

					Programme Outcomes							
Code	Course Name	T	P	ECTS	1	2	3	4	5	6	7	8
Fall Semester												
SBE8001	Scientific Research Methods and Publication Ethics	3	0	8	5	5	5	3	4	5	5	5
URT7001	Seminar	0	2	8	4	5	5	2	3	3	2	2
URT7003	Specialized Field Topic – 1	5	0	2	4	5	5	4	4	4	4	4
URT7005	Thesis Research	0	1	30	5	5	5	4	4	5	4	4
URT7007	Doctoral Qualification	0	0	30	5	4	3	3	5	3	3	4
URT7009	Thesis Proposal	0	0	30	5	5	5	4	4	5	4	4
URT7101	Industrial Marketing Management	3	0	8	4	3	4	1	2	1	0	3
URT7103	Advanced Marketing Management	3	0	8	4	4	4	4	5	4	4	3
URT7105	Strategic Manufacturing Management	3	0	8	5	3	3	3	2	3	4	3
URT7107	Consumer Behaviour Analysis	3	0	8	4	3	4	4	1	2	4	4
URT7109	Model-Building	3	0	8	2	3	5	4	1	1	0	3
URT7111	Global Marketing Management	3	0	8	4	3	4	4	1	2	4	4
URT7113	Project Management and Network Analysis	3	0	8	2	3	5	5	2	1	3	3
URT7115	Marketing Ethics	3	0	8	5	3	3	5	5	5	3	2
URT7117	Reverse Logistic	3	0	8	3	2	4	3	1	2	4	2
URT7119	Corporation and Brand Identity	3	0	8	5	5	5	5	5	3	4	4

					Programme Outcomes							
Code	Course Name	T	P	ECTS	1	2	3	4	5	6	7	8
Spring Semester												
URT7002	Seminar	0	2	8	4	5	5	2	3	3	2	2
URT7004	Specialized Field Topic – 2	5	0	2	4	5	5	4	4	4	4	4
URT7006	Thesis Research	0	1	30	5	5	5	4	4	5	4	4
URT7008	Doctoral Qualification	0	0	30	5	4	3	3	5	3	3	4
URT7010	Thesis Proposal	0	0	30	5	5	5	4	4	5	4	4
URT7102	Protection of the Consumer	3	0	8	3	3	4	3	5	5	5	3
URT7104	Direct Marketing	3	0	8	4	3	5	4	2	1	3	3
URT7106	Post-Modern Marketing	3	0	8	5	3	3	5	5	3	4	4
URT7108	Advanced Production Techniques	3	0	8	5	3	3	3	2	3	4	3
URT7110	Advanced Marketing Researches	3	0	8	5	5	5	4	4	3	5	5
URT7112	Fuzzy Linear Programming	3	0	8	4	4	4	2	4	3	2	2
URT7114	Consumer-Based Brand Value	3	0	8	4	4	5	4	2	2	3	3
URT7116	Political Marketing	3	0	8	4	4	4	4	3	3	3	5
URT7118	Consumption Culture and Merits	3	0	8	3	3	3	5	4	4	3	3
URT7120	Planning and Optimisation in Supply Chain	3	0	8	2	4	3	1	2	4	2	2