

**1st YEAR FALL SEMESTER**

COURSE CODE	COURSE NAME	T	U	K	ECTS
OD 101	ATATURK PRINCIPLES AND HISTORY OF REVOLUTION I	2	0	2	2
OD 103	TURKISH I	2	0	2	2
OD 105	FOREIGN LANGUAGE I	2	0	2	2
OD 107	CAREER PLANNING	1	0	1	2
BP 103	BASIC INFORMATION TECHNOLOGIES	3	1	3,5	6
PZ 101	MATHEMATICS	3	0	3	4
PZ 103	PRINCIPLES OF MARKETING I	3	0	3	5
PZ 105	BUSINESS	3	0	3	4
PZ 107	ECONOMICS I	3	0	3	3
<b>TOTAL</b>		<b>22</b>	<b>1</b>	<b>22,5</b>	<b>30</b>

**1st YEAR SPRING SEMESTER**

COURSE CODE	COURSE NAME	T	U	K	ECTS
OD 102	ATATURK PRINCIPLES AND HISTORY OF REVOLUTION II	2	0	2	2
OD 104	TURKISH II	2	0	2	2
OD 106	FOREIGN LANGUAGE II	2	0	2	2
PZ 102	VOCATIONAL MATHEMATICS	3	0	3	4
PZ 104	FUNDAMENTALS OF LAW	2	0	2	3
PZ 106	PRINCIPLES OF MARKETING II	3	0	3	5
PZ 108	ECONOMICS II	3	0	3	3
PZ 110	COMMUNICATION	3	0	3	5
PZ 112	MARKETING LAW	2	0	2	4
<b>TOTAL</b>		<b>22</b>	<b>0</b>	<b>22</b>	<b>30</b>

**2nd YEAR FALL SEMESTER**

COURSE CODE	COURSE NAME	T	U	K	ECTS
PZ 201	SALES MANAGEMENT	2	2	3	5
PZ 203	COMMUNICATION TECHNIQUES IN MARKETING	2	0	2	2
PZ 205	INTERNATIONAL MARKETING	2	0	2	3
PZ 207	CUSTOMER RELATIONSHIP MANAGEMENT	2	0	2	3
PZ 209	ELECTRONIC MARKETING	2	0	2	3
PZ 211	PROFESSIONAL ENGLISH I	3	0	3	4
	VOCATIONAL ELECTIVE I	3	0	3	4
	VOCATIONAL ELECTIVE II	3	0	3	4
	GENERAL ELECTIVE I	2	0	2	2
<b>TOTAL</b>		<b>21</b>	<b>2</b>	<b>22</b>	<b>30</b>

**2nd YEAR SPRING SEMESTER**

COURSE CODE	COURSE NAME	T	U	K	ECTS
PZ 202	SALES POWER TRAINING	3	0	3	5
PZ 204	ADVERTISING	3	0	3	5
PZ 206	CONSUMER BEHAVIOR	2	0	2	3
PZ 208	E-RETAILING	2	0	2	3
PZ 210	PROFESSIONAL ENGLISH II	3	0	3	4
	VOCATIONAL ELECTIVE III	3	0	3	4
	VOCATIONAL ELECTIVE IV	3	0	3	4
	GENERAL ELECTIVE II	2	0	2	2
<b>TOTAL</b>		<b>21</b>	<b>0</b>	<b>21</b>	<b>30</b>

**TECHNICAL ELECTIVE I**

<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>T</b>	<b>U</b>	<b>K</b>	<b>ECTS</b>
PZ 221	SOCIAL MEDIA	3	0	3	4
PZ 223	TOURISM MARKETING	3	0	3	4
PZ 225	BRAND MANAGEMENT	3	0	3	4
PZ 227	ACCOUNTING	3	0	3	4

**TECHNICAL ELECTIVE II**

<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>T</b>	<b>U</b>	<b>K</b>	<b>ECTS</b>
PZ 229	CURRENT APPROACHES TO MARKETING	3	0	3	4
PZ 231	PUBLIC RELATIONS AND SPECIAL ORGANIZATIONS	3	0	3	4
PZ 233	PRESENTATION TECHNIQUES	3	0	3	4

**TECHNICAL ELECTIVE III**

<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>T</b>	<b>U</b>	<b>K</b>	<b>ECTS</b>
PZ 222	FUNDAMENTALS OF PROFESSIONAL SALES	3	0	3	4
PZ 224	SERVICES MARKETING	3	0	3	4
PZ 226	ADVERTISING CAMPAIGNS	3	0	3	4

