

MASTER PROGRAMME WITH THESIS

Code	Course Name	LANG	T	A	C	ECTS	E/C
PZY501	Strategic Marketing Management	E	3	0	3	7,5	C
PZY502	Consumer Behavior	E	3	0	3	7,5	C
PZY503	Brand Management	E	3	0	3	7,5	C
PZY504	Marketing Research	E	3	0	3	7,5	C
SBE500	Seminar	E				7,5	C
SBE513	Scientific Research Methods and Ethics	E	3	0	3	10	C
SBE503	Master Thesis	E				60	
	Elective 1	E	3	0	3	7,5	E
	Elective 2	E	3	0	3	7,5	E
	Elective 3	E	3	0	3	7,5	E
	Total		24		24	130	

COMPULSORY COURSES

Code	Course Name	LANG	T	A	C	ECTS	E/C
PZY501	Strategic Marketing Management	E	3	0	3	7,5	C
PZY502	Consumer Behavior	E	3	0	3	7,5	C
PZY503	Brand Management	E	3	0	3	7,5	C
PZY504	Marketing Research	E	3	0	3	7,5	C
SBE500	Seminar	E				7,5	C
SBE513	Scientific Research Methods and Ethics	E	3	0	3	10	C

ELECTIVE COURSES

Code	Course Name	LANG	T	A	C	ECTS	E/C
PZY505	Integrated Marketing Communication	E	3	0	3	7,5	E
PZY506	Service Marketing	E	3	0	3	7,5	E
PZY507	International Marketing	E	3	0	3	7,5	E
PZY508	Industrial Marketing Management	E	3	0	3	7,5	E
PZY509	Supply Chain Management	E	3	0	3	7,5	E
PZY510	International Entrepreneurship	E	3	0	3	7,5	E

PZY511	Customer Relationship Management	E	3	0	3	7,5	E
PZY512	Retail Management	E	3	0	3	7,5	E
PZY513	Digital Marketing Management	E	3	0	3	7,5	E
PZY514	Sales Management	E	3	0	3	7,5	E
GNL501	History and Philosophy of Science	E	3	0	3	7,5	E
GNL502	Future Science	E	3	0	3	7,5	E
GNL503	Critical and Analytical Thinking	E	3	0	3	7,5	E
GNL504	Sages of Turkish Islamic Culture	E	3	0	3	7,5	E
GNL505	People, Society and Values	E	3	0	3	7,5	E
SCIENTIFIC PREPARATION COURSES							
Code	Course Name	LANG	T	A	C	ECTS	E/C
ISL101	Business Management	E	3	0			
IST231	Statistics	E	3	0			
	Undergraduate courses that is determined for student during the interview						

MASTER PROGRAMME without THESIS

Code	Course Name	LANG	T	A	C	ECTS	E/C
PZY501	Strategic Marketing Management	E	3	0	3	7,5	C
PZY502	Consumer Behavior	E	3	0	3	7,5	C
PZY503	Brand Management	E	3	0	3	7,5	C
PZY504	Marketing Research	E	3	0	3	7,5	C
PZY505	Integrated Marketing Communication	E	3	0	3	7,5	C
SBE513	Scientific Research Methods and Ethics	E	3	0	3	10	C
SBE504	Term Project	E				12,5	
	Elective 1	E	3	0	3	7,5	E
	Elective 2	E	3	0	3	7,5	E
	Elective 3	E	3	0	3	7,5	E
	Elective 4	E	3	0	3	7,5	E
Total				30	30	90	

COMPULSORY COURSES

Code	Course Name	LANG	T	A	C	ECTS	E/C
PZY501	Strategic Marketing Management	E	3	0	3	7,5	C
PZY502	Consumer Behavior	E	3	0	3	7,5	C
PZY503	Brand Management	E	3	0	3	7,5	C
PZY504	Marketing Research	E	3	0	3	7,5	C
PZY505	Integrated Marketing Communication	E	3	0	3	7,5	C
SBE513	Scientific Research Methods and Ethics	E	3	0	3	10	C
SBE504	Term Project	E				12,5	

ELECTIVE COURSES

Code	Course Name	LANG	T	A	C	ECTS	E/C
PZY506	Service Marketing	E	3	0	3	7,5	E
PZY507	International Marketing	E	3	0	3	7,5	E
PZY508	Industrial Marketing Management	E	3	0	3	7,5	E
PZY509	Supply Chain Management	E	3	0	3	7,5	E
PZY510	International Entrepreneurship	E	3	0	3	7,5	E

PZY511	Customer Relationship Management	E	3	0	3	7,5	E
PZY512	Retail Management	E	3	0	3	7,5	E
PZY513	Digital Marketing Management	E	3	0	3	7,5	E
PZY514	Sales Management	E	3	0	3	7,5	E
GNL501	History and Philosophy of Science	E	3	0	3	7,5	E
GNL502	Future Science	E	3	0	3	7,5	E
GNL503	Critical and Analytical Thinking	E	3	0	3	7,5	E
GNL504	Sages of Turkish Islamic Culture	E	3	0	3	7,5	E
GNL505	People, Society and Values	E	3	0	3	7,5	E
SCIENTIFIC PREPARATION COURSES							
Code	Course Name	LANG	T	A	C	ECTS	E/C
ISL101	Business Management	E	3	0			
IST231	Statistics	E	3	0			
	Undergraduate courses that is determined for each student during the interview						
