



NEAR EAST UNIVERSITY

DEPARTMENT OF MARKETING

Course Catalogue

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2. Welcome to the Department of Marketing

This purpose of this course catalogue is to provide information on the Department of Marketing at Near East University, to all interested parties, such as prospective students, their parents and guardians, academics, as well as other universities and institutions worldwide.

This catalogue includes the key information about the degree programme, including the mode of study, the course descriptions, the credit and grading system, and other essential elements of the course.

We hope that this will relay all the necessary information about the BA in Marketing course.

Yours sincerely

Asst. Prof. Dr. Ahmet Ertugan

Chairperson

Department of Marketing

3. Economics and Administrative Sciences

The Faculty of Economics and Administrative Sciences offers regularly updated programmes of study in a modern educational setting. The graduates are educated not only to compete locally, but globally as well.

The Faculty was first established with just two departments of Business Administration and Computer Information Systems in 1988. In the years to follow, it reached to a number of 14 departments with almost 1500 local and international students. The leading departments include International Relations, Economics, Political Science, Banking and Finance, International Business, European Union Relations, Information and Records Management, Marketing, Human Resources Management, Public Administration, Management Information Systems, and Social services. The language of instruction is both in English and Turkish.

4. The Department of Marketing

The vision for the Department of Marketing is to be a role model for all who seek intellectual vitality in a learner-centred and socially responsible academic community in marketing.

Our mission is to blend education and research and thus distinguish ourselves in the community we serve as a unique resource to teach and advance the application of marketing knowledge, theory, and skills, with which to facilitate linkages between organizations and customers. By effectively educating our diverse student population to high standards of performance, we prepare them to become productive leaders.

Our mission is accomplished not only by teaching and research efforts, but also through faculty guidance and community involvement activities including:

- The NEU Life-Long Education Centre and other partnerships with the community
- Continuous involvement in relevant national and international conferences

In recognition of our responsibility to support the programs at the Faculty of Economics and Administrative Sciences, the goal of Department of Marketing is to measurably enhance students' skills and abilities in the area of:

- problem solving and critical thinking
- written and oral communication
- the application of information and research technology
- long range strategic planning and implementation
- tactical marketing expertise

Our department strives to extend the frontiers of knowledge in the marketing discipline by research and application of our research findings.

5. MARKETING Programme

General Information about the Department of Marketing

At Near East University, the Department of Marketing was founded in 1997. The unique strength of the department is its modern curriculum, reviewed regularly to ensure it reflects the needs of the current marketplace and enhances the employability of our graduates.

The library and research centers that have been created at Near East University, have the best possible technology and the academic staff who can use the power of scientific education to enlighten the public and embrace the future of the public.

The department has two sections: English and Turkish, thus, the language of instruction is English and Turkish.

Official length of programme: 4 years (excluding one year of English preparatory class for English programme), 2 semesters per year, 14 weeks per semester

Mode of study: full time

Profile of the Programme and Method of Education

Lectures by (teaching staff) instructor, class discussion, and individual projects are implemented as the method of education. The curriculum is planned with a multidisciplinary approach in mind. The curriculum is divided into two sections. The first three required courses years and the second one, elective courses year.

In year one, students take a series of courses in the fundamentals of business practice, including management and economics courses in micro economics and macro economics. Any gaps in mathematical ability for business purposes are fulfilled with specialised maths for business and economics courses. Fundamental computing skills are also covered, and information technology is an essential tool in the modern business portfolio.

In year two, the basic building courses of year one are built upon, with specific communications courses in the use of English for business.

During this period, the students are given the opportunity to elect the courses in accordance with their academic interests. The initial mathematics courses are also built upon, with the essential statistics and accounting courses. The social science courses of sociology and psychology are introduced, as psychology is an integral part of the marketing concept, particularly for the upcoming courses of consumer behaviour. Legal issues and ethics are also introduced in the second year.

In year three, students begin their specialised marketing courses. Other management courses are also introduced at this level, so that students become well rounded business professionals.

In the final year of the programme, year 4, students continue their specialisation with high level courses in marketing principles and methodology, as well as being able to select elective courses to complete their degree course.

