



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.