

**DEPARTMENT of BUSINESS
PRODUCTION MANAGEMENT and MARKETING
MASTER DEGREE PROGRAM WITH THESIS**

I. Semester							
C. CODE	COURSE NAME	E/C	The.	Prc.	Total	Credit	ECTS
Compulsory Courses							
ÜYP-701	Specialized Field Course	C	8	0	8	0	9
ÜYP-801	Thesis Preperation Study	C	0	1	1	0	1
ÜYP-501	Research Methods in Social Sciences	C	3	0	3	3	5
Elective Courses (3 elective courses will be selected from the pool)							
ÜYP-503	New Approaches In Marketing	E	3	0	3	3	5
ÜYP-505	Strategic Marketing Management	E	3	0	3	3	5
ÜYP-507	Consumer Researches	E	3	0	3	3	5
ÜYP-509	Marketing In Business Services	E	3	0	3	3	5
ÜYP-511	Logistics Management	E	3	0	3	3	5
ÜYP-513	Manufacturing And Process Management	E	3	0	3	3	5
ÜYP-515	Quality Management Systems	E	3	0	3	3	5
ÜYP-517	Innovation And Technology Management	E	3	0	3	3	5
ÜYP-519	Productivity And Performance Management	E	3	0	3	3	5
Total			20	1	21	12	30

II. Semester							
C. CODE	COURSE NAME	E/C	The.	Prc.	Total	Credit	ECTS
Compulsory Courses							
ÜYP-702	Specialized Field Course	C	8	0	8	0	9
ÜYP-802	Thesis Preperation Study	C	0	1	1	0	1
ÜYP-602	Seminar	C	0	2	2	0	5
Elective Courses (3 elective courses will be selected from the pool)							
ÜYP-502	Marketing Researches	E	3	0	3	3	5
ÜYP-504	Customer Relations And Sales	E	3	0	3	3	5
ÜYP-506	Internet Environment And Marketing	E	3	0	3	3	5
ÜYP-508	Brand Management And Research	E	3	0	3	3	5
ÜYP-510	Marketing Issues And Analysis	E	3	0	3	3	5
ÜYP-512	Modern Production Systems	E	3	0	3	3	5
ÜYP-514	Process Management	E	3	0	3	3	5
ÜYP-516	Product Development And Design	E	3	0	3	3	5
ÜYP-518	Product Development And Design	E	3	0	3	3	5
ÜYP-520	Employee Health Job Security Applications	E	3	0	3	3	5
Total			17	3	20	9	30

III. Semester							
C. CODE	COURSE NAME	E/C	The.	Prc.	Total	Credit	ECTS
Compulsory Courses							
ÜYP-803	Thesis Study	C	0	1	1	0	21
ÜYP-703	Specialized Field Course	C	8	0	8	0	9
Total			8	1	9	0	30

IV. Semester							
C. CODE	COURSE NAME	E/C	The.	Prc.	Total	Credit	ECTS
Compulsory Courses							
ÜYP-704	Thesis Study	C	0	1	1	0	21
ÜYP-804	Specialized Field Course	C	8	0	8	0	9
Total			8	1	9	0	30