6. Academic Calendar

FALL TERM

Sep 5-9, 2016	Course Registration
Sep 12-15, 2016	Religious Holiday
Sep 16, 2016	Classes Commence
Sep 30, 2016	Last Day for Add/Drop
Oct 06, 2016	Last Day for Late Registration
Oct 29, 2016	National Holiday
Oct 31-Nov 4, 2016	Midterm Exams
Nov 15, 2016	National Holiday
Nov 25, 2016	Last Day for Withdrawal
Dec 11, 2016	Religious Holiday
Dec 23, 2016	End of Classes
Dec 24-30, 2016	Final Exams
Jan 01, 2017	New Year
Jan 06, 2017	Last Day for Submission of Letter Grades
Jan 9-12, 2017	Re-sit Exams
Jan 13, 2017	End of Term
Jan 18-21, 2017	Graduation Ceremony

SPRING TERM

Jan 26-31, 2017	Course Registration
Feb 01, 2017	Classes Commence
Feb 15, 2017	Last Day for Add/Drop
Feb 24, 2017	Last Day for Late Registration
Mar 20-25, 2017	Midterm Exams
Apr 03, 2017	Last Day for Withdrawal
Apr 23, 2017	National Holiday

SPRING TERM

May 01, 2017	Spring Holiday
May 12, 2017	End of Classes
May 13-18, 2017	Final Exams
May 19, 2017	National Holiday
May 29, 2017	Last Day for Submission of Letter Grades
June 5-7, 2017	Re-sit Exams
June 9, 2017	End of Term
June 19-23, 2017	Graduation Ceremony

SUMMER TERM

June 21-23, 2017	Course Registration
June 25-27, 2017	Religious Holiday
June 28, 2017	Classes Commence
Jul 20, 2017	National Holiday
Aug 01, 2016	National Holiday
Aug 18, 2017	End of Classes
Aug 21- 23, 2017	Final Exams
Aug 25, 2017	Last Day for Submission of Letter Grades
Aug 29, 2017	End of Term

7. Location of the Department and Contact Details

The Department of Marketing is one of the departments of the Faculty of Economics and Administrative Sciences. The department is located at the Faculty of Economics and Administrative Sciences' building, which is the white building opposite the Grand Library. The secretary's office is on the first floor and the offices of the instructors are on the first, second, and third floors of the building. The contact details for the department are as follows:

- **Secretary's Office Telephone Number:** 0392 675 1000Ext: 3102
- **Fax Number:** 0 392 675 1051
- **University Website:** <https://neu.edu.tr/>
- **Faculty Website:** <https://neu.edu.tr/academic/faculties/faculty-of-economics-and-administrative-sciences/>
- **Department Website:** <https://neu.edu.tr/academic/faculties/faculty-of-economics-and-administrative-sciences/departments/departament-of-marketing/>

Students are expected to follow course related issues through their instructors' websites and Einstein (Student Information System). The instructor web sites include information regarding the instructor's timetable, contact details, office hours, announcements related to the courses, and submission deadlines. In addition, course outlines and course related materials can be downloaded from instructors' websites. Student assessment results (e.g. exam results, assignment/quiz results, final grades, etc.) are announced via Einstein. Students are encouraged to use instructors' e-mail addresses to contact them during out-of-office hours. A list of instructor web pages and their e-mail addresses are listed below:

Acting Dean

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Department Chair

Asst.Prof.Dr.Ahmet Ertugan

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Administrative Staff / Secretaries

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8. Academic Staff

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9. The Registrar's Office

Opening Hours and Contact Details

The Registrar's Office is open from 8:30 – 16:30 every day. The telephone number for the administrative support personnel of the Business Administration Department is 0392 680 2000 and the extension number is 225. Students can find additional information about the Registrar's Office from info@neu.edu.tr

Services

The Registrar's Office is the place where the students can register to the university and get information about every faculty in the university. Payments for registration and applications for ID cards are made at the Registrar's Office. Every student is required to have a university ID card as ID cards will be used when entering examinations for the duration of their education. Students can also receive transcripts from the Registrar's Office at any point in their study period. Processing of transcripts may take a couple of days and students are expected to pick up their transcripts from the Registrar's Office. The price for one transcript is 21 Euros.

Tuition Fees

Tuition fees vary for local students, Turkish students, and international students. In addition to annual tuition fee, students are required to pay 5% VAT and a social activities fee at the beginning of each semester.

The university offers two options for payments. Students may pay the tuition fee in two installments. The first installment (half of the fee) must be paid by the end of the 20th of September. The second installment should be made before the 20th of February. In case of a delay, the students are required to pay 10% interest in addition to the required payment.

