

**BALIKESIR UNIVERSITY**  
**BALIKESIR VOCATIONAL SCHOOL**  
**MARKETING AND ADVERTISING DEPARTMENT**  
**MARKETING PROGRAM**

**2023-2024 EDUCATION -TEACHING COURSE YEAR PLAN**

| I.SEMESTER          |                                                     |          |    |   |   |    |      | II.SEMESTER         |                                                    |          |    |   |   |    |      |
|---------------------|-----------------------------------------------------|----------|----|---|---|----|------|---------------------|----------------------------------------------------|----------|----|---|---|----|------|
| COURSE CODE         |                                                     | Kategori | T  | A | L | C  | ECTS | COURSE CODE         | COURSE TITLE                                       | Kategori | T  | A | L | C  | ECTS |
| PAZ1102             | Business Management                                 | V        | 3  | 0 | 0 | 3  | 4    | PAZ1201             | Communication                                      | V        | 2  | 2 | 0 | 3  | 3    |
| PAZ1112             | Marketing Principles-I                              | V        | 4  | 0 | 0 | 4  | 5    | PAZ1212             | Marketing Principles-II                            | V        | 4  | 0 | 0 | 4  | 5    |
| PAZ1116             | Introduction To Economics                           | V        | 3  | 0 | 0 | 3  | 3    | PAZ1214             | Statistics                                         | V        | 3  | 0 | 0 | 3  | 3    |
| PAZ1103             | Introduction To Counting                            | V        | 3  | 0 | 0 | 3  | 3    | PAZ1202             | Consumer Behaviour                                 | V        | 4  | 0 | 0 | 4  | 4    |
| PAZ1118             | Commercial Mathematics                              | V        | 3  | 0 | 0 | 3  | 3    | PAZ1203             | Marketing Legislation                              | V        | 3  | 0 | 0 | 3  | 3    |
| PAZ1106             | Computer-I                                          | V        | 1  | 0 | 2 | 2  | 2    | PAZ1204             | Computer-II                                        | V        | 1  | 0 | 2 | 2  | 2    |
|                     |                                                     |          |    |   |   |    |      |                     | ELECTİVE LESSON-1                                  | E        | 0  | 0 | 0 | 0  | 8    |
|                     | <b>Total</b>                                        |          | 17 | 0 | 2 | 18 | 20   |                     | <b>Total</b>                                       |          | 17 | 2 | 2 | 19 | 28   |
| AIT1101             | Atatürk's Principles and History of Revolutions - I | C        | 2  | 0 | 0 | 2  | 2    | AIT1201             | Atatürk's Principles and History of Revolutions-II | C        | 2  | 0 | 0 | 2  | 2    |
| TDI1101             | Turkish Language-I                                  | C        | 2  | 0 | 0 | 2  | 2    | TDI1201             | Turkish Language-I                                 | C        | 2  | 0 | 0 | 2  | 2    |
| YDI1101             | Foreign Language-I                                  | C        | 2  | 0 | 0 | 2  | 2    | YDI1201             | Foreign Language-I                                 | C        | 2  | 0 | 0 | 2  | 2    |
| <b>Total Credit</b> |                                                     |          | 23 | 0 | 2 | 24 | 26   | <b>Total Credit</b> |                                                    |          | 23 | 2 | 2 | 25 | 34   |

| 1.nd YEAR 2.OPTIONAL COURSES |                    |   |   |   |   |   |   |
|------------------------------|--------------------|---|---|---|---|---|---|
| STJ1201                      | Internship         | E | 0 | 0 | 0 | 0 | 8 |
| STJ1202                      | Field Applications | E | 0 | 0 | 0 | 0 | 8 |

