



Course categories: UC = University Core; FC = Faculty Core; AC = Area Core; AE = Area Elective; FE = Faculty Elective; UE = University Elective

Semester	Course Code	Course Title	Course Category	Hours			Total Credit	Pre-requisite	ECTS Credit
				Lecture	Tutorial	Lab / Prac.			
1	BUSN101	PRINCIPLES OF MANAGEMENT-I	FC	3	0	0	3	-	5
1	ECON111	MICROECONOMICS	FC	3	0	0	3	-	5
1	MATH115	MATHEMATICS FOR MANAGEMENT-I	FC	3	0	0	3	-	5
1	ITEC100	INFORMATION TECHNOLOGIES	UC	2	0	2	3	-	5
1	TUOG101 / TURK131	TURKISH LANGUAGE-I / TURKISH AS A FOREIGN LANGUAGE-I	UC	2	0	0	2	-	3
1	TARH101 / HIST111	ATATURK'S PRINCIPLES AND HISTORY OF TURKISH REFORMS-I	UC	2	0	0	2	-	3
1	ENGL121	ENGLISH-I	UC	3	0	0	3	-	4
Total 7 courses			TOTAL:	18	0	2	19		30
2	BUSN102	PRINCIPLES OF MANAGEMENT-II	FC	3	0	0	3	BUSN101	5
2	ECON112	MACROECONOMICS	FC	3	0	0	3	-	5
2	MATH116	MATHEMATICS FOR MANAGEMENT-II	FC	3	0	0	3	MATH115	5
2	BUSN104	BUSINESS COMMUNICATION	FC	3	0	0	3	-	5
2	TUOG102 / TURK132	TURKISH LANGUAGE-II / TURKISH AS A FOREIGN LANGUAGE-II	UC	2	0	0	2	TURK131	3
2	TARH102 / HIST112	ATATURK'S PRINCIPLES AND HISTORY OF TURKISH REFORMS-II	UC	2	0	0	2	-	3
2	ENGL122	ENGLISH-II	UC	3	0	0	3	ENGL121	4
Total 7 courses			TOTAL:	19	0	0	19		30
3	MARK201	INTRODUCTION TO MARKETING	AC	3	0	0	3	-	6
3	ECAS201	INTRODUCTION TO BEHAVIORAL SCIENCE	FC	3	0	0	3	-	6
3	ILAW215	BUSINESS ETHICS AND LAW	FC	3	0	0	3	-	6
3	COMM103	INTRODUCTION TO DIGITAL MEDIA AND COMMUNICATION	AC	3	0	0	3	-	6
3	STAT211	BUSINESS STATISTICS-I	FC	3	0	1	3	MATH115	6
Total 5 courses			TOTAL:	15	0	1	15		30
4	ECAS210	RESEARCH METHODS FOR ECONOMICS AND ADMINISTRATIVE SCIEN	FC	3	0	0	3	-	6
4	MARK205	DIGITAL AND SOCIAL MEDIA MARKETING	AC	3	0	0	3	-	6
4	MARK204	ADVERTISING AND PROMOTION	AC	3	0	0	3	-	6
4	MARK202	CONSUMER BEHAVIOR	AC	3	0	0	3	-	6
4	STAT212	BUSINESS STATISTICS-II	FC	3	0	1	3	STAT211	6
Total 5 courses			TOTAL:	15	0	1	15		30
5	MARK445	INTERNATIONAL MARKETING	AC	3	0	0	3	-	6
5	COMM205	DIGITAL CULTURES AND COMMUNICATION	AC	3	0	0	3	-	6
5	MARK303	MARKETING MANAGEMENT	AC	3	0	0	3	-	6
5	MADMXX1	AREA ELECTIVE	AE	X	X	X	3	-	6
5	ECASXX1	FACULTY ELECTIVE	FE	X	X	X	3	-	6
Total 5 courses			TOTAL:	9	0	0	15		30
6	MARK306	INTEGRATED MARKETING COMMUNICATIONS	AC	3	0	0	3	-	6
6	MARK305	BRAND MANAGEMENT	AC	3	0	0	3	-	7
6	MARK404	MARKETING RESEARCH	AC	3	0	0	3	-	7
6	UNIEXX1	UNIVERSITY ELECTIVE	UE	X	X	X	3	-	4
6	ECASXX2	FACULTY ELECTIVE	FE	X	X	X	3	-	6
Total 5 courses			TOTAL:	9	0	0	15		30
7	BUSN400	SUMMER INTERNSHIP	AC	0	0	0	0	-	5
7	MARK405	CONTENT CREATION AND MARKETING	AC	3	0	0	3	-	6
7	MADMXX2	AREA ELECTIVE	AE	X	X	X	3	-	6
7	MADMXX3	AREA ELECTIVE	AE	X	X	X	3	-	6
7	UNIEXX2	UNIVERSITY ELECTIVE	UE	X	X	X	3	-	4
7	UNIEXX3	UNIVERSITY ELECTIVE	UE	X	X	X	3	-	4
Total 6 courses			TOTAL:	3	0	0	15		31
8	MARK402	DIGITAL CAMPAIGNS	AC	3	0	0	3	-	7
8	MADMXX4	AREA ELECTIVE	AE	X	X	X	3	-	6
8	ECASXX3	FACULTY ELECTIVE	FE	X	X	X	3	-	6
8	ECASXX4	FACULTY ELECTIVE	FE	X	X	X	3	-	6
8	UNIEXX4	UNIVERSITY ELECTIVE	UE	X	X	X	3	-	4
Total 5 courses			TOTAL:	3	0	0	15		29
GRAND TOTAL:				91	0	4	128		240