



İşletme Fakültesi

MARKETING CONCENTRATION CURRICULUM

5th SEMESTER

Course Code	Course Name	ECTS
ACC3041	Cost Accounting	5
MIS3021	Management Information Systems	5
PROD3001	Operations Management	5
MRK3051	Consumer Behavior	5
	Free Elective	5
	Concentration Elective	5
TOTAL		30

5th SEMESTER – CONCENTRATION ELECTIVES

Course Code	Course Name	ECTS
BUS4091	Electronic Business	5
FNCE3048	Project Appraisal Planning and Management	5
LAW4062	Consumer Law	5
LAW4073	Intellectual Property Law	5
MRK3050	Marketing Decision Making	5
MRK3056	Organizational Marketing	5
MRK3059	Services Marketing	5
MRK3063	Sustainability	5
MRK4055	Marketing Communications	5
MRK4057	Digital Marketing	5
MRK4060	Selected Topics in Marketing	5
MRK4062	Brand Management	5
MRK4064	Marketing for International Markets	5
STAT4095	Data Mining	5

5th SEMESTER – FREE ELECTIVES

Course Code	Course Name
BUS4082	Applied Research
BUS4091	Electronic Business
FNCE3034	Investment Analysis and Portfolio Management
FNCE3037	Financial Markets and Institutions
FNCE3039	Climate Finance
FNCE3048	Project Appraisal Planning and Management
LAW3071	Tax Law
LAW4021	IT Law
LAW4061	Capital Markets Law
LAW4062	Consumer Law
LAW4071	Labor Law
LAW4073	Intellectual Property Law
MGT3019	Small Business Management
MGT3023	Management Philosophy
MGT3032	Sector Oriented Project Design and Management
MGT3034	Sustainable Business Experience
MRK3050	Marketing Decision Making
MRK3056	Organizational Marketing
MRK3059	Services Marketing
MRK3063	Sustainability

Course Code	Course Name
BUS4082	Applied Research
BUS4091	Electronic Business
FNCE3034	Investment Analysis and Portfolio Management
FNCE3037	Financial Markets and Institutions
FNCE3039	Climate Finance
FNCE3048	Project Appraisal Planning and Management
LAW3071	Tax Law
LAW4021	IT Law
LAW4061	Capital Markets Law
LAW4062	Consumer Law
LAW4071	Labor Law
LAW4073	Intellectual Property Law
MGT3019	Small Business Management
MGT3023	Management Philosophy
MGT3032	Sector Oriented Project Design and Management
MGT3034	Sustainable Business Experience
MRK3050	Marketing Decision Making
MRK3056	Organizational Marketing
MRK3059	Services Marketing

6th SEMESTER

Course Code	Course Name	ECTS
ACC3042	Managerial Accounting	5
BUS3002	Innovation Management	5
PROD3002	Supply Chain Management	5
	Free Elective	5
	Concentration Elective	5
	Concentration Elective	5
TOTAL		30

6th SEMESTER – FREE ELECTIVES

Course Code	Course Name
BUS4082	Applied Research
BUS4091	Electronic Business
FNCE3034	Investment Analysis and Portfolio Management
FNCE3037	Financial Markets and Institutions
FNCE3039	Climate Finance
FNCE3048	Project Appraisal Planning and Management
LAW3071	Tax Law
LAW4021	IT Law
LAW4061	Capital Markets Law
LAW4062	Consumer Law
LAW4071	Labor Law
LAW4073	Intellectual Property Law
MGT3019	Small Business Management
MGT3023	Management Philosophy
MGT3032	Sector Oriented Project Design and Management
MGT3034	Sustainable Business Experience
MRK3050	Marketing Decision Making
MRK3056	Organizational Marketing
MRK3059	Services Marketing
MRK3063	Sustainability

Course Code	Course Name
BUS4082	Applied Research
BUS4091	Electronic Business
FNCE3034	Investment Analysis and Portfolio Management
FNCE3037	Financial Markets and Institutions
FNCE3039	Climate Finance
FNCE3048	Project Appraisal Planning and Management
LAW3071	Tax Law
LAW4021	IT Law
LAW4061	Capital Markets Law
LAW4062	Consumer Law
LAW4071	Labor Law
LAW4073	Intellectual Property Law
MGT3019	Small Business Management
MGT3023	Management Philosophy
MGT3032	Sector Oriented Project Design and Management
MGT3034	Sustainable Business Experience
MRK3050	Marketing Decision Making
MRK3056	Organizational Marketing
MRK3059	Services Marketing

6th SEMESTER – CONCENTRATION ELECTIVES

Course Code	Course Name	ECTS
BUS4091	Electronic Business	5
FNCE3048	Project Appraisal Planning and Management	5
LAW4062	Consumer Law	5
LAW4073	Intellectual Property Law	5
MRK3050	Marketing Decision Making	5
MRK3056	Organizational Marketing	5
MRK3059	Services Marketing	5
MRK3063	Sustainability	5
MRK4055	Marketing Communications	5
MRK4057	Digital Marketing	5
MRK4060	Selected Topics in Marketing	5
MRK4062	Brand Management	5
MRK4064	Marketing for International Markets	5
STAT4095	Data Mining	5

