

Ph.D. Programme

Code	Course Name	LANG	T
PZY601	Marketing Theory	E	3
PZY602	Marketing Communication Theory	E	3
PZY603	Brand Management Principles and Strategies	E	3
PZY604	International Marketing Theory	E	3
SBE608	Seminar	E	3
SBE609	Academic Research Methods and Ethics	E	3
SBE601	PhD Qualifying Exam		
SBE602	PhD Thesis Proposal		
SBE603	PhD Thesis		
	Elective 1	E	3
	Elective 2	E	3
	Elective 3	E	3
	Toplam		27

COMPULSORY COURSES

Code	Course Name	LANG	T
PZY601	Marketing Theory	E	3
PZY602	Marketing Communication Theory	E	3
PZY603	Brand Management Principles and Strategies	E	3
PZY604	International Marketing Theory	E	3
SBE608	Seminar	E	3
SBE609	Academic Research Methods and Ethics	E	3

ELECTIVE COURSES

Code	Course Name	LANG	T
PZY605	Service Marketing and Service Policies	E	3
PZY606	Consumer Behavior Theories	E	3
PZY607	Supply Chain Management Theory	E	3
PZY608	Customer Relationship Management	E	3
PZY609	Sales Management	E	3
PZY615	Consumer Culture Theory	E	3
PZY616	Critical Marketing and Marketing Ethics	E	3
PZY617	Historical Research in Marketing	E	3
PZY620	Advanced Research in Marketing	E	3
BTF601	History and Philosophy of Science	E	3
GNL602	Future Science	E	3
GNL603	Critical and Analytical Thinking	E	3
GNL604	Sages of Turkish Islamic Culture	E	3
GNL605	People, Society and Values	E	3

SCIENTIFIC PREPARATORY PROGRAMME

Code	Course Name	LANG	T
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ISL101	Business Management	E	3
IKT101	General Economy	E	3
IST231	Statistics	E	3
	Undergraduate courses that is determined for each student during the interview		

A	C	ECTS	E/C
0	3	10	C
0	3	10	C
0	3	10	C
0	3	10	C
0	3	10	C
0	3	10	C
		30	
		30	
		90	
0	3	10	E
0	3	10	E
0	3	10	E
	27	240	

A	C	ECTS	E/C
0	3	10	C
0	3	10	C
0	3	10	C
0	3	10	C
0	3	10	C
0	3	10	C

A	C	ECTS	E/C
0	3	10	E
0	3	10	E
0	3	10	E
0	3	10	E
0	3	10	E
0	3	10	E
0	3	10	E
0	3	10	E
0	3	10	E
0	3	10	E
0	3	10	E
0	3	10	E
0	3	10	E
0	3	10	E
0	3	10	E

A	C	ECTS	E/C
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0			
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