The second payment option is to pay in eight installments; four installments each semester. The last day for the payment of installments is the 20th of every month during each semester. In the case of a delay, the interest to be paid is 3% of that monthly payment only.

10. Course Registration

On-Line Course Registration

After the required payments have been made at the Registrar's Office, students should select their course via the on-line registration option of the student information system (Einstein). Students will need their student numbers and passwords in order to register online. Student numbers are provided to students once they register at the Registrar's Office after they make their initial payments. Student passwords in order to access the student information system (Einstein) is provided by the department secretary's office.

After registering for their courses online, the students' course advisors will approve their courses. Once courses have been approved students can start entering their lectures. Students facing problems with their on

line registration are required to see their advisors as soon as possible and should not enter courses without the approval of their advisor. Information regarding the process of online registration can be found on the university's web page.

Following registration, students are expected to resolve all academic, social, and other issues within the department (with their advisors) and refrain from contacting the Registrar's Office.

Transfer Students

Transfers to programmes at NEU are possible from educational institutions offering similar programmes. Transfers based on term-based programmes can be done at the beginning of each term. The acceptance of transfers is subject to the decision and approval of the faculty board. Transfer quotas for each department are determined by the NEU Senate. Students aiming to transfer of NEU must submit their applications at least days prior to the commencement of the academic year or academic term. Local and Turkish students should apply with their transcripts to the Registrar's Office and International students should apply with their transcripts to the International Student Office. Suitable applications are then sent to the department chair so that the student's transcript can be evaluated.

Transfers from open universities or open higher education programmes to the NEU are not possible.

Transfers between faculties and departments within the university are carried out according to the above mentioned regulations and can take place up until the last day for late registration indicated on the academic calendar.

11. Student Advisors

Each student studying at the FEAS and Business Administration programme is assigned a student advisor from among the faculty members of staff. Student advisors are responsible for guiding students in their course selection and registration process, and provide academic support when students require. Students continue with the same student advisor until the completion of their studies, so each student advisor is very familiar with their students. Due to student familiarity student advisors also provides guidance in regards to career planning/counselling upon the request of student

12. Add, Drop, and Withdrawal of Courses

The academic calendar, for each semester, indicates the last days for add-drop and withdrawal of courses. The last day for adding-dropping courses is usually after the first two weeks from the commencement of the classes. During these two weeks, students have the chance to attend their course and see if they want to change/add/drop any of the courses they have registered for. Students have the right to add/drop/withdraw any course on the condition that his/her advisor approves his/her request.

Students do not have the right to withdraw from freshman courses and can only withdraw from a particular course once. The total number of withdrawals for a student is limited to 6 throughout their education.

13. Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA)

In order to complete every semester on time, students need to have a Grade Point Average (GPA) of at least 2.00 and they should receive DD or above from each course. To be able to continue their education in their departments, students need to have the following minimum Cumulative Grade Point Average (CGPAs) at the end of each semester:

Semester	Minimum Required CGPA (out of 4)
4 th	1.50
5 th	1.60
6 th	1.70
7 th	1.80
8 th and consecutive semesters	2.00

Students who have CGPAs lower than the minimum CGPAs mentioned above are given an "Academic Incompetence Warning." This warning means that if the student does not meet the minimum CGPA criteria again for the following semester, he/she will not be able to continue his/her education at the university.

Students who receive a warning can only register for courses up to 60% of the required credits for the new term. In addition to their new courses and the courses that they have previously taken and received FF, FD, or U, these students will need to repeat previous courses from which they have got DC or DD in order to increase their CGPAs.

If a student who has received a warning wants to take one of the previous elective courses from which he/she has got DC or DD, he/she can take that particular elective course or any other elective course that may be offered as equivalent to that course within the department. In such cases, this course is not considered as a "new course."

14. Instructors' Office Hours

Office hours are time slots where each student can meet with their instructors in their offices and discuss academic issues, course materials and their progress, see their exam papers and get information about their courses. These hours are for the benefit of the students. Office hours can be found on individual instructors' web pages or on their office doors. Instructors are ready to answer any questions during their office hours. Therefore, students are encouraged to visit their instructors during their office hours and benefit from these meetings.

15. The Medium of Instruction

The medium of instruction and communication for all of our departments is English. Students are required to speak in English to their instructors at all times, including outside the classroom.

English Language Requirements

Students enrolled to departments of which the medium of instruction is in English have to take the English Proficiency and Placement Test. Students who obtain a score of 70 out of 100 or over, are allowed to start their training at the faculties. Students who obtain a score below 70% are required to study the program of the English Preparatory School.

