

**VOCATIONAL SCHOOL
MARKETING PROGRAMME**

1st SEMESTER					
C CODE	COURSE	T	U	ECTS	Language of Instruction
PZR101	Marketing Principles	3	0	5	EN
İKY101	General Business	3	0	4	EN
ADL101	Basic Law	3	0	4	TR
PZR103	Services Marketing	3	0	5	EN
TCT101	History of Turkish Republic-I	2	0	2	TR
TURK101	Turkish Language- I	2	0	2	TR
BLT101	Computer Technologies I	0	2	2	TR
İNG101	Foreign Language-I	2	2	3	EN
MYO101	Social Development-I	1	1	2	TR
PZR105	Retail Management	2	0	3	EN
İSG109	First Aid	2	0	3	TR
TOTAL		21	5	32	

3rd SEMESTER					
C CODE	COURSE	T	U	ECTS	Language of Instruction
PZR201	Global Marketing	3	0	4	EN
PZR203	Field Sales Applications	2	2	5	EN
PZR205	Marketing Communication Applications	2	2	5	EN
PZR207	Customer Relationship Management	2	0	4	EN
PZR209	Strategic Marketing	3	0	4	EN
İNG201	Vocational English- I	2	1	3	EN
MYO201	Manifest of Istinye-I	1	1	2	TR
PZR211	Brand Management Applications	2	0	5	TR
PZR213	Neuromarketing	2	0	5	TR
MYO203	Emotional Intelligence	2	0	4	TR
TOTAL		17	11	32	

2nd SEMESTER					
C CODE	COURSE	T	U	ECTS	Language of Instruction
PZR102	Marketing Management	3	0	5	EN
PZR104	Consumer Behaviour	3	0	4	EN
TCT102	History of Turkish Republic-II	2	0	2	TR
TURK102	Turkish Language- II	2	0	2	TR
BLT102	Computer Technologies II	0	2	2	TR
İNG102	Foreign Language-II	2	2	3	EN
PZR106	Internship-I	0	0	6	TR
MYO102	Social Development- II	1	1	2	TR
PZR108	Digital Marketing	3	0	4	EN
PZR110	Marketing Regulation	3	0	4	TR
MYO104	Disaster Culture	2	0	4	TR
TOTAL		16	5	30	

4th SEMESTER					
C CODE	COURSE	T	U	ECTS	Language of Instruction
PZR202	Marketing Research	3	0	4	EN
PZR204	Advertisement Management Applications	2	2	4	EN
PZR206	Marketing Ethics	2	0	3	EN
PZR208	Current Marketing Approaches	3	0	4	EN
İKY212	General Economics	3	0	4	EN
PZR210	Internship-II	0	0	2	TR
İNG202	Vocational English- II	2	1	3	EN
MYO202	Manifest of Istinye-II	1	1	2	TR
İSG212	Prepare for a Vertical Transfer Examination	2	0	4	TR
İSG214	Entrepreneurship	2	0	4	TR
MYO204	Knowledge Renewal	2	0	4	TR
TOTAL		18	4	30	

DESCRIPTION

T: Theoric

P: Practice

ECTS: European Credit Transfer System