



Path Description: Marketing Management (4 years, Bachelor of Business Administration)

TABLE 2: COURSE DISTRIBUTION PER SEMESTER

A/A	Course Type	Course Name	Course Code	Periods per week	Period duration	Number of weeks/ Academic semester	Total periods/ Academic semester	Number of ECTS
A' Semester								
1.	R	Accounting I	ACCT-110	1	3	12	36	6
2.	R	College English	BENG-100	1	3	12	36	6
3.	E	Microcomputer Applications	COMP-150	1	3	12	36	6
4.	R	Principles of Microeconomics	ECON-261	1	3	12	36	6
5.	E	Intermediate Algebra	MATH-105	1	3	12	36	6
B' Semester								
6.	R	Accounting II	ACCT-111	1	3	12	36	6
7.	R	Principles of Macroeconomics	ECON-262	1	3	12	36	6
8.	R	Basic Writing	ENGL-100	1	3	12	36	6
9.	E	Statistics I	MATH-221	1	3	12	36	6
10.	E	Computer Fundamentals	COMP-151	1	3	12	36	6



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C' Semester								
11.	E	Business Ethics	BADM-121	1	3	12	36	6
12.	R	English Composition	ENGL-101	1	3	12	36	6
13.	R	Introduction to Management	MGT-281	1	3	12	36	6
14.	E	General Psychology	PSY-110	1	3	12	36	6
15.	R	Marketing	MKTG-291	1	3	12	36	6
D' Semester								
16.	E	Business Software Applications	MIS-151	1	3	12	36	6
17.	R	Strategy and Business Policy	BADM-475	1	3	12	36	6
18.	R	Organisational Behaviour	BADM-234	1	3	12	36	6
19.	R	Principles of Sociology	SOC-101	1	3	12	36	6
20.	R	Small Firms and B2B Marketing	MKTG-388	1	3	12	36	6



A/A	Course Type	Course Name	Course Code	Periods per week	Period duration	Number of weeks/ Academic semester	Total periods/ Academic semester	Number of ECTS
E' Semester								
21.	R	Business Law	BADM-230	1	3	12	36	6
22.	R	Social Media Marketing	MKTG-301	1	3	12	36	6
23.	R	Integrated Marketing Communications	MKTG-397	1	3	12	36	6
24.	R	Marketing for New Products	MKTG-350	1	3	12	36	6
25.	R	International Marketing	MKTG-491	1	3	12	36	6
F' Semester								
26.	E	Research Methods in Business	BADM-431	1	3	12	36	6
27.	R	Marketing of Services	MKTG-380	1	3	12	36	6
28.	R	Marketing Information and Analytics	MKTG-396	1	3	12	36	6
29.	R	CSR and Sustainability Marketing	MKTG-331	1	3	12	36	6
30.	R	Technologies for the Social Web	MKTG-220	1	3	12	36	6



A/A	Course Type	Course Name	Course Code	Periods per week	Period duration	Number of weeks/ Academic semester	Total periods/ Academic semester	Number of ECTS
G' Semester								
31.	R	Web-based Applications Development	MKTG-256	1	3	12	36	6
32.	R	Neuromarketing and Artificial Intelligence	MKTG-415	1	3	12	36	6
33.	E	Marketing Practicum	MKTG-499	1	3	12	36	6
34.	R	E-Marketing	MKTG-390	1	3	12	36	6
35.	R	Media Planning	MKTG-405	1	3	12	36	6
H' Semester								
36.	R	Final Year Project	BADM-493	1	3	12	36	6
37.	R	Strategic Marketing	MKTG-493	1	3	12	36	6
38.	R	Consumer Behaviour	MKTG-496	1	3	12	36	6
39.	R	Retailing Management	MKTG-370	1	3	12	36	6
40.	R	Brand Marketing	MKTG-400	1	3	12	36	6