The university accepts a number of English language qualifications, including IELTS and TOEFL exams. The current requirements are IELTS: 6.0 overall and TOEFL: 550; (213 CBT, 79 IBT).

16. Student Attendance and Absence

Students are required to attend at least 70% of the class hours for each course. If a student misses classes for more than 30%, the student automatically fails the course and gets an "NA" (No Attendance) grade. A student with an "NA" grade does not have the right to sit for make-up exams or/and graduation make-up exams.

Medical reports from the NEU hospital and government hospitals are accepted for absences. If a student misses the mid-term examination for any course(s), the student is required to present a medical report to the secretary's office no later than the date announced which is usually 1 week after the end of mid-term exams. The mid-term exam schedule is announced on line and via the Faculty notice board. If a student misses his/her scheduled make-up exam date, he/she loses his/her chance to enter that exam.

17. General Guidelines for Student Conduct

General Guidelines

- Students are expected to obey the general rules of conduct within the university and act respectfully towards their instructors and fellow students at all times.
- Students should also be on time, both for their classes and any appointments they may make with any departmental staff. This includes the appointments made during the office hours of the instructors.
- Making noise in the corridors (especially in front of the lecturers' offices), both during class hours and during break-times, is strictly forbidden. Students should refrain from shouting and/or playing loud music within the department at all times.
- Students are responsible for the daily checking of their instructors' websites, the faculty notice board, and the Einstein student information system for any information and announcements made.

Classroom Conduct

Students are expected to follow the following guidelines when attending their classes:

- Students are expected to be on time for every class. Individual instructors may have different policies for late comers. However, in general students are not accepted to classes if they are late and are expected to wait for the break in order to join the class.
- Students are encouraged to participate in the lessons. This does not mean coming to class for every lesson and sitting silently. Participation includes
- Answering questions posed by the instructor as well as taking part in and contributing to the class discussions.
- In many courses, the instructors require students to read the material before coming to class. Therefore, students are expected to come to class ready for the course. They are also required to bring the related material to the class room.
- It is strictly forbidden to use mobile phones in the classrooms. Students should either turn their phones off or put them on silent when in class. If a mobile phone rings in the classroom, the instructor has the right to ask the student to leave the room.
- Students should refrain from talking in class unless they are asked to do so by their instructors. The instructors have the authority to ask any student to leave the class room if they believe that the student(s) is interfering with the other students' learning.
- Although individual instructors may have different policies regarding eating and drinking in the classroom, students are discouraged from eating in the classrooms. Some instructors allow drinking water/coffee/tea in the classroom during lesson hours. However, students should check with their instructors about their policies.

Regulations for Misconduct

“Misconduct” is defined as any behavior that is against the general guidelines for student and classroom conduct as defined in the “General Student Discipline Regulations” of the University. This may range from being disrespectful towards their instructors or their fellow students to cheating in the exams. The Disciplinary Committee deals with any student misconduct within the department. The committee then discusses the possible outcomes and makes a decision based on the University’s regulations for student misconduct. These results may vary from warning, condemnation to expulsion from the university for certain periods of time depending on the seriousness of the offense. You can find more information about the “General Student Discipline Regulations” on <http://www.neu.edu.tr/en/node/940>.

18. Teaching Materials and Outline Sources

The majority of course/module instructors that teach at the Business Administration programme use international editions of British or American textbooks. All courses have a main text book however additional references and/or study materials are also provided by some instructors. The textbooks are available in sufficient quantity for sale at the NEU bookstore. The case-studies and similar exercises conducted in class are also available in the text books or other sources which students are directed towards or are provided with in class by the course instructors.

19. .Employment Opportunities for Students

There are job opportunities for students who would like to work within the university during their studies. Those who want to have a part-time job can give an application the Registrar's Office or the International Student Office. Possible part-time jobs can be either in the Grand Library, the Near East University Hospital, the Innovation Centre, or the International Student Office.

