

MARKETING PROGRAMME

1st SEMESTER

BLT101-COMPUTER TECHNOLOGIES-I

Computer Technology-I lesson is included examination of methods, techniques of accessing information and acquisition of use skill them. Computer Technology 1 is composed of basic concepts of information technology, such as; Computer information, technological development, professional concepts and applications, current software applications (Windows, Word, Excel, Power Point)

IKY101-GENERAL BUSINESS

Introduction to Business, Characteristics of Business, Business Establishment and Diversity, Goals of Business and Management Functions, Operating Income and Costs, Operational Efficiency, Organizational Behavior and Leadership, Entrepreneurship, Human Resources and Public Relations

PZR103-SERVICES MARKETING

The concept of service and the development of services, properties of services, classification of services, elements of extended marketing mix, application of extended marketing mix in services, demand and capacity management in services, quality of services, relational marketing, human resources practices in the service sector.

ISG109-FIRST AID

Introduction to First Aid, Human Body and Vital Signs, Basic Life Support, First Aid in an Emergency Case, General Principles of a Casualty Evacuation and Transfer of Patients, First Aid Materials.

PZR101- MARKETING PRINCIPLES

The aim of the course is to let students grasp the modern marketing concept, marketing principles and marketing management decisions in today's business life. What marketing activities need to be made in real markets will be taught to students.

PZR105-RETAIL MANAGEMENT

Introduction to retailing, classification of the retailers, consumer buying behaviours, retail market strategy, financial management, retail locations, retail site selection, store planning, design, presentation and visual communication, diversification of product planning, purchasing systems, pricing, retail communication mix, e-retailing.

ADL101-BASIC LAW

The relationship between social law codes and legal rules, sources of law, law branches, public law, the separation of private law, application of legal rules, concept of rights, types of rights, acquisition of rights, loss, protection, debt concept, debt relations, personality concept, protection, judicial organization and types of cases.

TURK101-TURKISH LANGUAGE-I

Definition of language, the place and prominence in the life of the nation, language and culture relation, the place of Turkish Language among the world languages, development of Turkish Language, sounds and classification, audio features, phonetic rules, syllable, bookmarking rules and application, punctuation marks and its application, construction supplements and functions, forms of word usage, practices in literary texts

TCT101-HISTORY OF TURKISH REPUBLIC-I

The reasons leading to the collapse of the Ottoman Empire, the efforts to stop the collapse and the quest for reform, the reasons leading to World War I, the participation in the war and its consequences, the Mondros Armistice, the Societies, the beginning of the National Struggle.

İNG101-FOREIGN LANGUAGE – I

Students will be able to understand English, use it effectively, and compare basic grammar rules of English. Through this course, students can interpret simple dialogue in English and use the new structure and words they have learned in their daily lives.

2nd SEMESTER

BLT102-COMPUTER TECHNOLOGIES-II

Computer Technology-1I Lesson is Included Examination of Methods Techniques of Accesing Information and Acquisition of Use Skill Them. Computer Technology is Compose That Basic Concepts of Information Technology, Such As; Computer Information, Technological Development, Professional Concepts And Applications, Current Software Applications (Windows, Word, Excel, Power Point)

İNG 102-FOREIGN LANGUAGE – II

Students will be able to understand English, use it effectively, and compare basic grammar rules of English. Through this course, students can interpret simple dialogue in English and use the new structure and words they have learned in their daily lives.

MYO104-DISASTER CULTURE

Kinds of disasters, Disaster and practices for surviving, things to do before, during and after a disaster, search and rescue activities, field coordination system, the disaster planning.

PZR102-MARKETING MANAGEMENT

Marketing Management Principles, Basic Marketing Approaches, Marketing Planning, Market Segmentation, Target Market Selection, Product, Price, Promotion, Place, Marketing Auditing.

PZR104-CONSUMER BEHAVIOUR

Introduction to Consumer Behaviour, Role of Consumer Behaviour in Marketing, Perception, Learning and Memory, Motivation and Involvement, Attitudes, Self and Personality, Values, Lifestyles and Culture, Reference Groups, Family and Gender, Buying Process, Marketing Communication and Persuasion Techniques, Global Consumer Culture.

PZR106-INTERNSHIP-I

Students complete internship training in public or private sector organizations related to marketing.

PZR108-DIGITAL MARKETING

Basic Terms About Digital Marketing, Market Segmentation on the Net, E-Commerce, Mobile Marketing, Database Marketing, Digital Marketing Strategies, Contemporary Digital Marketing Practises, Consumer Satisfaction in Digital Marketing

PZR110-MARKETING REGULATION

Basic Concepts Related to Law, Law on Consumer Protection, Law On Competition and Competition Protection, Regulations on Commercial Advertisements, Brand and Trademarks Law, Law of Ideas and Artworks, Regulations on Warranty and Guarantee Documents, Regulations on Door-To-Door Sales, Labor- Tariff and Price List Regulation.

TCT102-HISTORY OF TURKISH REPUBLIC-II

Information on the Concept of Revolution, Preparation, Action, Reformation Stages of the Turkish Revolution as well as Basic Principles and Characteristics of the Turkish Revolution, Domestic and foreign policy of Turkey after the period of Ataturk.

TURK102-TURKISH LANGUAGE-II

Definition of language, the place and prominence in the life of the nation, language and culture relation, the place of Turkish Language among the world languages, development of Turkish Language, sounds and classification, audio features, phonetic rules, syllable, bookmarking rules and application, punctuation marks and its application, construction supplements and functions, forms of word usage, practices in literary texts

3rd SEMESTER

PZR213-NEUROMARKETING

Definition and Development of Neuro Marketing, Basic Findings of Neuro Marketing, Neuro Marketing Measurement Techniques, Neuro Marketing Practices

İNG201-VOCATIONAL ENGLISH-I

Advanced English Reading, Writing, Speaking and Listening Abilities, Writing Essay on Marketing, Making Presentation on Marketing, Preparing Report on Marketing, English-Turkish and Turkish-English Translation.

