

VOCATIONAL SCHOOL
DEPARTMENT OF MARKETING AND ADVERTISING
E-COMMERCE AND MARKETING PROGRAM
ASSOCIATE DEGREE CURRICULUM 2026-2027 FALL SEMESTER (3+1)

Semester I							
Code	Course Title	T	A	C	ECTS	Status	Prerequisite
MISL223	General Business	3	0	3	5	Compulsory	
MISI202	Marketing Principles	3	0	3	6	Compulsory	
MBLP241	Computer Literacy	3	0	3	5	Compulsory	
MLOJ109	Basics of Logistics	3	0	3	6	Compulsory	
METP101	Basic Concepts in E-Commerce	3	0	3	3	Compulsory	
SECGNLIYY	Elective Course I (DEPARTMENTAL ELECTIVE/ FACULTY ELECTIVE/UNIVERSITY ELECTIVE)	3	0	3	5	Elective	
Total Credit					18	30	

[illegible]

Semester 3							
Code	Course Title	T	A	C	ECTS	Status	Prerequisite
MTRED101	Turkish Language I	2	0	2	2	Compulsory	
ATA101	Atatürk Principles and The History of Turkish Revolution I	2	0	2	2	Compulsory	
MING51	Basic English I	3	0	3	4	Compulsory	
CLP001_09	İs Yasama (Haruk)	0	2	1	1	Compulsory	
MBLP247	Occupational Safety in Informatics	0	2	1	1	Compulsory	
SECGNL3YY	Elective Course III (DEPARTMENTAL ELECTIVE/ FACULTY ELECTIVE/UNIVERSITY ELECTIVE)	3	0	3	5	Elective	
SECGNL3YY	Elective Course IV (DEPARTMENTAL ELECTIVE/ FACULTY ELECTIVE)	3	0	3	5	Elective	
SECGNL3YY	Elective Course V (DEPARTMENTAL ELECTIVE/ FACULTY ELECTIVE)	3	0	3	5	Elective	
SECGNL3YY	Elective Course VI (DEPARTMENTAL ELECTIVE/ FACULTY ELECTIVE)	3	0	3	5	Elective	
		Total Credit		21	30		

Semester 4		T	A	C	ECTS	Status	Prerequisite
Code	Course Title						
MTRD102	Turkish Language II	2	0	2	2	Compulsory	
ATA102	Atatürk Principles and The History of Turkish Revolution II	2	0	2	2	Compulsory	
MING152	Basic English II	3	0	3	4	Compulsory	
METP122	Graduation Project	3	0	3	2	Compulsory	
SECGNLYYY	Elective Course VII (DEPARTMENTAL ELECTIVE/ FACULTY ELECTIVE/UNIVERSITY ELECTIVE)	3	0	3	5	Elective	
SECGNLYYY	Elective Course VIII (DEPARTMENTAL ELECTIVE/FACULTY ELECTIVE)	3	0	3	5	Elective	
SECGNLYYY	Elective Course IX (DEPARTMENTAL ELECTIVE/ FACULTY ELECTIVE/UNIVERSITY ELECTIVE)	3	0	3	5	Elective	
SECGNLYYY	Elective Course X (DEPARTMENTAL ELECTIVE/FACULTY ELECTIVE)	3	0	3	5	Elective	
		Total Credit		22	30		

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Semester 6							
Code	Course Title	T	A	C	ECTS	Status	Prerequisite
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Semester 7							
Code	Course Title	T	A	C	ECTS	Status	Prerequisite

Semester 8							
Code	Course Title	T	A	C	ECTS	Status	Prerequisite
Total Credit							

TOTAL CREDIT	79
TOTAL ECTS	120

Abbreviations: T=Weekly hours: theoretical; A=Weekly hours: application; C=Credits in Turkish System; ECTS= European Credit Transfer System

ELECTIVE COURSES

Semester 1						
Code	Course Title	T	A	C	ECTS	Status
SECOND FOREIGN LANGUAGE						
DEPARTMENTAL ELECTIVE						
METP108	E-Commerce Law	3	0	3	5	Elective
METP116	Visual Communication Fundamentals	3	0	3	5	Elective
FACULTY ELECTIVE						
MBLP123	Website Fundamentals	3	0	3	5	Elective
MBLP136	Database	3	0	3	5	Elective
MBTA103	Computer Aided Design Techniques	3	0	3	5	Elective
MIKT101	General Economics	3	0	3	5	Elective
UNIVERSITY ELECTIVE						