20. Programme

First year	1. Semester		
Code	Course name	C	ECTS
ENG101	English I	3	4
MAT171	Maths for Business and Economics I	3	6
CIS151	Introduction to Computers	3	6
MAN101	Introduction to Business	3	6
ECON101	Principles of Economics I	3	6
ATA101/TURK101	Principles of Atatürk I	0	2
TOTAL CREDITS		15	30

First year	2. Semester		
Code	Course name	C	ECTS
ENG102	English II	3	3
MAT172	Maths for Business and Economics I	3	3
CIS152	Introduction to Computers II	3	3
MAN102	Introduction to Management	3	3
ECON102	Principles of Economics II	3	3
ATA102/TURK102	Principles of Atatürk II	0	0
TOTAL CREDITS		15	30

Second year	1. Semester		
Code	Course name	C	ECTS
ENG201	Business Communications	3	3
MAT281	Statistics I	3	3
ACC202	Financial Accounting I	3	3
MAN206	Introduction to Law	3	3
PSY101	General Psychology	3	3
TOTAL CREDITS		15	30

Second year	2. Semester		
Code	Course name	C	ECTS
ENG202	Oral Communications	3	3
MAT282	Statistics II	3	3
ACC203	Financial Accounting II	3	3
MAN207	Business Law	3	3
SOC100	Introduction to Sociology	3	3
TOTAL CREDITS		15	30

Third year	1. Semester		
Code	Course name	C	ECTS
MARK303	Principles of Marketing	3	3
MARK304	Marketing and Society	3	3
ACC301	Managerial Accounting	3	3
MAN310	Organisational Behaviour	3	3
FIN301	Principles of Finance	3	3
TOTAL CREDITS		15	30

Third year	2. Semester		
Code	Course name	C	ECTS
MARK307	Consumer Behaviour	3	3
MAN308	Operations Mngt. and Res.	3	3
MAN453	Production Management	3	3
FIN302	Financial Management	3	3
MAN404	Human Res. Management	3	3
TOTAL CREDITS		15	30

Fourth year	1. Semester		
Code	Course name	C	ECTS
MARK306	Marketing Management	3	3
MARK401	Marketing Research	3	3
MAN307	Research Methods	3	3
Elective		3	3
Elective		3	3
TOTAL CREDITS		15	30

Fourth year	2. Semester		
Code	Course name	C	ECTS
MARK308	Marketing Communications	3	3
MAN407	Strategic Management	3	3
MARK402	International Marketing	3	3
MAN100	Graduation Project	3	3
Elective		3	3
TOTAL CREDITS		15	30

TOTAL CREDITS 120 / TOTAL ECTS 240

The Marketing programme consists of 120 national credits hours, 111 of which are compulsory courses and the remaining 9 credit hours are elective courses. Each semester is made up of 15 national credits and each academic year is made up of 30 national credits. A student is required to complete 120 national credits in order to graduate. In terms of ECTS, each semester is 30 ECTS and each academic year is 60 ECTS. A student is required to complete 240 ECTS in order to graduate. All of the courses are 3 national credits which equates to 3 to 4 lecture hours per week. The courses are either conducted on one day or are divided into 2 sessions per week. Some courses have pre-requisites where students are first required to take the prerequisite course before proceeding to the next dependent course. The workload is divided equally among the semesters, 30 ECTS per semester.

There are fourteen weeks of classes, one week for midterm exams and two weeks for final exams each semester.

The courses

ENG 101 English I (3-0) 3

Focusing on grammar and developing the English language skills, this course aims at enabling students to understand their courses and to express themselves better in English.

Main textbook: "Reading Together", by Karl Krahne 2nd Ed., Cambridge University Press, 1998.

MAT 171 Maths for Social Sciences I (3-0) 3

This course is aimed at providing a comprehensive treatment of selected topics in both finite mathematics and calculus. It will make students as comfortable as possible in an environment of quantitative analysis of computers.

Main textbook: "College Mathematics for Business, Economics, and Social Sciences: International Edition", by Barnett, Ziegler, and Byleen, 10th Ed., Prentice Hall, 2005.

CIS 151 Introduction to Information Systems I (2-2) 3

This course introduces students to the basic concepts and developments in information systems. Areas of study include computer technology, information system concepts, information system development, and the use of technology in organisations. Students gain hands-on experience by using microcomputers to solve business problems.

Main textbook: "Essential Guide to Computing: The Story of Information Technology", by Garrison Walters, Prentice Hall, 2001.

MAN101 Introduction to Business (4-0) 3

This is a broad integrative course covering all functional areas of business; finance, human resources, management sciences and information systems and marketing. Relationships among business, government and society considered.

Main textbook: "Business Today" by Mescon, Bovee, & Thill, 10th Ed., Prentice Hall, 2004.