7th SEMESTER

Course Code	Course Name	ECTS
MGT4007	Entrepreneurship	5
MRK4051	Marketing Research	5
	Free Elective	5
	Free Elective	5
	Free Elective	5
	Concentration Elective	5
TOTAL		30

7th SEMESTER – FREE ELECTIVES

Course Code	Course Name
ACC4002	Financial Statement Analysis
ACC4030	Accounting for Multinationals
ACC4035	Tax Accounting
ACC4036	Accounting for Business Combinations
ACC4040	Selected Topics in Accounting
ACC4041	Auditing
ACC4042	Auditing Practices
ACC4043	Turkish Uniform Accounting System
ACC4044	Accounting Information Systems
ACC4048	Internal Audit
BUS4082	Applied Research
BUS4091	Electronic Business
FNCE4035	Case Studies in Finance
FNCE4036	Special Topics in International Finance
FNCE4037	Bank Management
FNCE4043	Turkish Financial Institutions and Markets
FNCE4047	International Finance
FNCE4053	Behavioral Finance
FNCE4055	Corporate Finance
FNCE4059	Blockchain Technology and Crypto Assets

Course Code	Course Name
FNCE4061	Financial Technology and Changing Financial Architecture
FNCE4066	Principles of Derivative Markets and Instruments
LAW3071	Tax Law
LAW4021	IT Law
LAW4061	Capital Markets Law
LAW4062	Consumer Law
LAW4071	Labor Law
LAW4073	Intellectual Property Law
MGT3019	Small Business Management
MGT3023	Management Philosophy
MGT3032	Sector Oriented Project Design and Management
MGT3034	Sustainable Business Experience
MGT4014	Organizational Development and Change
MGT4016	Selected Topics in Management
MGT4025	Principles of Management in Global Systems
MGT4051	Business Alliances
MGT4052	Family Business
MRK3050	Marketing Decision Making
MRK3056	Organizational Marketing

Course Code	Course Name
MRK3059	Services Marketing
MRK3063	Sustainability
MRK4055	Marketing Communications
MRK4057	Digital Marketing
MRK4060	Selected Topics in Marketing
MRK4062	Brand Management
MRK4064	Marketing for International Markets
OB3041	Diversity Management
OB3075	Gender Equality
OB3081	Organizational Culture
OB3084	Social Responsibility and Business Ethics
OB4027	Green Organizational Behavior
QTDS3006	Decision Sciences Project
QTDS4053	Operations Research Applications
QTDS4055	Simulation Theory
QTDS4096	Game Theory
STAT3001	Statistical Data Analysis
STAT4093	Forecasting
STAT4094	Statistical Process Control
STAT4095	Data Mining

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BUS4091	Electronic Business	5
FNCE3048	Project Appraisal Planning and Management	5
LAW4062	Consumer Law	5
LAW4073	Intellectual Property Law	5
MRK3050	Marketing Decision Making	5
MRK3056	Organizational Marketing	5
MRK3059	Services Marketing	5
MRK3063	Sustainability	5
MRK4055	Marketing Communications	5
MRK4057	Digital Marketing	5
MRK4060	Selected Topics in Marketing	5
MRK4062	Brand Management	5
MRK4064	Marketing for International Markets	5
STAT4095	Data Mining	5

8th SEMESTER

Course Code	Course Name	ECTS
MGT4056	Strategic Management	5
MRK4052	Marketing Research Project	5
	Free Elective	5
	Free Elective	5
	Free Elective	5
	Concentration Elective	5
TOTAL		30

8th SEMESTER – FREE ELECTIVES

Course Code	Course Name
ACC4002	Financial Statement Analysis
ACC4030	Accounting for Multinationals
ACC4035	Tax Accounting
ACC4036	Accounting for Business Combinations
ACC4040	Selected Topics in Accounting
ACC4041	Auditing
ACC4042	Auditing Practices
ACC4043	Turkish Uniform Accounting System
ACC4044	Accounting Information Systems
ACC4048	Internal Audit
BUS4082	Applied Research
BUS4091	Electronic Business
FNCE4035	Case Studies in Finance
FNCE4036	Special Topics in International Finance
FNCE4037	Bank Management
FNCE4043	Turkish Financial Institutions and Markets
FNCE4047	International Finance
FNCE4053	Behavioral Finance
FNCE4055	Corporate Finance
FNCE4059	Blockchain Technology and Crypto Assets

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LAW4021	IT Law
LAW4061	Capital Markets Law
LAW4062	Consumer Law
LAW4071	Labor Law
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MGT3034	Sustainable Business Experience
MGT4014	Organizational Development and Change
MGT4016	Selected Topics in Management
MGT4025	Principles of Management in Global Systems
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MGT4052	Family Business
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MRK3059	Services Marketing
MRK3063	Sustainability
MRK4055	Marketing Communications
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OB3041	Diversity Management
OB3075	Gender Equality
OB3081	Organizational Culture
OB3084	Social Responsibility and Business Ethics
OB4027	Green Organizational Behavior
QTDS3006	Decision Sciences Project
QTDS4053	Operations Research Applications
QTDS4055	Simulation Theory
QTDS4096	Game Theory
STAT3001	Statistical Data Analysis
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STAT4094	Statistical Process Control
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MRK4057	Digital Marketing	5
MRK4060	Selected Topics in Marketing	5
MRK4062	Brand Management	5
MRK4064	Marketing for International Markets	5
STAT4095	Data Mining	5