MYO203-EMOTIONAL INTELLIGENCE

The concept of Emotional Intelligence will be defined and the relationship with other concepts will be examined. The concept of Emotional Intelligence will be evaluated by emphasizing the importance of work and social life.

PZR201-GLOBAL MARKETING

The Concept of Global Marketing, The Environment Affecting the Global Marketing, Economic Systems, The Strategies of Entering Global Markets, Product and Service Strategies for Global Markets, Pricing Strategies in International Marketing, Distribution Strategies in International Marketing, Global Communication Strategies, International Ethics Law

PZR203-FIELD SALES PRACTISES

Definition of Sales, Sales Force and Basic Terms About Sales Management, Selection, Training and Motivation of Sales Force, Personal Sales Process, Successful Sales Representative Characteristics, Communication in Personal Sales Activities, Implementation of Field Sales Practises

PZR205-MARKETING COMMUNICATION APPLICATIONS

Communication and Marketing Communication, Integrated Marketing communication, Public Relations, Advertising, Sales Promotion, Personal Sales, Direct Marketing, Event Marketing, Marketing on the Internet, Corporate Identity, Sponsorships, Media Planning, Brand Management. The Course Consists of the Awareness of the Place of Brand in Marketing Communication and Planning Communication Strategies etc.

PZR207-CUSTOMER RELATIONSHIP MANAGEMENT

Customer Relationships Concept and Features, Communication with Customers, Traditional and Online Customer Behaviours and Relations, Customer Services, Creation of Customer Value, Gaining and Retentioning Customer, Measuring of Customer Relations, Customer Satisfaction and Customer Complaint Management.

PZR209-STRATEGIC MARKETING

Strategic Marketing Approach and Types of Strategy, Competition Types in the Market and Analytical Methods, Marketing's Contributions to Strategic Competition Field, The Increasing Importance of Modern Marketing Concepts, Marketing Strategy Case Studies and Marketing Practice, Current Articles on Marketing Strategies

PZR211-BRAND MANAGEMENT PRACTICES

Brand Concepts, Brand Types, Consumer Based Brand Concepts, Brand Planning, Brand Equity Creation, Strategic Brand Management, Brand Practices, Brand Oriented Communication: Brand Positioning and Applications

4th SEMESTER

IKY212-GENERAL ECONOMICS

Basic Concepts of Economics, Basic Concepts of Microeconomics, Price Theory, Market Equilibrium, Consumer Equilibrium, Producer Equilibrium, Flexibility, Concept of Benefit, Factor Market and Factor Prices, Basic Concepts of Macroeconomics, National Income and Growth, Inflation, Unemployment, Consumption, Investment and Saving, Monetary Policy

ING202-VOCATIONAL ENGLISH-II

Advanced English Reading, Writing, Speaking and Listening Abilities, Writing Essay on Marketing, Making Presentation on Marketing, Preparing Report on Marketing, English-Turkish and Turkish-English Translation.

İSG212-PREPARE FOR A VERTICAL TRANSFER EXAMINATION

The vertical transition exam covers current topics.

İSG214-ENTREPRENEURSHIPS

Entrepreneurship and Importance of Entrepreneurship, Entrepreneur and Characteristics of Successful Entrepreneur, Creativity and Innovation in Entrepreneurship, Conversion of a Business Idea to the Project and Investment, Entrepreneurship in the World, Developments in the Entrepreneurship and Suggestions to the Young Entrepreneurs, Environmental Factors and Industry Analysis in Business Plan Preparation, Marketing Plan, Production Plan, Management Plan, Finance Plan and Risk Analysis.

MYO204-KNOWLEDGE RENEAWAL

Knowledge Concept, Knowledge Exchange, Knowledge Economy, Industry 4.0, Application of Knowledge, Legal, Social and Academic Developments in the Field.

PZR202-MARKETING RESEARCH

Marketing Research Concept, Definition, Definition of Marketing Problem, Determination of the Purpose of Marketing Research, Creating Hypotheses, Determination of Population and Sampling, Sampling, Data Collection Methods, Measurement and Scaling, Data Analysis.

PZR204-ADVERTISING MANAGEMENT APPLICATIONS

This course includes, how a brand's ad was processed in the advertising agency's marketing strategy, advertising strategy, advertising campaigns, media planning, samples from local and international advertising sector and advertising ethics.

PZR206-MARKETING ETHICS

The Concepts of Ethics and Morality, Theoretical Approaches, Marketing Ethics, Ethics in Marketing Research, Ethical Issues in Marketing Research and Ethical Issues in Marketing Practices, Ethical Concerns That Arise in Marketing Decisions, Social Responsibilities

PZR208-CURRENT MARKETING APPROACHES

New Approaches in Marketing; Customer-Based Marketing, Market Orientation, Word Of Mouth Marketing, Niche Marketing, Micro Marketing, Relationship Marketing, Customer Relationship Marketing, Value-Based Marketing, Permission Marketing, Database Marketing, Direct Marketing, E-Marketing, Content Marketing, Activity Marketing, Mobile Marketing, Guerilla Marketing, Experiential Marketing, Postmodern Marketing, Social Marketing, Sustainable Marketing

PZR210-INTERNSHIP-II

Students complete internship training in public or private sector organizations related to marketing.