**Ders Programı TEZLİ**

1.Yarıyıl

* E-PMBA 513 Marketing Management Kredi 3 AKTS 7
* E-PMBA 551 Advertising Management Kredi 3 AKTS 7
* E-PMBA 519 Sales Management Kredi 3 AKTS 8
* EMBA 525 Statistic Analaysis and Decision Making

2. Yarıyıl

* E-PMBA 527 Customer Relationship Management (CRM) Kredi 3 AKTS 7
* EMBA 532 Strategic Marketing Kredi 3 AKTS 8
* E-PMBA 541 Marketing Research Kredi 3 AKTS 8
* Seminer

3. Yarıyıl

* Tez AKTS 30

4. Yarıyıl

* Tez AKTS 30

**Ders Programı TEZSİZ**

1.Yarıyıl

* E-PMBA 513 Marketing Management Kredi 3 AKTS 7
* E-PMBA 551 Advertising Management Kredi 3 AKTS 7
* E-PMBA 519 Sales Management Kredi 3 AKTS 8
* EMBA 525 Statistic Analaysis and Decision Making

2. Yarıyıl

* E-PMBA 527 Customer Relationship Management (CRM) Kredi 3 AKTS 7
* EMBA 532 Strategic Marketing Kredi 3 AKTS 8
* E-PMBA 541 Marketing Research Kredi 3 AKTS 8
* Seçmeli Ders 1 Kredi3 AKTS 7

3. Yarıyıl

* Seçmeli Ders 2 Kredi3 AKTS 7
* Seçmeli Ders 3 Kredi3 AKTS 7
* Bitirme Projesi AKTS 16

**Seçmeli Dersler**

* EMBA 515 Management and Organizastion Kredi 3 AKTS 7
* E-PMBA 543 Service Marketing Kredi 3 AKTS 7
* E-PMBA 545 Competition Management Kredi3 AKTS 7
* E-PMBA 549 Cultutrel Comsumption and Marketing Kredi3 AKTS 7
* E-PMBA 555 Quantitative Marketing Models Kredi3 AKTS 7
* E-PMBA 557 Product Devetopment and Design Kredi3 AKTS 7
* E-PMBA 559 Technology Marketing Kredi3 AKTS 7
* E-PMBA 561 Local and International Logicstics Kredi3 AKTS 7
* E-PMBA 563 Entertainment Culture and Marketing Kredi3 AKTS 7
* E-PMBA 565 MediaMarketing Kredi3 AKTS 7
* E-PMBA 567 Relationship Marketing Kredi3 AKTS 7
* E-PMBA 569 Retail Management Kredi3 AKTS 7
* Seminer