



T.C.
GAZIANTEP UNIVERSITY
Vocational School of Social Sciences
Marketing and Advertising Department
E-Commerce and Marketing Programme
Course Content

1st Year Fall Semester (1 Semester) Compulsory Courses

SBOZ109 Basic Law

(3-0) 3 ECTS 3

The rules of social order, the difference of law from others, the meaning of the concept of law, sanctions of law, sources of positive law, sections of positive law; Public law branches (Constitutional Law, Administrative Law, Criminal Law, Tax Law, General Public Law, Trial Law), Private law branches (Civil Law, Commercial Law, Intellectual Property Law), Mixed law branches (Civil Procedural Law, Enforcement and Bankruptcy Law, Labour Law).

SBOZ117 General Business

(2-0) 2 ECTS 3

Planning. Organising. Directing. Co-ordination. To supervise. To provide job analysis. Planning human resources. Finding job candidates. Selecting the employee. Providing orientation training. Evaluating the performance of the employee. Ensuring that the employee is trained. Career planning. Job evaluation. Remuneration. Planning production. Organising for the realisation of production. Capacity and stock planning. Determining the target market. Product development. Determining pricing policies. Determining promotion policies. Determining distribution policies. Managing customer relations.

SBET111 Consumer Behaviour

(3-0) 3 ECTS 3

Recognising the consumer. Understanding consumer behaviour models. To understand consumer behaviour roles. To determine the factors affecting buying behaviour. To identify and evaluate the consumer buying decision process. To evaluate and manage buying behaviour.

SBET113 Principles of Marketing

(3-0) 3 ECTS 4

To analyse the current marketing understanding of the business, to determine the marketing understanding according to the situation of the business and the market. To determine uncontrollable variables. To determine controllable variables. To evaluate market segments. To contribute to the determination of appropriate segments as target market. To help differentiate the product. To help positioning of the product. Taking measures by determining the product's life cycles. To help determine the price. To ensure the adaptation of the price. Suggesting price change strategies. Determining marketing channels. To contribute to the design of marketing channels. To contribute to the selection of the most appropriate channel systems.

SBET115 Financial Literacy

(3-0) 3 ECTS 3

Basic concepts of finance, important institutions in the financial system, their types, functions and functioning, and the main types of products and services they offer to the market. Determining the financial goals of the household and the steps to be taken for this. The benefits of preparing a budget, the factors to be taken into account when preparing a budget, the process of preparing the household budget and budgeting for urgent needs. The benefits of saving, the tools for utilising savings, the points to be considered when using these tools. Factors to be considered when choosing a credit card, points to be considered when using a credit card, safe use of credit card and settlement of credit card debt. The meaning of credit, basic issues related to consumer credit, smart borrowing and debt reduction strategies, common credit traps and investment scams. Uses of negotiation, rules of negotiation, stages of negotiation and considerations when negotiating debt with financial institutions.



T.C.
GAZIANTEP UNIVERSITY
Vocational School of Social Sciences
Marketing and Advertising Department
E-Commerce and Marketing Programme
Course Content

SBET117 Communication in the Digital Age

(2-1) 3 ECTS 4

New communication technologies and new features, new media and change, social media platforms, social media and personal publishing, social media and corporate communication, brand management in social media, globalisation and social media applications, smart televisions, internet radio, e-journalism, mobile technologies, future forms of interaction, future communication applications.

SBET119 E-Commerce

(3-0) 3 ECTS 4

E-commerce objectives and unique features of e-commerce technology, e-commerce types and drivers, critical success factors in e-commerce, e-commerce benefits, constraints and barriers, e-commerce highlights, e-commerce business model identification, midterm exam, e-commerce business plan development, e-commerce technology infrastructure, e-commerce implementation and monitoring, e-commerce, social computing, web business models, social media, social networks and social networking services, virtual worlds, social and mobile commerce.

SBET121 Marketing Communication Techniques

(3-0) 3 ECTS 4

To contribute to the protection and development of the business image To provide information about the business and the product to the environment To contribute to sponsorship activities. To provide data for the advertisement campaign to be created. To provide feedback on the advertisements being carried out. To contribute to sales development activities for sales staff. To contribute to sales development activities for intermediaries. To contribute to sales development activities for customers. To help identify potential buyers for direct sales activities. To assist in the selection of the necessary tools for direct sales activities.

