

BALIKESİR ÜNİVERSİTESİ
BALIKESİR MESLEK YÜKSEKOKULU
PAZARLAMA VE REKLAMCILIK BÖLÜMÜ
PAZARLAMA PROGRAMI
2024-2025 EĞİTİM-ÖĞRETİM YILI DERS PLANI

1. SINIF 1. YARIYIL								1. SINIF 2. YARIYIL							
DERS KODU		Kategori	T	U	L	K	AKTS	DERS KODU	DERSİN ADI	Kategori	T	U	L	K	AKTS
PAZ1121	Genel İşletme	M	3	0	0	3	3	PAZ1203	Pazarlama Mevzuatı	M	3	0	0	3	3
PAZ1120	Pazarlama İlkeleri-I	M	3	0	0	3	4	PAZ1220	Pazarlama İlkeleri-II	M	3	0	0	3	3
PAZ1116	Genel Ekonomi	M	3	0	0	3	3	PAZ1223	Bilgisayar-II	M	2	1	0	2.5	2
PAZ1103	Genel Muhasebe	M	3	0	0	3	3	PAZ1222	Medya Okuryazarlığı	M	2	1	0	2.5	2
PAZ1118	Ticari Matematik	M	3	0	0	3	3	KRY1201	Kariyer Planlama	Z	1	0	0	1	2
PAZ1122	Bilgisayar-I	M	2	1	0	2.5	2		SEÇMELİ DERS-1	S	3	0	0	3	3
PAZ1123	İş Sağlığı ve Güvenliği	Z	2	0	0	2	2		SEÇMELİ DERS-2	S	3	0	0	3	3
PAZ1124	Tüketici Davranışları	M	3	0	0	3	4	STJ1201	Staj	Z	0	0	0	0	8
	TOPLAM		22	1	0	22.5	24		TOPLAM		17	2	0	18.0	26
AIT1101	Atatürk İlkeleri ve İnkılap Tarihi-I	Z	2	0	0	2	2	AIT1201	Atatürk İlkeleri ve İnkılap Tarihi-II	Z	2	0	0	2	2
TDI1101	Türk Dili-I	Z	2	0	0	2	2	TDI1201	Türk Dili-II	Z	2	0	0	2	2
YDI1101	Yabancı Dil-I (İngilizce)	Z	2	0	0	2	2	YDI1201	Yabancı Dil-II (İngilizce)	Z	2	0	0	2	2
	GENEL TOPLAM		28	1	0	28.5	30		GENEL TOPLAM		23	2	0	24.0	32

1.SINIF 2.YARIYIL SEÇMELİ DERSLER						
PAZ1221	İletişim	S	3	0	0	3
PAZ1214	İstatistik	S	3	0	0	3
PAZ1224	Pazarlama Yönetimi	S	3	0	0	3
PAZ1225	Kalite Yönetim Sistemleri	S	3	0	0	3

2. SINIF 1. YARIYIL								2. SINIF 2. YARIYIL							
DERS KODU	DERSİN ADI	Kategori	T	U	L	K	AKTS	DERS KODU	DERSİN ADI	Kategori	T	U	L	K	AKTS
PAZ2108	Satış Teknikleri	M	2	2	0	3	4	PAZ2216	Satış Yönetimi	M	2	2	0	3	4
PAZ2121	Reklamcılık	M	3	0	0	3	4	PAZ2221	Kitle İletişimi ve Tüketim	M	3	0	0	3	4
PAZ2122	Dijital Pazarlama	M	2	1	0	2.5	4	PAZ2224	Pazarlama Uygulamaları	M	0	3	0	1.5	4
PAZ2123	Etikli Konuşma ve Sunum Teknikleri	M	0	3	0	1.5	4	PAZ2225	Girişimcilik	M	2	0	0	2	2
PAZ2133	Meslek Etiği	M	2	0	0	2	2		SEÇMELİ DERS-1	S	3	0	0	3	4
	SEÇMELİ DERS-1	S	3	0	0	3	4		SEÇMELİ DERS-2	S	3	0	0	3	4
	SEÇMELİ DERS-2	S	2	1	0	2.5	4		SEÇMELİ DERS-3	S	2	1	0	2.5	4
	SEÇMELİ DERS-3	S	2	1	0	2.5	4		SEÇMELİ DERS-4	S	2	1	0	2.5	4
	TOPLAM		16	8	0	20.0	30		TOPLAM		17	7	0	20.5	30
2.SINIF 1.YARIYIL SEÇMELİ DERSLER								2.SINIF 2.YARIYIL SEÇMELİ DERSLER							
PAZ2124	Halkla İlişkiler	S	2	1	0	2.5	4	PAZ2217	Marka ve Marka Stratejileri	S	3	0	0	3.0	4
PAZ2125	Mesleki Yabancı Dil	S	2	1	0	2.5	4	PAZ2226	Mesleki Çalışma ve Seminer	S	2	1	0	2.5	4
PAZ2126	Uluslararası Pazarlama	S	3	0	0	3.0	4	PAZ2228	Güncel Pazarlama Teknikleri	S	2	1	0	2.5	4
PAZ2127	Hizmet Pazarlaması	S	3	0	0	3.0	4	PAZ2229	Reklamda Yaratıcılık	S	2	1	0	2.5	4
PAZ2128	Müşteri İlişkileri Yönetimi	S	2	1	0	2.5	4	PAZ2230	Doğrudan Pazarlama	S	3	0	0	3.0	4
PAZ2130	Pazarlama İletişimi	S	2	1	0	2.5	4	PAZ2231	Reklam Kampanyaları	S	3	0	0	3.0	4
PAZ2131	Grafik Tasarım	S	2	1	0	2.5	4	PAZ2232	E-Ticaret	S	2	1	0	2.5	4
								PAZ2233	Pazarlama Araştırması	S	3	0	0	3	4