Semester 3						
Code	Course Title	T	A	C	ECTS	Status
SECOND FOREIGN LANGUAGE						
DEPARTMENTAL ELECTIVE						
METP105	Product and Brand Management	3	0	3	5	Elective
METP106	E-Commerce and Web Design	3	0	3	5	Elective
METP107	E-Commerce and Artificial Intelligence	3	0	3	5	Elective
METP108	E-Commerce Law	3	0	3	5	Elective
METP109	Digital Marketing Communications and Mobile Marketing	3	0	3	5	Elective
METP110	E-Commerce and Customer Behavior	3	0	3	5	Elective
METP111	Digital Marketing and Conversion Optimization	3	0	3	5	Elective
METP112	E-Commerce and Supply Chain Management	3	0	3	5	Elective
METP113	E-Commerce and Warehouse Management	3	0	3	5	Elective
METP114	Digital Advertising and Social Media Management	3	0	3	5	Elective
METP115	Data Visualization Tools	3	0	3	5	Elective
METP116	Visual Communication Fundamentals	3	0	3	5	Elective
METP119	Workplace Application I	0	6	3	5	Elective
METP120	Workplace Application II	0	6	3	5	Elective
METP121	Workplace Application III	0	6	3	5	Elective
METP121	Workplace Application IV	0	6	3	5	Elective
METP124	Vocational English	3	0	3	5	Elective
FACULTY ELECTIVE						
MGRS201	Practices Of Entrepreneurship	3	0	3	5	Elective
MGS202	Fine Arts	3	0	3	5	Elective
MISG218	Principles of Occupational Health and Safety	3	0	3	5	Elective
MMSE201	Occupational Ethics	3	0	3	5	Elective
MISL223	General Business	3	0	3	5	Elective
MADL230	Labour Law	3	0	3	5	Elective
MBLP241	Computer Literacy	3	0	3	5	Elective
MING253	English III	3	0	3	5	Elective
MELK237	Sustainability and Environment	3	0	3	5	Elective
MBLP117	Fundamentals of Algorithm and Programming	3	0	3	5	Elective
MBLP123	Website Fundamentals	3	0	3	5	Elective
MBLP136	Database	3	0	3	5	Elective
MBLP235	Web Content Management Systems	3	0	3	5	Elective
MBLP237	E-Commerce Systems	3	0	3	5	Elective
MBLP245	User Interface Design	3	0	3	5	Elective
MBLP251	Cyber Security	3	0	3	5	Elective
MBTA103	Computer Aided Design Techniques	3	0	3	5	Elective
MDST116	Foreign Trade Practices	3	0	3	5	Elective
MDST204	Basic Customs Operations	3	0	3	5	Elective
MDST220	E-Commerce Practices	3	0	3	5	Elective
MIKT101	General Economics	3	0	3	5	Elective
MIKA105	Contemporary Approaches in International Marketing	3	0	3	5	Elective
MIKA242	Basics of Effective Communication Techniques	3	0	3	5	Elective
MISL222	Sales, Planning and Operation Techniques	3	0	3	5	Elective
MISL232	Basics of Management and Organization	3	0	3	5	Elective
MLOJ213	International Logistics	3	0	3	5	Elective
MLOJ216	Strategic Management in Logistics	3	0	3	6	Elective
MLOJ221	Logistics Information Systems	3	0	3	5	Elective
MLOJ231	Supply Chain and Management	3	0	3	5	Elective
MMOT105	Mobile Programming Fundamentals	3	0	3	5	Elective
MYZ0211	Big Data Analysis	3	0	3	5	Elective
MGT240	Web Interface Design for Graphic Designers	3	0	3	5	Elective
MGT242	Graphic Design Photography I	3	0	3	5	Elective
MISL222	Management Information Systems	3	0	3	5	Elective
MCIN101	Chinese	3	0	3	5	Elective
MRUS101	Russian	3	0	3	5	Elective
UNIVERSITY ELECTIVE						

Semester 2						
Code	Course Title	T	A	C	ECTS	Status
SECOND FOREIGN LANGUAGE						
DEPARTMENTAL ELECTIVE						
METP108	E-Commerce Law	3	0	3	5	Elective
METP116	Visual Communication Fundamentals	3	0	3	5	Elective
FACULTY ELECTIVE						
MBLP123	Website Fundamentals	3	0	3	5	Elective
MBLP136	Database	3	0	3	5	Elective
MBTA103	Computer Aided Design Techniques	3	0	3	5	Elective
MIKT101	General Economics	3	0	3	5	Elective
UNIVERSITY ELECTIVE						