**TECHNICAL ELECTIVE IV**

<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>T</b>	<b>U</b>	<b>K</b>	<b>ECTS</b>
PZ 228	SOCIAL PSYCHOLOGY	3	0	3	4
PZ 230	COMMERCIAL LAW	3	0	3	4
PZ 232	PROFESSIONAL ETHICS	3	0	3	4

GENERAL ELECTIVE I

COURSE CODE	COURSE NAME	T	U	K	ECTS
GS 001	RESEARCH METHODS	2	0	2	3
GS 003	TECHNICAL COMMUNICATION	2	0	2	3
GS 005	STRESS AND TIME MANAGEMENT	2	0	2	3
GS 007	OCCUPATIONAL HEALTH AND SAFETY	2	0	2	3
GS 009	PUBLIC ADMINISTRATION	2	0	2	3
GS 011	VOLUNTEERING	2	0	2	3
GS 013	ACADEMIC TURKISH	2	0	2	3
GS 015	CREATIVE DRAMA AND IMPROVISION	2	0	2	3
GS 017	HUMAN RESOURCES MANAGEMENT	2	0	2	3
GS 019	FIRST AID	2	0	2	3
GS 021	EMPLOYMENT LAW	2	0	2	3
GS 023	ENTERPRISE RESOURCE PLANNING	2	0	2	3
GS 025	HUMAN RIGHTS	2	0	2	3
GS 027	ENTREPRENEURSHIP	2	0	2	3
GS 029	ENGINEERING ETHICS	2	0	2	3
GS 031	HISTORY OF SCIENCE	2	0	2	3
GS 033	SOCIAL PSYCHOLOGY	2	0	2	3
GS 035	COMMUNICATION	2	0	2	3
GS 037	FINANCIAL LITERACY	2	0	2	3
GS 039	SIGN LANGUAGE	2	0	2	3
GS 041	DISASTER AND CRISIS MANAGEMENT	2	0	2	3
GS 043	CITY AND SOCIETY	2	0	2	3
GS 045	ENVIRONMENTAL PROTECTION	2	0	2	3
GS 047	BEHAVIOR SCIENCE	2	0	2	3

GENERAL ELECTIVE II

COURSE CODE	COURSE NAME	T	U	K	ECTS
GS 002	MEDIA AND COMMUNICATION	2	0	2	3
GS 004	DICTION AND EFFECTIVE SPEAKING	2	0	2	3
GS 006	BUSINESS ETHICS	2	0	2	3
GS 008	KNOWLEDGE PROTOCOL	2	0	2	3
GS 010	PRODUCTION MANAGEMENT	2	0	2	3
GS 012	SOCIAL RESPONSIBILITY	2	0	2	3
GS 014	ACADEMIC TURKISH II	2	0	2	3
GS 016	CREATIVE DRAMA AND IMPROVISION	2	0	2	3
GS 018	HUMAN RESOURCE MANAGEMENT	2	0	2	3
GS 020	FIRST AID	2	0	2	3
GS 022	EMPLOYMENT LAW	2	0	2	3
GS 024	POLITICAL SCIENCES	2	0	2	3
GS 026	SUSTAINABILITY	2	0	2	3
GS 028	PROBLEM SOLVING AND DECISION MAKING	2	0	2	3
GS 030	TECHNOLOGY ADDICTION	2	0	2	3
GS 032	BUSINESS ADMINISTRATION	2	0	2	3
GS 034	FACTORY ORGANIZATION	2	0	2	3
GS 036	QUALITY MANAGEMENT SYSTEMS	2	0	2	3
GS 038	TECHNOLOGY MANAGEMENT AND R&D	2	0	2	3
GS 040	MARKETING	2	0	2	3
GS 042	SERVICE MARKETING	2	0	2	3
GS 044	E-COMMERCE	2	0	2	3
GS 046	CURRENT ECONOMIC ISSUES	2	0	2	3
GS 048	PUBLIC RELATIONS	2	0	2	3
GS 050	SOCIOLOGY	2	0	2	3
GS 052	GLOBALIZATION READINGS	2	0	2	3
GS 054	PHOTOGRAPHY	2	0	2	3
GS 056	PROJECT MANAGEMENT	2	0	2	3
GS 058	INTRODUCTION TO BUSINESS SCIENCE	2	0	2	3
GS 060	HEALTHY AND ACTIVE AGEING	2	0	2	3
GS 062	SALES TECHNIQUES	2	0	2	3