TURK101 Turkish Language-I

(2-0) 2 ECTS 2

Languages on Earth, Language families, Turkish's place among the world languages, Spreading areas of Turkish, Punctuation Marks, Software Rules, Petition, Sound features of Turkish, Sound events in Turkish, Written expression, Memoir type.

YDBİ101 English-I

(2-0) 2 ECTS 2

The main aim of this course is to provide English education at the A-1 level of the language levels specified in the Common European Framework of Reference for Languages (CEFR) and the European Language Portfolio. It is aimed to enable every young person who has completed higher education to comprehend the basic structure and functioning features of English as a foreign language, to gain the ability to use it as a means of written and oral expression in terms of language-thought connection and to raise young people with foreign language awareness.

TDP101 Social Sensitivity Project-I

(1-0) 1 ECTS 1

To strengthen the ties between the university and the society, to take courses and prepare projects to identify and solve the current problems of the society in order to educate students who are sensitive to social issues and have a sense of social responsibility.



T.C.
GAZIANTEP UNIVERSITY
Vocational School of Social Sciences
Marketing and Advertising Department
E-Commerce and Marketing Programme
Course Content

GAUN Common Elective Courses

GOS119 Basic Sport Approaches

(1-0) 0 ECTS 1

The Relationship Between Games, Sports, Olympic Sports, The Benefits of Sports and Its Effect on the Quality of Life of Individuals; Mental, Physical, Mental and Physiological Benefits, Its Role in Society, Approaches on Turkish Physical Culture from Past to Present, Sports Organizations Subunits, Organization Application Examples, Thoughts on Mass Sports and Evaluation of Social Benefits.

GOS120 Lifelong Sports

(1-0) 0 ECTS 1

Benefits of Sports to Metabolism, Relationship between Active and Sedentary Life in terms of Weight Control, Effect of Exercise on Quality of Life in Individuals; Approaches suitable for Age, Gender and Special Situations in Children, Elderly and Women. Selection of Clothing Suitable for Exercise, Exercise Quality and Criteria to be Followed, Auxiliary Nutritional Supplementation, Injuries and Injuries that may occur due to exercise, Precautions to be taken against them and Evaluation of Simple Treatment Methods.

GOS121 Plastic Arts

(1-1) 0 ECTS 1

Practical teaching of charcoal, drawing, oil painting, sculpture, relief, bust and printing works in basic art education.

GOS122 Art History

(1-1) 0 ECTS 1

What is Art and Art History? Prehistoric Art; Chalcolithic and Bronze Age Art Iron Age Art; Mesopotamian Art and Egyptian Art; Eastern Art; Greek Art; Roman and Byzantine Art; Seljuk Art; Ottoman Art; European Art; Renaissance Period Art; Post-Renaissance European Art; Modern Art Movements.

GOS123 Music

(1-1) 0 ECTS 1

The role and content of music in education, basic music knowledge, the nature and purpose of notation, introduction to instrument and voice training, ensemble playing and singing, musical hearing reading and writing exercises in developing creativity. Rhythm and movement exercises, keeping tempo, marching and directing, accompanying movement.

GOS124 Turkish Folk Dances

(1-1) 0 ECTS 1

General dance knowledge and definition and functions of Turkish folk dances, rhythm knowledge, basic steps, distribution of Turkish folk dances according to regions (Halay, Bar, Zeybek, Spoon-Greeting, Horon, Hora etc.) and giving examples of these dances. General definition of halay and application of tripod dance with music. Halay dance cluster; Application of Delilo dance with rhythm and music. Description of halay dance cluster, application of düzayak dance with rhythm and music. General description of Zeybek dance and its region; application of Harmandali dance with rhythm and music. General description of Seğmen dance and its region; application of Seğmen dance with rhythm and music. General definition of Horon dance and its region; Application of Flat Horon dance with rhythm and music. Application of horon formation order with music and rhythm from horon regions. General description of the Bar dance set and its region and the application of Atahan Dance with rhythm and music. General description of Spoon Welcome dances and the application of Yayla Yolları dance with melody and rhythm. Application of the Butcher's Air dance from the welcome dance set with melody and rhythm.



