

Digital Marketing (2 years / 120 ECTS, Diploma)

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.	EL	Computer Applications	CSC102	3	55'	13	39	6
2.	GE/FE	English Communication	ENG101	3	55'	13	39	6
3.	EL	Principles of Marketing	MAR101	3	55'	13	39	6
4.	EL	Principles of Management	MGT101	3	55'	13	39	6
5.	GE/FE	Introduction to Psychology	PSY101	3	55'	13	39	6
B' Semester								
6.	EL	Financial Accounting	ACC101	3	55'	13	39	6
7.	EL	Fundamentals of Information Technology	CSC101	3	55'	13	39	6
8.	GE/FE	English Writing	ENG102	3	55'	13	39	6
9.	EL	Digital Marketing	MAR206	3	55'	13	39	6
10.	GE/FE	Statistics	MTH102	3	55'	13	39	6

* Course Type: Compulsory Course (C), Elective Course (EL), General Education Elective Course / Free Elective Course (GE / FE), Undergraduate / Postgraduate Assignment (A), Practical training (P), N/A: Not applicable

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
C' Semester								
11.	GE/FE	Advanced English	ENG201	3	55'	13	39	6
12.	EL	Public Relations	MAR205	3	55'	13	39	6
13.	EL	Social Media Marketing	MAR207	3	55'	13	39	6
14.	EL	Web Design and Analytics	MAR209	3	55'	13	39	6
15.	EL	Introduction to Business	MGT102	3	55'	13	39	6
D' Semester								
16.	GE/FE	Advanced English Communication	ENG205	3	55'	13	39	6
17.	EL	Business Law	LAW101	3	55'	13	39	6
18.	EL	Consumer Behavior	MAR204	3	55'	13	39	6
19.	EL	Search Engine Marketing and Optimization	MAR208	3	55'	13	39	6
20.	EL	Content Marketing	MAR210	3	55'	13	39	6

* Course Type: Compulsory Course (C), Elective Course (EL), General Education Elective Course / Free Elective Course (GE / FE), Undergraduate / Postgraduate Assignment (A), Practical training (P), N/A: Not applicable