Semester 4						
Code	Course Title	T	A	C	ECTS	Status
SECOND FOREIGN LANGUAGE						
DEPARTMENTAL ELECTIVE						
METP105	Product and Brand Management	3	0	3	5	Elective
METP106	E-Commerce and Web Design	3	0	3	5	Elective
METP107	E-Commerce and Artificial Intelligence	3	0	3	5	Elective
METP108	E-Commerce Law	3	0	3	5	Elective
METP109	Digital Marketing Communications and Mobile Marketing	3	0	3	5	Elective
METP110	E-Commerce and Customer Behavior	3	0	3	5	Elective
METP111	Digital Marketing and Conversion Optimization	3	0	3	5	Elective
METP112	E-Commerce and Supply Chain Management	3	0	3	5	Elective
METP113	E-Commerce and Warehouse Management	3	0	3	5	Elective
METP114	Digital Advertising and Social Media Management	3	0	3	5	Elective
METP115	Data Visualization Tools	3	0	3	5	Elective
METP116	Visual Communication Fundamentals	3	0	3	5	Elective
METP119	Workplace Application I	0	6	3	5	Elective
METP120	Workplace Application II	0	6	3	5	Elective
METP121	Workplace Application III	0	6	3	5	Elective
METP121	Workplace Application IV	0	6	3	5	Elective
METP124	Vocational English	3	0	3	5	Elective
FACULTY ELECTIVE						
MGRS201	Practices Of Entrepreneurship	3	0	3	5	Elective
MGS202	Fine Arts	3	0	3	5	Elective
MISG218	Principles of Occupational Health and Safety	3	0	3	5	Elective
MMSE201	Occupational Ethics	3	0	3	5	Elective
MISL223	General Business	3	0	3	5	Elective
MADL230	Labour Law	3	0	3	5	Elective
MBLP241	Computer Literacy	3	0	3	5	Elective
MING254	English IV	3	0	3	5	Elective
MELK237	Sustainability and Environment	3	0	3	5	Elective
MBLP117	Fundamentals of Algorithm and Programming	3	0	3	5	Elective
MBLP123	Website Fundamentals	3	0	3	5	Elective
MBLP136	Database	3	0	3	5	Elective
MBLP235	Web Content Management Systems	3	0	3	5	Elective
MBLP237	E-Commerce Systems	3	0	3	5	Elective
MBLP245	User Interface Design	3	0	3	5	Elective
MBLP251	Cyber Security	3	0	3	5	Elective
MBTA103	Computer Aided Design Techniques	3	0	3	5	Elective
MDST116	Foreign Trade Practices	3	0	3	5	Elective
MDST204	Basic Customs Operations	3	0	3	5	Elective
MDST220	E-Commerce Practices	3	0	3	5	Elective
MIKT101	General Economics	3	0	3	5	Elective
MIKA105	Contemporary Approaches in International Marketing	3	0	3	5	Elective
MIKA242	Basics of Effective Communication Techniques	3	0	3	5	Elective
MISL222	Sales, Planning and Operation Techniques	3	0	3	5	Elective
MISL232	Basics of Management and Organization	3	0	3	5	Elective
MLOJ213	International Logistics	3	0	3	5	Elective
MLOJ216	Strategic Management in Logistics	3	0	3	6	Elective
MLOJ221	Logistics Information Systems	3	0	3	5	Elective
MLOJ231	Supply Chain and Management	3	0	3	5	Elective
MMOT105	Mobile Programming Fundamentals	3	0	3	5	Elective
MYZ0211	Big Data Analysis	3	0	3	5	Elective
MGT240	Web Interface Design for Graphic Designers	3	0	3	5	Elective
MGT242	Graphic Design Photography I	3	0	3	5	Elective
MISL222	Management Information Systems	3	0	3	5	Elective
MCIN101	Chinese	3	0	3	5	Elective
MRUS101	Russian	3	0	3	5	Elective
UNIVERSITY ELECTIVE						

Semester 5							
Code	Course Title	T	A	C	ECTS	Status	Prerequisite
	SECOND FOREIGN LANGUAGE						
	DEPARTMENTAL ELECTIVE						
	FACULTY ELECTIVE						
	UNIVERSITY ELECTIVE						

Semester 7							
Code	Course Title	T	A	C	ECTS	Status	Prerequisite
	SECOND FOREIGN LANGUAGE						
	DEPARTMENTAL ELECTIVE						
	FACULTY ELECTIVE						
	UNIVERSITY ELECTIVE						

Semester 6							
Code	Course Title	T	A	C	ECTS	Status	Prerequisite
	SECOND FOREIGN LANGUAGE						
	DEPARTMENTAL ELECTIVE						
	FACULTY ELECTIVE						
	UNIVERSITY ELECTIVE						

Semester 8							
Code	Course Title	T	A	C	ECTS	Status	Prerequisite
	SECOND FOREIGN LANGUAGE						
	DEPARTMENTAL ELECTIVE						
	FACULTY ELECTIVE						
	UNIVERSITY ELECTIVE						