T.C.
GAZIANTEP UNIVERSITY
Vocational School of Social Sciences
Marketing and Advertising Department
E-Commerce and Marketing Programme
Course Content

1st Grade Spring Semester (2nd Semester) Compulsory Courses

SBET112 Digital Marketing

(2-1) 3 ECTS 3

Internet and its characteristics, principles and drivers of digital marketing environment, business models in digital environment, online marketing environment, consumer behaviour in digital environment, product in digital environment, price in digital environment, distribution strategies and supply chain management in digital environment, promotion and advertising in digital environment, security and payment in digital environment, ethics in digital environment, content in digital environment, social media marketing.

SBET114 Digital Media and Popular Culture

(2-1) 3 ECTS 3

TV and Popular Culture, Theories of Mass Communication, Commercialisation and Popularisation, Football and Popular Culture, Advertising and Popular Culture, Different approaches to Popular Culture, Popular Culture and Ideology, TV series and cultural imperialism, Social transformation and lifestyles, Globalisation, Advergame,

SBET116 Foreign Trade Operations Management

(2-0) 2 ECTS 2

Concepts related to foreign trade, customs, foreign exchange market and foreign exchange regimes; Foreign trade theories; Documents used in foreign trade transactions; Payment methods in foreign trade; Customs clearance; Foreign exchange legislation.

SBET118 E-Commerce Legislation

(3-0) 3 ECTS 4

E-Commerce and Law, Consumer Law Applications in E-Commerce, Consumer Law Contracts in E-Commerce, Distance Contracts and Supply Contracts in E-Commerce, Advertising and Commercial Advertisements in E-Commerce, Protection of Personal Data in E-Commerce, Technological and Legal Infrastructure of E-Commerce, E-Commerce within the Scope of Internet Law No. 5651, Application of Debit and Credit Cards in E-Commerce, EU Directives on E-Commerce, Trademark and Patent Rights in E-Commerce, Unfair Competition in E-Commerce.

SBET120 Brand Management

(3-0) 3 ECTS 3

Ensuring that the brand is recognised and publicised. To harmonise brand positioning with sales strategies and practices. To follow brand strategies and act accordingly. To restructure the brand by following the brand strategies of competitors.

SBET122 Media and Communication Technologies

(2-1) 3 ECTS 3

Overview of media and mass media, the invention of the printing press, the emergence of print media in Turkey and the world, the development process of print media, the invention and development of radio, the invention of television, the development process of television in Turkey and the world, satellite and cable technologies, the invention and development of the computer, the invention of the Internet and the development of Internet technologies, communication technologies in the digital age, social effects of communication technologies in the digital age.

SBET124 Global Marketing

(3-0) 3 ECTS 3

To determine customer and business expectations in international markets. To identify customers in international markets. To help planning marketing activities in international markets. To help the implementation of the marketing mix in international markets.



T.C.
GAZIANTEP UNIVERSITY
Vocational School of Social Sciences
Marketing and Advertising Department
E-Commerce and Marketing Programme
Course Content

TURK102 Turkish Language-II

(2-0) 2 ECTS 2

Word stress in Turkish. Group and sentence emphasis in Turkish. The root of the word, additional concepts, inflectional suffixes, stem concept, construction suffixes. Sentence elements. Sentence types. Correct sentence. Expression styles and techniques. Expression disorders: expression disorders based on meaning, expression disorders based on structure. Criticism and self-criticism. Interview, Essay and other types of writing. Writing practice.

YDBİ102 English-II

(2-0) 2 ECTS 2

The main aim of this course is to provide English education at the A-1/A-2 level within the framework of the Common European Framework of Reference for Languages (CEFR) and the language levels specified in the European Language Portfolio. It aims to enable every young person who has completed higher education to comprehend the basic structure and functioning features of English as a foreign language, to gain the ability to use it as a means of written and oral expression in terms of language-thought connection and to raise young people with foreign language awareness.

TDP102 Social Sensitivity Project-II

(1-2) 2 ECTS 2

To strengthen the ties between the university and the society; to do field work in projects prepared for the identification and solution of current problems of the society in order to educate students who are sensitive to social issues and have a sense of social responsibility; to transfer the knowledge gained in the course to experience and practice and to work on developing skills in project teams.

