

## TOTAL COURSE-PROGRAMME OUTCOMES RELATIONSHIP

### I. SEMESTER COURSES

### PROGRAMME OUTCOMES

Code	Course Title	T	P	ECTS	1	2	3	4	5	6	7	8	9	10	11	12	13	14
PAZ1001	PRINCEPLES OF MARKETING	2	0	4	3	4	2	3	4	5	4	3	2	3	3	4	3	3
PAZ1003	GENERAL ACCOUNTING	2	0	4	0	1	0	1	1	0	0	0	0	0	0	0	0	0
PAZ1005	BUSINESS MANENGMET- I	2	0	4	1	0	1	1	1	1	0	0	1	1	2	2	3	3
PAZ1007	EFFECTIVE SPEECH	2	0	4	1	1	2	3	2	3	3	2	4	1	4	2	2	3
PAZ1009	PUBLIC RELATIONS	2	0	3	1	1	1	0	1	2	3	2	2	5	2	1	5	1
TDL1011	TURKISH - I	2	0	2	0	0	1	1	1	1	1	1	1	1	1	1	1	1
YDL1013	FOREIGN LANGUAGE - I	3	0	3	0	0	0	0	0	0	0	0	0	0	0	0	1	1
ATA1015	PRINCIPLES OF ATATURK AND HISTORY - I	2	0	2	0	0	1	1	1	1	1	1	1	1	1	1	1	1
ENF1021	BASIC COMPUTERS	2	2	3	2	1	1	3	3	2	2	3	4	3	3	5	5	5

### II. SEMESTER COURSES

PAZ1002	MARKETING COMMUNICATIONS	2	0	4	2	2	1	1	1	2	3	2	2	5	2	1	5	1
PAZ1004	ECONOMY	3	0	5	0	1	1	0	1	0	1	0	1	2	1	0	1	1
PAZ1006	BUSINESS MANENGMET- I	2	0	4	1	0	1	1	1	1	0	0	1	1	2	2	3	3
PAZ1008	COMMERCIAL LAW	2	0	4	0	1	0	1	1	2	2	0	1	1	1	0	3	5
PAZ1010	MARKETING REGULATIONS	2	0	4	0	1	2	0	1	2	2	2	2	1	0	1	3	5
PAZ1012	QUALITY MANEGMENT SYSTEMS	2	0	2	1	1	1	2	2	0	1	0	1	0	0	0	2	2
TDL1012	TURKISH - I	2	0	2	0	0	1	1	1	1	1	1	1	1	1	1	1	1
YDL1014	FOREIGN LANGUAGE - I	3	0	3	0	0	0	0	0	0	0	0	0	0	0	0	1	1
ATA1016	PRINCIPLES OF ATATURK AND HISTORY - I	2	0	2	0	0	1	1	1	1	1	1	1	1	1	1	1	1

### III. SEMESTER COURSES

PAZ2001	MARKETING RESEARCH	3	0	5	1	1	2	2	2	3	2	3	1	2	2	3	1	1
PAZ2003	BRAND MANAGEMENT	2	0	3	1	2	3	4	4	5	5	3	2	1	1	1	1	1
PAZ2005	SALES MANAGEMENT	3	0	4	3	3	4	3	5	3	2	3	2	2	1	1	3	4
PAZ2007	SALES SITE PLANNING	3	0	4	1	2	1	1	5	5	5	5	5	1	1	1	1	1
	INDUSTRIAL TRAINING (INTERNSHIP)	0	0	5	2	0	3	2	5	5	1	2	4	5	0	2	2	2

