semester

Course Code	Course Name	C	L/P	C	ECT S
EAS102	Principles of Econ.II	3	0	3	6
EAS103	Principles of Management	3	0	3	6
<b>TOTAL</b>		<b>6</b>	<b>0</b>	<b>6</b>	<b>12</b>

### 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
<b>TOTAL</b>		<b>9</b>	<b>0</b>	<b>9</b>	<b>18</b>

### 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
SOC100	Sociology	3	0	3	6
<b>TOTAL</b>		<b>9</b>	<b>0</b>	<b>9</b>	<b>18</b>

### 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
<b>TOTAL</b>		<b>15</b>	<b>0</b>	<b>15</b>	<b>30</b>

### 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
<b>TOTAL</b>		<b>9</b>	<b>0</b>	<b>9</b>	<b>18</b>

### 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
<b>TOTAL</b>		<b>6</b>	<b>0</b>	<b>6</b>	<b>12</b>

### 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
<b>TOTAL</b>		<b>6</b>	<b>0</b>	<b>6</b>	<b>12</b>

TOTAL	Contact Hs	Lab/Practice Hs	Credit	ECTS
	66	0	66	132