GME100 General and Professional Ethics

(2-0) 2 ECTS 2

The aim of this course is to define the concepts of general and professional ethics, morality and social responsibility; the similarities and differences between these concepts; the factors that play a role in the formation of ethics and morality; unethical behaviors in professional life.

KRY100 Career Planning

(0-2) 1 ECTS 1

What is Career Planning course, What is Career Center, What is Career Center, What is Career Center, How to benefit from Career Center, Intelligence and personality, Career connection of intelligence and personality, Knowledge, skill, ability and competence concepts and their connection with career, What are fine skills and technical skills, Why students need these skills. Career and career-related concepts, Explanation of the activities that students can do to contribute to their careers during their university life, Explanation of international exchange programs, Activities of national non-governmental organizations and volunteer work opportunities, Advice from non-governmental organization employees on how students should spend their university life, Information about career stories from public sector employees and advice to students on how they should spend their university life, Information about career stories of private sector employees and advice to students on how they should spend their university life, Information about career stories of academicians and advice to students on how they should spend their university life, Information about career stories of entrepreneurs and advice to students on how they should spend their university life, What is the talent gate, what is the benefit for students, How to use the talent gate, How the resume should be, In this course, students will evaluate the course with the evaluation form prepared by the Presidential Human Resources Office.



T.C.
GAZIANTEP UNIVERSITY
Vocational School of Social Sciences
Marketing and Advertising Department
E-Commerce and Marketing Programme
Course Content

2nd Year Fall Semester (3rd Semester) Compulsory Courses

SBET211 Advertisement

(2-1) 3 ECTS 4

Advertising is a sector that is increasing its effectiveness both in socio-cultural and economic terms. In this context, all concepts related to advertising and advertising, all decisions made in the process and all institutions involved in the process will be examined in detail. The concept of advertising, historical development of advertising, social, economic and legal aspects of advertising, advertising institutions, advertising agency, advertising research, advertising campaign planning, advertising practices, advertising effectiveness measurement methods will be discussed.

SBET213 Logistics

(2-0) 2 ECTS 4

Logistics Concept and Development, Outsourcing in Logistics, Logistics Terminology - Basic Logistics Terms, Basic Logistics Costs, Basic Elements and Logistics Activities in Logistics, International Logistics Activities: International Transport (Road Transport), International Logistics Activities: International Transport (Maritime Transport), International Logistics Activities: International Transport (Railway Transport, Air Transport, Combined Transport and other types of transport), International Logistics Activities: Packaging and Customs Clearance, International Logistics Activities: Storage and Warehouses, International Logistics Activities: Insurance.

SBET215 Informatics Legislation

(3-0) 3 ECTS 4

Course description, giving general information about the functioning of the course, evaluation of weekly topics and course obligations of students, informatics, internet and law, informatics, internet and law, informatics, human rights and protection of personal data, protection of personal data in Turkey, crimes in the field of informatics and computers, search, copying and seizure of computer programmes and logs, regulation of broadcasts made on the internet in the context of Law No. 5651 and combating crimes committed through these broadcasts, e-commerce, intellectual and industrial rights in the IT environment, recent developments in the field of IT law.

AİİT201 Atatürk's Principles and Revolution History-I

(2-0) 2 ECTS 2

To provide accurate information about the Turkish War of Independence, Atatürkist Thought System, the History of the Republic of Turkey and the threats to Turkey and the practices of Atatürkist Thought System; to educate, strengthen and unite the Turkish youth around national goals in line with the Atatürkist Thought System in an indivisible integrity with its country, nation and state; to raise individuals who are rational, modern, honorable, hardworking, full of love for country and nation, tolerance and humanistic ideas.

2nd Year Fall Semester (3rd Semester) Elective Courses

SBET271 Online Sales Platforms

(2-0) 2 ECTS 3

Course description, giving general information about the functioning of the course, evaluation of weekly topics and course obligations of students, introduction to online sales platforms, differences between traditional marketing and online marketing, online sales platforms, amazon online sales platform, n11 online sales platform, hepsiburada online sales platform, trendyol online sales platform, git git gidiyor online sales platform, sahibinden.com online sales platform, e-pttavm online sales platform, online sales platforms strategies.



