

Credit Distribution to be Completed:

	Mandatory Modules	Optional Modules	Master's Degree Dissertation	Total
<b>TOTAL</b>	<b>40</b>	<b>10</b>	<b>10</b>	<b>60</b>

\*Students who need to take additional training credits following the Master's Coordinator's instructions will complete a total of **66** credits.

MODULES			
Code	Module Name	Semester	ECTS Credits
<b>MANDATORYS (40 ECTS Credits)</b>			
42224	Consumer Behavior	1	10
42226	Advanced Marketing	1	10
42230	Advanced Research	1	10
45434	Digital Marketing	2	10
<b>MASTER'S DEGREE DISSERTATION (10 ECTS Credits)</b>			
42231	Master's Degree Dissertation	2	10
<b>OPTIONAL (10 ECTS Credits)</b>			
45620	Socio-political Marketing (English)	2	10
43191	Professional Practice	2	10
43931	Data-based Marketing and Behaviour-based Marketing	2	10
<b>SUPPLEMENTARY TRAINING (6 ECTS Credits)</b>			
102385	Statistics II (For graduates in Audiovisual Communication, Journalism, Advertising and Public Relations, Philology/Humanities, and equivalent degrees)	1	6
104678	Marketing Management (For graduates in Engineering and Science fields)	1	6