



MARMARA UNIVERSITY
FACULTY OF BUSINESS ADMINISTRATION
DEPARTMENT OF BUSINESS ADMINISTRATION IN ENGLISH
MARKETING MAJOR
LIST OF UNDERGRADUATE COURSES

5. SEMESTER (FALL)

No	Course Code	Course Name	T	U	Credit	ECTS	Prerequisite
1	ACC3041	Cost Accounting	3	0	3	5	ACC1041
2	BUSxxx	Free Elective - 3	3	0	3	5	
3	HR3013	Human Resources Management	3	0	3	5	
4	MRK3051	Consumer Behavior	3	0	3	5	
5	MRK3059	Services Marketing	3	0	3	5	
6	PROD3061	Operations Management I	3	0	3	5	
TOTAL			18	0	18	30	

6. SEMESTER (SPRING)

No	Course Code	Course Name	T	U	Credit	ECTS	Prerequisite
1	ACC3042	Managerial Accounting	3	0	3	5	ACC3041
2	BUSxxx	Free Elective - 4	3	0	3	5	
3	ECON3044	Managerial Economics	3	0	3	5	
4	MRK3050	Marketing Decision Making	3	0	3	5	
5	MRK3056	Organizational Marketing	3	0	3	5	
6	PROD3062	Operations Management II	3	0	3	5	PROD3061
TOTAL			18	0	18	30	

7. SEMESTER (FALL)

No	Course Code	Course Name	T	U	Credit	ECTS	Prerequisite
1	BUS4061	Management Information Systems	3	0	3	5	MRK2052
2	BUSxxx	Free Elective - 5	3	0	3	5	
3	BUSxxx	Free Elective - 6	3	0	3	5	
4	BUSxxx	Free Elective - 7	3	0	3	5	
5	MRK4051	Marketing Research	3	0	3	5	
6	MRK4055	Marketing Communications	3	0	3	5	
TOTAL			18	0	18	30	

8. SEMESTER (SPRING)

No	Course Code	Course Name	T	U	Credit	ECTS	Prerequisite
1	BUSxxx	Free Elective - 10	3	0	3	5	MRK4051 MGT2016
2	BUSxxx	Free Elective - 8	3	0	3	5	
3	BUSxxx	Free Elective - 9	3	0	3	5	
4	MGT4012	Business Policy and Strategic Management	3	0	3	5	
5	MRK4052	Marketing Research Project	3	0	3	5	
6	MRK4062	Brand Management	3	0	3	5	
TOTAL			18	0	18	30	

FREE ELECTIVE-3: 5. SEMESTER

No	Course Code	Course Name	T	U	Credit	ECTS	Prerequisite
1	ACC3043	Intermediate Accounting I	3	0	3	5	ACC1042
2	BUS3017	Family Business	3	0	3	5	
3	FNCE3037	Financial Markets and Institutions	3	0	3	5	
4	FNCE3039	Climate Finance	3	0	3	5	
5	LAW3071	Tax Law	3	0	3	5	
6	LAW3073	Consumer Rights and Competition Cases	3	0	3	5	
7	MGT3019	Small Business Management	3	0	3	5	
8	MRK3063	Sustainability	3	0	3	5	
9	OB3081	Organizational Culture	3	0	3	5	
10	QTDS3091	Decision Theory	3	0	3	5	
11	QTDS3095	Quantitative Management Techniques	3	0	3	5	

FREE ELECTIVE-4: 6. SEMESTER

No	Course Code	Course Name	T	U	Credit	ECTS	Prerequisite
1	ACC3044	Intermediate Accounting II	3	0	3	5	ACC3043 FNCE2031
2	FNCE3034	Investment Analysis and Portfolio Management	3	0	3	5	
3	FNCE3048	Project Appraisal Planning and Management	3	0	3	5	
4	MATH3092	Risk Theory	3	0	3	5	
5	MGT3022	Management Control and Fraud	3	0	3	5	
6	MGT3026	Entrepreneurship	3	0	3	5	
7	OB3084	Social Responsibilities and Business Ethics	3	0	3	5	
8	QTDS3098	Simulation Theory	3	0	3	5	

FREE ELECTIVE 5-6-7: 7. SEMESTER

No	Course Code	Course Name	T	U	Credit	ECTS	Prerequisite
1	ACC4035	Tax Accounting	3	0	3	5	
2	ACC4040	Selected Topics in Accounting	3	0	3	5	
3	ACC4041	Auditing	3	0	3	5	
4	BUS4013	International Business	3	0	3	5	
5	BUS4091	Electronic Business	3	0	3	5	
6	FNCE4035	Case Studies in Finance	3	0	3	5	
7	FNCE4037	Bank Management	3	0	3	5	
8	FNCE4043	Turkish Financial Institutions and Markets	3	0	3	5	
9	FNCE4047	International Finance	3	0	3	5	
10	FNCE4053	Behavioral Finance	3	0	3	5	
11	FNCE4055	Corporate Finance	3	0	3	5	
12	LAW4071	Labor Law	3	0	3	5	
13	MATH4091	Actuary Mathematics	3	0	3	5	
14	MGT4021	Management Philosophy	3	0	3	5	
15	MGT4025	Principles of Management in Global Systems	3	0	3	5	

16	MGT4067	Total Quality Management	3	0	3	5
17	MRK4053	Sales Management	3	0	3	5
18	STAT4093	Forecasting	3	0	3	5
19	STAT4095	Data Mining	3	0	3	5

FREE ELECTIVE 8-9-10: 8. SEMESTER

No	Course Code	Course Name	T	U	Credit	ECTS	Prerequisite
1	ACC4030	Accounting for Multinationals	3	0	3	5	
2	ACC4036	Accounting for Business Combinations	3	0	3	5	
3	ACC4042	Auditing Practices	3	0	3	5	
4	ACC4044	Accounting Information Systems	3	0	3	5	
5	ACC4046	Accounting Ethics	3	0	3	5	
6	BUS4082	Applied Research	3	0	3	5	
7	BUS4096	System Analysis and Design	3	0	3	5	
8	FNCE4032	Principles of Financial Innovation and Derivative Instruments	3	0	3	5	
9	FNCE4033	Financial Statement Analysis	3	0	3	5	
10	FNCE4036	Special Topics in International Finance	3	0	3	5	
11	FNCE4038	International Banking	3	0	3	5	
12	LAW4074	Social Security	3	0	3	5	
13	MGT4014	Organizational Development and Change	3	0	3	5	
14	MGT4016	Selected Topics in Management	3	0	3	5	
15	MGT4018	Management in Multinational Organizations	3	0	3	5	
16	MRK4056	Retail and Channel Management	3	0	3	5	
17	MRK4064	Marketing for International Markets	3	0	3	5	
18	OB4084	Dynamics of Change	3	0	3	5	
19	QTDS4094	Computer Applications in Operations Research	3	0	3	5	
20	QTDS4096	Game Theory	3	0	3	5	
21	STAT4094	Statistical Process Control	3	0	3	5	