T.C.
GAZIANTEP UNIVERSITY
Vocational School of Social Sciences
Marketing and Advertising Department
E-Commerce and Marketing Programme
Course Content

SBET273 Game Industry and Digital Entertainment **(2-0) 2 ECTS 3**

Introduction to game programming, 3D mathematics, 3D modelling, character modelling, sound, graphics usage in game programming, input hardware, game structure, 2D and 3D transformations, game engines, output hardware, game programming application, game programming application.

SBET275 Leadership **(2-0) 2 ECTS 3**

Leadership concept, differences between leadership and management, characteristics of effective leaders, behavioural leadership approaches-I, behavioural leadership approaches-II, situational leadership approaches-I, situational leadership approaches-II, contemporary leadership approaches-I, contemporary leadership approaches-II, contemporary leadership approaches-III, contemporary leadership approaches-IV, teamwork and leadership, leadership in marketing.

SBET277 Media Planning **(2-0) 2 ECTS 3**

Media planning, Media planning procedures, Media selection, Problems in media planning, Media tools, Media planning objectives, Media analysis, media strategy, Basic measurement and calculations, viewership, reach, frequency, share, Audience analysis and measurements, Media buying, Interpretation of data, Preparing a media plan.

SBET279 Public Relations **(2-0) 2 ECTS 3**

It is aimed to recognise the concepts of public relations discipline as a form of communication and to explain the functioning of public relations. Definition of Public Relations and Public Relations Mix; Historical Development of Public Relations; Professionalisation and Basic Principles in Public Relations; Organisation of Public Relations Activities; Internal Public Relations; Research in Public Relations; Campaign Planning in Public Relations; Application in Public Relations; Evaluation in Public Relations; Communication Tools and Media Relations used in Public Relations; Case Studies and Solution Ways will be discussed.

SBET281 Innovation Management **(2-0) 2 ECTS 3**

Basic concepts related to innovation, Types of innovation, Innovation process, Introduction to practices to increase innovation performance in organisations, Individual characteristics, qualities and new idea development process, Social environment supporting innovation, Structure of groups and group processes, Organisational structure supporting innovation, Organisational strategies supporting innovation, Leadership of top management and supportive leadership types, Organisational culture and organisational climate supporting innovation, Knowledge management practices to increase innovation, Human resource management practices to increase innovation, Barriers to innovation in organisations, Case studies, success stories, in-class discussions and solution suggestions.

SBET283 Quality Management Systems **(2-0) 2 ECTS 3**

Quality concept, standard and standardisation. The importance of standard in production and service sector. Management quality and standards. Environmental standards. Quality management system models. Strategic management, participation in management. Process management system. Resource management system. Efqm excellence model.



T.C.
GAZIANTEP UNIVERSITY
Vocational School of Social Sciences
Marketing and Advertising Department
E-Commerce and Marketing Programme
Course Content

SBET285 Effective Presentation Techniques

(2-0) 2 ECTS 3

Presentation, Design, Arrangement of Information, Use of Colours, Use of Slides and Graphics, Use of Visual Materials, Style to be Exhibited During the Presentation, What is the Purpose of the Presentation, How to Transfer What to Say to the Purpose? Effective Weapons of Presentation, Elements of Presentation, Presenter - Participants - Environment - Content, Putting on Stage, Elements of Personal Image, Personal Image in Effective Presentations, Effective Speaking, Body Language, Use of Visual Tools and Materials, Dealing with 'Difficult' Listeners, Preparation and Planning of the Presentation, Tools for Creating the Perception One Desires, Keeping the Participant's Interest, Creating Personal Style, Individual Evaluations.

SBET287 Visual Communication Design

(2-0) 2 ECTS 3

Course description, giving general information about the course, evaluation of weekly topics and course obligations of students, basic concepts and theories in visual communication, design process in visual communication, user experience in visual communication, basic principles of graphic design, basic points and situation analysis for brief, introduction to adobe photoshop, use of adobe photoshop graphic design tools, adobe photoshop layer logic, adobe photoshop photo editing, recording and optimisation processes in adobe photoshop, design presentation (mockup), basic usage information of canva.

