

C3
MARKETING

	REF_CODE	COURSE_CODE	COURSE NAME	CR
1	C3711	MGMT101	Introduction to Business - I	3
2	C3712	ENGL191	Communication in English - I	3
3	C3713	MATH103	Mathematics for Business and Economics - I	3
4	C3714	ECON101	Introduction to Economics - I	3
5	C3715	MGMT171	Introduction to Information Technology - I	3
6	C3716	HIST280	Atatürk's Principles and History of Turkish Reforms	2
7	C3721	MGMT102	Introduction to Business - II	3
8	C3722	ENGL192	Communication in English - II	3
9	C3723	MATH104	Mathematics for Business and Economics - II	3
10	C3724	ECON102	Introduction to Economics - II	3
11	C3725	PSIR101	Introduction to Global Politics	3
12	C3731	ECON203	Microeconomics for Business	3
13	C3732	MGMT211	Business Communication	3
14	C3733	STAT201	Statistics - I	3
15	C3734	UE01	University Elective - I	3
16	C3735	ACCT201	Principles of Accounting - I	3
17	C3741	MGMT202	Organizational Behavior	3
18	C3742	MGMT260	Business Law	3
19	C3743	ACCT202	Principles of Accounting - II	3
20	C3744	UE02	University Elective - II	3
21	C3745	AE01	Area Elective - I	3
22	C3751	MRKT301	Marketing	3
23	C3752	FINA301	Financial Management	3
24	C3753	MGMT303	Human Resource Management	3
25	C3754	UE03	University Elective - III	3
26	C3755	AE02	Area Elective - II	3
27	C3761	MGMT322	Quantitative Analysis	3
28	C3762	MRKT318	Sales Management	3
29	C3763	MGMT308	International Business - I	3
30	C3764	FINA302	Money and Banking	3
31	C3765	AE03	Area Elective - III	3
32	C3771	MRKT435	Advertising	3
33	C3772	MRKT409	International Marketing Strategy	3
34	C3773	MGMT405	Production Management	3
35	C3774	MRKT405	Consumer Behavior	3
36	C3775	AE04	Area Elective - IV	3
37	C3781	MRKT402	Marketing Research	3
38	C3782	AE05	Area Elective - V	3
39	C3783	AE06	Area Elective - VI	3
40	C3784	MGMT472	Applied Research Methods for Business	3
41	C3785	MGMT424	Business Policy	3

Total Credit 122