| III.SEMESTER        |                         |          |    |   |   |      |      | IV.SEMESTER         |                              |          |    |   |   |      |      |
|---------------------|-------------------------|----------|----|---|---|------|------|---------------------|------------------------------|----------|----|---|---|------|------|
| COURSE CODE         | COURSE TITLE            | Kategori | T  | A | L | C    | ECTS | COURSE CODE         | COURSE TITLE                 | Kategori | T  | A | L | C    | ECTS |
| PAZ2108             | Sales Techniques        | V        | 2  | 2 | 0 | 3    | 4    | PAZ2216             | Sales Management             | V        | 2  | 2 | 0 | 3    | 4    |
| PAZ2109             | Advertising             | V        | 3  | 1 | 0 | 3,5  | 4    | PAZ2208             | Marketing Research           | V        | 3  | 0 | 0 | 3    | 3    |
| PAZ2110             | Marketing Communication | V        | 2  | 2 | 0 | 3    | 4    | PAZ2217             | Brand and Brand Strategies   | V        | 3  | 0 | 0 | 3    | 4    |
| PAZ2117             | International Marketing | V        | 3  | 0 | 0 | 3    | 3    | PAZ2209             | Current Marketing Techniques | V        | 2  | 2 | 0 | 3    | 4    |
|                     | ELECTIVE LESSON-1       | E        | 2  | 1 | 0 | 2,5  | 5    |                     | ELECTIVE LESSON-1            | E        | 2  | 1 | 0 | 2,5  | 5    |
|                     | ELECTIVE LESSON-2       | E        | 2  | 1 | 0 | 2,5  | 5    |                     | ELECTIVE LESSON-2            | E        | 2  | 1 | 0 | 2,5  | 5    |
|                     | ELECTIVE LESSON-3       | E        | 2  | 1 | 0 | 2,5  | 5    |                     | ELECTIVE LESSON-3            | E        | 2  | 1 | 0 | 2,5  | 5    |
| <b>Total Credit</b> |                         |          | 16 | 8 | 0 | 20,0 | 30   | <b>Total Credit</b> |                              |          | 16 | 7 | 0 | 19,5 | 30   |

| 2nd YEAR 1st SEMESTER ELECTIVE COURSES |                                          |   |   |   |   |     |   | 2nd YEAR 2nd SEMESTER ELECTIVE COURSES |                               |   |   |   |   |     |   |
|----------------------------------------|------------------------------------------|---|---|---|---|-----|---|----------------------------------------|-------------------------------|---|---|---|---|-----|---|
| PAZ2111                                | Public Relations                         | E | 2 | 1 | 0 | 2,5 | 5 | PAZ2223                                | Professional Work And Seminar | E | 2 | 1 | 0 | 2,5 | 5 |
| PAZ2112                                | Professional Foreign Language            | E | 2 | 1 | 0 | 2,5 | 5 | PAZ2211                                | Marketing Management          | E | 2 | 1 | 0 | 2,5 | 5 |
| PAZ2113                                | SPEECH TRAINING& PRESENTATION TECHNIQUES | E | 2 | 1 | 0 | 2,5 | 5 | PAZ2212                                | Marketing Case Studies        | E | 2 | 1 | 0 | 2,5 | 5 |
| PAZ2114                                | Service Marketing                        | E | 2 | 1 | 0 | 2,5 | 5 | PAZ2213                                | Creative Advertising          | E | 2 | 1 | 0 | 2,5 | 5 |
| PAZ2115                                | Customer Relationship Management         | E | 2 | 1 | 0 | 2,5 | 5 | PAZ2214                                | Direct Marketing              | E | 2 | 1 | 0 | 2,5 | 5 |
| PAZ2116                                | Quality Management Systems               | E | 2 | 1 | 0 | 2,5 | 5 | PAZ2215                                | Advertising Campaigns         | E | 2 | 1 | 0 | 2,5 | 5 |
| PAZ2118                                | DIGITAL MARKETING                        | E | 2 | 1 | 0 | 2,5 | 5 | PAZ2215                                | E-COMMERCE                    | E | 2 | 1 | 0 | 2,5 | 5 |
| PAZ2119                                | GRAPHIC DESIGN                           | E | 2 | 1 | 0 | 2,5 | 5 |                                        |                               |   |   |   |   |     |   |