SBOS205 Occupational Health and Safety

(2-0) 2 ECTS 3

Historical Development of Occupational Health and Safety (Isig); General Information; The Concept of Occupational Safety; Definition of Occupational Accidents; Causes and Prevention Methods; The Importance of Occupational Safety Studies in terms of Labor Efficiency; The Economic Importance of Occupational Safety Studies; Formation and Classification of Occupational Accidents; Hazards and Hazard Types; Methods and Solutions in Accident Investigations; Planning in the Field of Isig; Occupational Accidents and Incidents Investigation; Accident Analysis Methods; Field Inspections.

SBOS207 Entrepreneurship-I

(2-0) 2 ECTS 3

Entrepreneurship Concept and Emergence; Entrepreneurial Forms in Turkey; Venture Capital and Application Area in Turkey; Small Business Types; Contributions to Economy and Social System; Establishment Process of Small Businesses (Establishment Place; Area; Capacity Determination and Legal Structure).

SBOS209 Entrepreneurship

(2-0) 2 ECTS 3

Concept of Entrepreneurship; Testing Entrepreneurial Characteristics; Business Idea Development and Creativity Exercises; Experience Sharing; Business Concept; Business Functions: Forms of Establishment; Business Functions: Types; Business Functions: Financial and Legal Responsibilities; Business Plan Concept; Market Research; Business Plan Concept and Elements; Marketing Plan; Business Plan Concept and Elements: Production; Management and Financial Plans; Workshops on Business Model and Business Plan; Business Plan Presentations.

SBOS211 Behavioral Sciences

(2-0) 2 ECTS 3

Basic concepts of behavioral sciences and psychology, principles of customer service and its importance, customer types, needs and conditions they will face in customer service, customer service personnel's efforts to meet and exceed customer expectations.



T.C.
GAZIANTEP UNIVERSITY
Vocational School of Social Sciences
Marketing and Advertising Department
E-Commerce and Marketing Programme
Course Content

SBOS213 Customer Relations

(2-0) 2 ECTS 3

Conceptual Framework in Customer Relationship Management, Customer Satisfaction, Customer Loyalty and Customer Value in Customer Relationship Management, Information Management Process in Customer Relationship Management, Communication in Customer Relationship Management, Planning and Implementation Process in Customer Relationship Management, Measurement of Customer Relationships.

SBOS215 Turkish Economy

(2-0) 2 ECTS 3

Economic structure after the Ottoman Empire, Economic Developments in the Industrialization Period, Turkish Economy after the Second World War, Turkish Economy in the 1950 -1960 Period, Turkish Economy in the 1960-1978 Period, 1978 -1979 Depression and January 24, 1980 Stability Decisions, 90 Years and April 5, 1994 Decisions, Developments in the Economy and Continuing Problems Entering the 21st Century, 2000 - 2002 Structure of the Economy, 2002 - 2004 Transition to Strong Economy Program, 2007 - 2009 Global Crisis, Turkish Economy after the Global Crisis.

2nd Year Spring Semester (4th Semester) Compulsory Courses

Courses to be taken by students if they go to practice

SBOS210 Vocational Education in Business

(5-30) 20 ECTS 22

It is essential that vocational training in the enterprise is carried out during education and training periods. Vocational training in the enterprise starts in the education and training periods determined in the academic calendar of the higher education institution and ends at the end of this period. To make the application of the subjects learned in the lessons, To adapt to working life, To learn the business processes related to the profession, To ensure work discipline, To be able to propose solutions to problems in business processes, To be able to use sectoral tools and equipment suitable for the field.

SBOS200 Internship

(0-2) 0 ECTS 8

Translation of theoretical knowledge into practice within 30 working days.

AIİT202 Atatürk's Principles and History of Revolution-II

(2-0) 2 ECTS 2

Political Revolutions: Abolition of the Sultanate, Proclamation of the Republic, Abolition of the Caliphate. Political Organizations and Political Events Founded in the Atatürk Period and Represented in the Grand National Assembly of Turkey. Legal Reforms in the Republican Era and the New Legal Order. Revolutions in the field of education. Revolutionary Movements in Culture and Social Field. Revolutions in Economic Field. Atatürk Period Turkish Foreign Policy-I (1923-1930). Atatürk Period Turkish Foreign Policy-II (1930-1938). Atatürk's Principles: Basic and Complementary Principles. Turkey after Atatürk.



