



**T.C.
TARSUS UNIVERSITY
VOCATIONAL SCHOOL
DEPARTMENT OF MARKETING AND ADVERTISING
MARKETING PROGRAM**

I. CLASS FALL SEMESTER					
COURSE CODE	COURSE NAME	T	A	C	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	OFFICE SOFTWARES	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
TOTAL		22	1	22,5	30

I. CLASS SPRING SEMESTER					
COURSE CODE	COURSE NAME	T	A	C	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
TOTAL		22	0	22	30

II. CLASS FALL SEMESTER					
COURSE CODE	COURSE NAME	T	A	C	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
TOTAL		21	2	22	30

II. CLASS SPRING SEMESTER					
COURSE CODE	COURSE NAME	T	A	C	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	RETAILING MANAGEMENT	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
TOTAL		21	0	21	30



**T.C.
TARSUS UNIVERSITY
VOCATIONAL SCHOOL
DEPARTMENT OF MARKETING AND ADVERTISING
MARKETING PROGRAM**

VOCATIONAL ELECTIVE I					
COURSE CODE	COURSE NAME	T	A	C	ECTS
PZ 221	SUPPLY CHAIN MANAGEMENT	3	0	3	4
PZ 223	MARKETING RESEARCH	3	0	3	4
PZ 225	BRAND MANAGEMENT	3	0	3	4
PZ 227	ACCOUNTING	3	0	3	4
VOCATIONAL ELECTIVE II					
COURSE CODE	COURSE NAME	T	A	C	ECTS
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
VOCATIONAL ELECTIVE III					
COURSE CODE	COURSE NAME	T	A	C	ECTS
PZ 222	FUNDAMENTALS OF PROFESSIONAL SALES	3	0	3	4
PZ 224	SERVICES MARKETING	3	0	3	4
PZ 226	EXPORT TECHNIQUES	3	0	3	4
VOCATIONAL ELECTIVE IV					
COURSE CODE	COURSE NAME	T	A	C	ECTS
PZ 228	SOCIAL PSYCHOLOGY	3	0	3	4
PZ 230	COMMERCIAL LAW	3	0	3	4
PZ 232	PROFESSIONAL ETHICS	3	0	3	4

- At least one course must be taken in the Vocational Elective I and Vocational Elective II course groups for I. Year Fall Semester.
- At least one course must be taken in the Vocational Elective III and Vocational Elective IV course groups for II. Year Spring Semester.



**T.C.
TARSUS UNIVERSITY
VOCATIONAL SCHOOL
DEPARTMENT OF MARKETING AND ADVERTISING
MARKETING PROGRAM**

GENERAL ELECTIVE I					
COURSE CODE	COURSE NAME	T	A	C	ECTS
GS 201	ACADEMIC TURKISH	2	0	2	2
GS 203	ENVIRONMENTAL PROTECTION	2	0	2	2
GS 205	BEHAVIORAL SCIENCES	2	0	2	2
GS 207	EFFECTIVE SPEAKING	2	0	2	2
GS 209	FINANCIAL LITERACY	2	0	2	2
GS 211	ENTREPRENEURSHIP I	2	0	2	2
GS 215	FIRST AID	2	0	2	2
GS 217	BUSINESS LAW	2	0	2	2
GS 219	OCCUPATIONAL HEALTH AND SAFETY	2	0	2	2
GS 221	QUALITY MANAGEMENT SYSTEMS	2	0	2	2
GS 223	ENTERPRISE RESOURCE PLANNING I	2	0	2	2
GS 225	VOLUNTEERING	2	0	2	2

GENERAL ELECTIVE II					
COURSE CODE	COURSE NAME	T	A	C	ECTS
GS 202	E-COMMERCE	2	0	2	2
GS 204	PHOTOGRAPHY	2	0	2	2
GS 206	ENTREPRENEURSHIP II	2	0	2	2
GS 208	CURRENT ECONOMIC ISSUES	2	0	2	2
GS 214	HUMAN RESOURCES MANAGEMENT	2	0	2	2
GS 218	ENTERPRISE RESOURCE PLANNING II	2	0	2	2
GS 220	PROTOCOL AND SOCIAL BEHAVIOUR RULES	2	0	2	2
GS 222	HEALTHY AND ACTIVE AGEING	2	0	2	2
GS 226	CREATIVE DRAMA AND IMPROVISATION	2	0	2	2
GS 228	VOLUNTEERING	2	0	2	2

- At least one course must be taken in the General Elective I course group for II. Year Fall Semester.
- At least one course must be taken in the General Elective II course group for II. Year Spring Semester.