

DOKUZ EYLÜL UNIVERSITY

2025-2026 Faculty of Business Administration Marketing Minor Curriculum Plan for Faculty of Business Administration Tourism Management (English) Students

MARKETING MINOR PROGRAM

The Marketing minor program is offered to students to learn fundamental marketing concepts and frameworks within the business environment. The courses in the Marketing minor program are designed to enable students to understand the social and economic roles of marketing, the responsibilities of marketing managers, and marketing mix strategies from both a business and consumer perspective. The Marketing minor program offers students the opportunity to complement their specialization with a marketing perspective and develop competencies and skills for career opportunities. Students from departments other than business administration can expand their career opportunities in companies operating locally and globally, including non-profit firms, market research firms, and marketing agencies, through the Marketing minor program.

STUDENTS WHO CAN APPLY:

- DEU Tourism Management Department Students

Courses to be Taken as Compulsory

Prerequisite	Course Code	Course Name	Theo.	Prac.	Total	ECTS
	MRK 4111	CONSUMER BEHAVIOR	3	0	3	5
	MRK 4120	BUSINESS-TO-BUSINESS MARKETS	3	0	3	5

ECTS Total: 10 Credit Total: 6

Courses to be Taken as Elective

Prerequisite	Course Code	Course Name	Theo.	Prac.	Total	ECTS
	LAW 4220	CONTRACTS LAW	3	0	3	5
	LAW 4222	COMPETITION LAW	3	0	3	5
	MRK 4211	SERVICES MARKETING	3	0	3	5
	MRK 4231	STAKEHOLDER RELATIONSHIP	3	0	3	5
	MRK 4233	DIGITAL MARKETING	3	0	3	5
	MRK 4242	MARKETING DECISION MAKING	3	0	3	5
	MRK 4246	SALES AND SALES PROMOTION	3	0	3	5
	MRK 4218	SUSTAINABLE BUSINESS MODEL	3	0	3	5
	MRK 4214	GLOBAL MARKETING STRATEGIES	3	0	3	5
	MRK 4216	MARKETING RESEARCH	3	0	3	5
	MRK 4244	CURRENT TOPICS IN MARKETING	3	0	3	5
	MRK 4250	MARKETING WORKSHOP	3	0	3	5

* Yandal programı kredili sistemlerde en az 18 krediden, kredisiz sistemlerde eş değer sayıda dersten oluşur

*Seçmeli olarak alınması gereken derslerden 4 (dört) tane ders seçilmesi gerekmektedir.