T.C.
GAZIANTEP UNIVERSITY
Vocational School of Social Sciences
Marketing and Advertising Department
E-Commerce and Marketing Programme
Course Content

Courses to be taken if students do not go to Practice

SBET212 Digital Copywriting

(2-1) 3 ECTS 4

Changing world and new communication technologies, transformation / change of media and advertising, content marketing, content creation application 1 (youtube), content creation application 2 (instagram), influencer marketing, midterm portfolio, native advertising, native advertising application, social media advertising, social media advertising, social media advertising application, final portfolio.

SBET214 Marketing Research

(2-0) 2 ECTS 4

Importance of marketing research, Marketing research process, Defining the problem in marketing research, Sampling and sampling methods, Primary and secondary data in marketing research, Types of questions and scales in marketing research, Observation and observation methods in marketing research, Experiment method in marketing research, Collection of data and classification of data, Analysis and interpretation of data, Preparation of marketing research report.

SBET216 Human Resources Management

(3-0) 3 ECTS 4

Definition, scope, place and importance of Human Resources Management in the organisational structure, personnel management, functions that form the basis of human resources management; job analysis and job design, human resources planning, human resources procurement process, performance evaluation system, wage concept; wage systems, job evaluation, job security and occupational health, manager's characteristics; working principles, corporate culture and new formations in human resources are covered.

SBET218 Persuasion and Perception Management in Communication

(1-1) 2 ECTS 3

Persuasion in contemporary society, persuasion theories: audience-oriented theories, persuasion theories: media theories, persuasion and ethics in the digital media age, target audience and attitudes, persuasion and visual images, persuasion and language, persuasion and culture, the importance of the source in the persuasion process, the reasoning process, the power of motivation in the persuasion process, persuasive campaigns, persuasion and perception management in terms of e-commerce.

SBET220 Professional Foreign Language

(1-1) 2 ECTS 3

Interview on the phone, Note taking, Note taking, Reading text, Writing, Correcting writing, Commercial correspondence, Commercial correspondence, Standard writings, Language differences, Idioms, Face to face interview.

AIİT202 Atatürk's Principles and Revolution History-II

(2-0) 2 ECTS 2

Political Revolutions: Abolition of the Sultanate, Proclamation of the Republic, Abolition of the Caliphate. Political Organizations and Political Events Founded in the Atatürk Period and Represented in the Grand National Assembly of Turkey. Legal Reforms in the Republican Era and the New Legal Order. Revolutions in the field of education. Revolutionary Movements in Culture and Social Field. Revolutions in Economic Field. Atatürk Period Turkish Foreign Policy-I (1923-1930). Atatürk Period Turkish Foreign Policy-II (1930-1938). Atatürk's Principles: Basic and Complementary Principles. Turkey after Atatürk.



T.C.
GAZIANTEP UNIVERSITY
Vocational School of Social Sciences
Marketing and Advertising Department
E-Commerce and Marketing Programme
Course Content

MUP200 Professional Practice Project **(0-0) 0 ECTS 1**

Under the supervision of an academic advisor, it aims to increase the student's knowledge and skills by gaining the ability to conduct research on a project related to the student's professional field.

2nd Year Spring Semester (4th Semester) Elective Courses

SBET272 Research Methods and Techniques **(2-0) 2 ECTS 3**

Selecting research topics. Making source research. Evaluation of research results. Converting Research Results into a Report. Preparation for Presentation. Making the Presentation.

SBET274 Social Structure of Turkey **(2-0) 2 ECTS 3**

Social Structure: Conceptual Background, Ottoman Social Structure, Turkish Modernisation, Atatürk's Reforms and Social Effects, Politics and Democracy in Turkey in the Historical Process, Bureaucracy in Turkey, Economic Policies in Turkey from the Republic to the Present, Urbanisation in Turkey, Education System and Problems in Turkey, Turkish Family in the Historical Process, Youth in Turkey: Problems, Values and Changes, Information Society and Turkey, Globalisation, Social Problems and Search for Solutions, Basic Social Problems in Turkey today.