BALIKESIR UNIVERSITY
BALIKESIR VOCATIONAL SCHOOL
MARKETING AND ADVERTISING DEPARTMENT
MARKETING PROGRAM

2024-2025 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
PAZ1121	Introduction to Business	V	3	0	0	3	3	PAZ1203	Marketing Legislation	V	3	0	0	3	3
PAZ1120	Marketing Principles-I	V	3	0	0	3	4	PAZ1220	Marketing Principles-II	V	3	0	0	3	3
PAZ1116	Introduction To Economics	V	3	0	0	3	3	PAZ1223	Computer-II	V	2	1	0	2.5	2
PAZ1103	Introduction To Counting	V	3	0	0	3	3	PAZ1222	Media Literacy	V	2	1	0	2.5	2
PAZ1118	Commercial Mathematics	V	3	0	0	3	3	KRY1201	Career Planning	C	1	0	0	1	2
PAZ1122	Computer-I	V	2	1	0	2.5	2		ELECTIVE LESSON-1	E	3	0	0	3	3
PAZ1123	Occupational Health and Safety	C	2	0	0	2	2		ELECTIVE LESSON-2	E	3	0	0	3	3
PAZ1124	Consumer Behaviour	V	3	0	0	3	4	STJ1201	Internship	C	0	0	0	0	8
	Total		22	1	0	22.5	24		Total		17	2	0	18.0	26
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			28	1	0	28.5	30	Total Credit			23	2	0	24.0	32

1st YEAR 2nd SEMESTER ELECTIVE COURSES

PAZ1221	Communication	3	0	0	0	3	3
PAZ1214	Statistics	3	0	0	0	3	3
PAZ1224	Marketing Management	3	0	0	0	3	3
PAZ1225	Quality Management Systems	3	0	0	0	3	3

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
PAZ2121	Advertising	V	3	0	0	3	4	PAZ2221	Mass Communication and Consume	V	3	0	0	3	4
PAZ2122	Digital Marketing	V	2	1	0	2.5	4	PAZ2224	Marketing Case Studies	V	0	3	0	1.5	4
PAZ2123	Speech Training & Presentation Techniques	V	0	3	0	1.5	4	PAZ2225	Entrepreneurship	V	2	0	0	2	2
PAZ2133	Occupational Ethics	V	2	0	0	2	2		ELECTIVE LESSON-1	E	3	0	0	3	4
	ELECTIVE LESSON-1	E	3	0	0	3	4		ELECTIVE LESSON-2	E	3	0	0	3	4
	ELECTIVE LESSON-2	E	2	1	0	2.5	4		ELECTIVE LESSON-3	E	2	1	0	3.0	4
	ELECTIVE LESSON-3	E	2	1	0	2.5	4		ELECTIVE LESSON-4	E	2	1	0	2.5	4
Total Credit			16	8	0	20.0	30	Total Credit			17	7	0	21.0	30

2nd YEAR 1st SEMESTER ELECTIVE COURSES

2nd YEAR 2nd SEMESTER ELECTIVE COURSES

PAZ2124	Public Relations	E	2	1	0	2.5	4	PAZ2217	Brand and Brand Strategies	E	3	0	0	3.0	4
PAZ2125	Professional Foreign Language	E	2	1	0	2.5	4	PAZ2226	Professional Work And Seminar	E	2	1	0	2.5	4
PAZ2126	International Marketing	E	3	0	0	3.0	4	PAZ2228	Current Marketing Techniques	E	2	1	0	2.5	4
PAZ2127	Service Marketing	E	3	0	0	3.0	4	PAZ2229	Creative Advertising	E	2	1	0	2.5	4
PAZ2128	Customer Relationship Management	E	2	1	0	2.5	4	PAZ2230	Direct Marketing	E	3	0	0	3.0	4
PAZ2130	Marketing Communication	E	2	1	0	2.5	4	PAZ2231	Advertising Campaigns	E	3	0	0	3.0	4
PAZ2131	Graphic Design	E	2	1	0	2.5	4	PAZ2232	E-Commerce	E	2	1	0	2.5	4

★ V:Vocational E:Elective
C:Compulsory

PAZ2233	Marketing Research	E	3	0	0	3	4
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