

BALIKESIR UNIVERSITY
BALIKESIR VOCATIONAL SCHOOL
MARKETING AND ADVERTISING DEPARTMENT
MARKETING PROGRAM
2021-2022 EDUCATION -TEACHING COURSE YEAR PLAN

I.SEMESTER								II.SEMESTER							
COURSE CODE		Category	T	A	L	C	ECTS	COURSE CODE	COURSE TITLE	Category	T	A	L	C	ECTS
PAZ1102	Business Management	V	3	0	0	3	4	PAZ1215	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
									ELECTIVE LESSON-1	E	0	0	0	0	8
	Total		17	0	2	18	20		Total		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
Total Credit			23	0	2	24	26	Total Credit			23	2	2	25	34

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

III.SEMESTER								IV.SEMESTER							
COURSE CODE	COURSE TITLE	Category	T	A	L	C	ECTS	COURSE CODE	COURSE TITLE	Category	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
Total Credit			16	8	0	20,0	30	Total Credit			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	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	PAZ2218	E-Commerce	E	2	1	0	2,5	5
PAZ2119	Graphic Design	E	2	1	0	2,5	5								