SBET276 Export Techniques **(2-0) 2 ECTS 3**

To help determine the form of international trade To make the necessary preliminary preparations for the preparation of international sales agreements. To prepare the necessary documents for international trade To help to apply payment and delivery methods for international trade.

SBET278 Cyber Security and Forensic Informatics **(2-0) 2 ECTS 3**

Introduction to information security, risk analysis, information security standards, information law-1, information law-2, computer forensics, principles of secure design, database security, network security, defence practices in networks, basic terminology and technologies in cyber security, basic information about information crimes and law, project presentations.

SBET280 Contemporary Management Approaches **(2-0) 2 ECTS 3**

Contemporary issues in management, To be able to relate different current and contemporary management issues and to be able to handle them with a holistic approach, To be able to look at management events from a different perspective.

SBET282 Sales and Field Planning **(2-0) 2 ECTS 3**

Making personal preparation. Making a business plan Making a business plan. Preparing the necessary documents for sales organisation. Daily meetings with the sales team and work distribution Determine the meeting agenda. To inform the participants for the meeting and to prepare the meeting place, to realise the meeting by preparing in accordance with the agenda. To predict how many employees the unit will need in which period. To obtain information about the period in which employees will take leave. To make personnel leave planning in such a way that the work will not be disrupted To organise the display and arrangement places To organise the fair stands. Organising the work area ergonomically.



T.C.
GAZIANTEP UNIVERSITY
Vocational School of Social Sciences
Marketing and Advertising Department
E-Commerce and Marketing Programme
Course Content

SBET284 Service Marketing

(2-0) 2 ECTS 3

The concept of service and the importance of service sector, Classification of services and services, Marketing mix elements in service businesses, Product in service marketing, Distribution in service marketing, Price in service marketing, Promotion in service marketing, Personnel in service marketing, Processes in service marketing, Service and customer, Physical evidence in service marketing, Service quality, Service encounters and real moments and relational marketing, Service quality, Service encounters and real moments and relational marketing.

SBET286 Social Marketing

(2-0) 2 ECTS 3

Basic Concepts in Social Marketing, Social marketing in non-profit organisations, Social marketing in the third sector, Social marketing and developments in the world, Effectiveness of social marketing in social events, Social campaign concept and design, Social campaign planning, Campaign execution process, Campaign evaluation and result analysis, Social event marketing, Ethics in social marketing, Future of social marketing, Campaign execution process.

SBOS202 First Aid

(2-0) 2 ECTS 3

Basic Applications of First Aid; First and Second Assessment; Basic Life Support in Adults; Basic Life Support in Children and Infants; First Aid in Respiratory Obstruction; External and Internal Bleeding; Wounds and Wound Types; Regional Injuries; First Aid in Head and Spine Fractures; Fractures; First Aid in Dislocations and Sprains; First Aid in Diseases Requiring Emergency Care; Poisoning; Heat Stroke; Burns and Freezing; First Aid in Foreign Body Escape; Emergency Transportation Techniques; Fast Transportation Techniques in Short Distance; Transporting Patients or Injured by Creating Stretcher.

SBOS204 Human and Society

(2-0) 2 ECTS 3

Self-Knowledge and Individualization of the Individual; Human and Social Groups; Characteristics of Social Groups; Structure and Functioning of Social Groups; Types of Social Groups; Effects of Mass Communication on the Individual; The Relationship Between Mass Communication and Society; Migration; Demographic Structure and Population; Urbanization and Socialization; Modern Nation State and Citizenship; Human-Nature Relations; Environment and Society Relationship; Causes and Solutions of Environmental Problems; Environmental Problems in Turkey and the World.

SBOS208 Entrepreneurship-II

(2-0) 2 ECTS 3

In entrepreneurship; Application of business functions (management, production, marketing, finance, etc.) Basic problems and solutions in small businesses, Organizations providing support for entrepreneurship, Institutions and documents related to entrepreneurship, Sample applications.

SBOS212 Labor and Social Security Law

(2-0) 2 ECTS 3

To issue an employment contract; To fulfill the obligations arising from the employment contract; To terminate the employment relationship; To carry out union-related procedures; To issue 4/1-A documents; Cautions; Occupational Health and Safety Regulation; International Health and Safety Cautions; International Health and Safety Cautions; International Health and Safety Cautions; International Health and Safety Cautions.