### IV. SEMESTER COURSES

PAZ2002	SUPPLY CHAIN MANAGEMENT	4	0	5	1	1	0	1	2	1	1	1	1	0	0	0	0	0
PAZ2004	CONSUMER BEHAVIOR	3	0	4	1	1	2	2	3	3	4	1	1	1	1	0	0	0
PAZ2006	RETAIL MANAGEMENT	3	0	4	1	1	2	2	1	0	1	0	1	2	1	0	0	1
PAZ2008	CUSTOMER RELATIONSHIP MANAGEMENT	3	0	4	1	1	1	2	4	4	3	2	2	5	2	1	5	3
	INDUSTRIAL TRAINING (INTERNSHIP)	0	0	5	2	0	3	2	5	5	1	2	4	5	0	2	2	2

### III. SEMESTER ELECTIVE COURSES

PAZ2021	GLOBAL MARKETING	3	0	4	1	1	1	1	0	0	0	1	2	2	5	2	2	2
PAZ2023	VOCATIONAL FOREIGN LANGUAGE I	3	0	4	0	0	0	0	0	0	0	0	0	5	4	2	1	1
PAZ2025	CUSTOMS PROCEDURES	3	0	4	1	1	2	1	2	1	1	1	2	3	3	2	4	2
PAZ2027	LOGISTICS	3	2	4	1	1	0	1	2	1	1	1	3	2	2	2	2	2
PAZ2029	SOCIAL STRUCTURE OF TURKEY	3	0	4	0	0	0	0	1	1	1	1	1	2	2	2	3	4
PAZ2031	LABOUR AND SOCIAL SECURITY LAW	3	0	4	0	0	0	0	1	1	1	1	1	1	2	3	3	3

<b>PAZ2033</b>	<b>INFORMATION AND COMMUNICATION TECHN</b>	<b>3</b>	<b>0</b>	<b>4</b>	2	1	1	3	3	2	2	3	4	3	3	5	5	5
<b>PAZ2035</b>	<b>GENERAL LAW</b>	<b>3</b>	<b>0</b>	<b>4</b>	0	1	2	0	1	2	2	2	2	1	0	1	3	5
<b>PAZ2037</b>	<b>ORGANIZATIONAL BEHAVIUR</b>	<b>3</b>	<b>0</b>	<b>4</b>	1	1	1	1	1	1	1	1	1	0	0	0	2	2

**IV. SEMESTER ELECTIVE COURSES**

<b>PAZ2022</b>	<b>ELECTRONIC COMMERCE</b>	<b>2</b>	<b>1</b>	<b>4</b>	0	1	1	1	1	0	0	0	1	1	2	5	1	1
<b>PAZ2024</b>	<b>VOCATIONAL FOREIGN LANGUAGE II</b>	<b>3</b>	<b>0</b>	<b>4</b>	0	0	0	0	0	0	0	0	0	5	4	2	1	1
<b>PAZ2026</b>	<b>OCCUPATIONAL HEALTH AND SAFETY</b>	<b>3</b>	<b>0</b>	<b>4</b>	0	0	0	0	1	1	1	1	1	1	2	3	3	5
<b>PAZ2028</b>	<b>ADVERTISING</b>	<b>3</b>	<b>0</b>	<b>4</b>	3	3	3	3	3	2	2	2	2	2	2	2	1	2
<b>PAZ2030</b>	<b>HUMAN RESOURCE MANAGEMENT</b>	<b>3</b>	<b>0</b>	<b>4</b>	1	1	1	2	2	3	2	2	1	1	1	1	1	1
<b>PAZ2032</b>	<b>EXPORT TECHNIQUES</b>	<b>3</b>	<b>0</b>	<b>4</b>	2	2	2	1	2	1	1	1	4	4	4	3	2	1
<b>PAZ2036</b>	<b>PROFESSIONAL ETHICS</b>	<b>3</b>	<b>0</b>	<b>4</b>	1	1	1	1	2	1	1	1	1	1	1	1	1	5
<b>PAZ2044</b>	<b>ACCOUNTING AND TAXATION in MARKETING</b>	<b>3</b>	<b>0</b>	<b>4</b>	1	1	2	1	2	1	1	1	2	3	3	2	4	2

Level Of Contribution:: 0-None, 1-Lowst, 2-Low, 3-Average, 4-High, 5-Highest