ECON 101 Introductory Microeconomics (4-0) 3

Economic analysis of consumer and producer behaviour and decision making with a concentration on how economic agents voluntarily interact in markets for various goods and services. Topics include advanced demand/supply analysis emphasising allocation efficiency, opportunity cost and elasticity, the theory of the firm; price, output and profit maximising under different market structures including competitive, monopolistic and hybrid alternatives: the pricing of input resources including labour and capital along with income distribution implications; market failure and the consequences of government regulation.

Main textbook: "Economics" by M.Parkin, 7th Ed., Pearson-Prentice Hall, 2004.

ATA 101 Atatürk İlkeleri (2-0) 0**ENG 102 English II (3-0) 3**

This course aims to take students to advanced level of English.

Main textbook: "Reading Together", by Karl Krahnke 2nd Ed., Cambridge University Press, 1998.

MAT 172 Maths for Social Sciences II (3-0) 3

Limits and Continuity. Average Rate of Change and Slope. Derivatives, Instantaneous Rate of Change, Higher Order Derivatives. Optimisation, Concavity of Inflection Points. Maxima and Minima. Revenue, Cost and Profit Applications, Anti Derivatives, Rules of Integration, Differential Equations, Mathematics of Finance, Simple and Compound Interest, Present Value, Effective Interest, Future Value, Annuities.

Maintext Book: "College Mathematics for Business, Economics, and Social Sciences: International Edition", by

Barnett, Ziegler, and Byleen, 10th Ed., Prentice Hall, 2005.

CIS 152 Introduction to Information Systems II (2-2) 3

Introduction to Windows, Windows Commands, How the windows commands work, Introduction to Microsoft Office, Microsoft Word, Microsoft Power Point, Project of Microsoft Power point.

MAN 102 Principles of Management (4-0) 3

Principles of Management. The Basis of Management, Theory and Practice, The Nature of Planning. Decision Making. The Nature and Purpose of Organising, Basic Departmentation, Line / Staff Authority and Decentralisation, Human Resource Management and Selection, Motivation, Leadership, and The System and Process of Controlling.

Maintext Book "Management, Principles and Practices for Tomorrow's Leaders" by Gary Dessler, Pearson-Prentice Hall, 2004.

ECON 102 Introductory Macroeconomics (4-0) 3

Introduction to the foundations of economic analysis with concentration on macroeconomics structure and models. Course focuses salient facts about the economy's performance; measures of economic activity such as GDP; employment and inflation; determinants of trends in economic growth and business cycle foundations; fiscal, monetary and international trade policies and their effect on domestic and foreign business cycles and growth.

Maintext Book: "Economics" by M.Parkin, 7th Ed., Pearson-Prentice Hall, 2004.

ENG 201 Business Communication Skills I (3-0) 3

This course aims to improve the student's ability to understand and use English Grammar and vocabulary in a business context.

Maintext Book: "Business Communication Today (International Ed.)" by Bovee and Thill, 8th Ed., Prentice Hall, 2004.

MAT 281 Application of Statistics in Business I (3-0) 3

Frequency distributions and Graphing Frequency Distributions, Measures of Central Tendency, Measures of Dispersion and Skewness, Basic Concepts and Rules of Probability, Probability Distributions: Binomial, Poisson, Normal, and Chi-Square Distributions, Sampling Concepts, Sampling Distributions.

Maintext Book: “Basic Business Statistics” by Berenson, Levine, & Krehbiel, 9th Ed., Pearson Education, 2004.

ACC 202 Financial Accounting I (4-0) 3

Financial Accounting the basis for business decision. Recording changes in financial position. Measuring business income. Completion of the accounting cycle. Accounting for merchandising activities. The control of cash transactions. Accounts receivable, and notes receivable. Inventories and cost of good sold.

Maintext Book “Financial and Managerial Accounting” by Williams, Haka, Bettner, and Meigs, 12th Ed., McGraw-Hill, 2004.

MAN 206 Business Law I (4-0) 3

A basic introduction to the study of law namely the Nature of Law, Legal Systems, The Development of Law, The Structure and Work of the Courts, The Concepts of Legal Personality and Capacity and an Outline of the European Union, its Laws and Institutions, Company Law and Tort.

Maintext Book: “Business Law” by Keenan & Riches, 5th Ed., F.T. Pitman, 1998.

PSY 101 General Psychology (3-0) 3

This course is designed for students in departments other than the Psychology Department in order to give them a general knowledge of psychology. The course provides a general understanding of psychological inquiry, major theories and their practical applications. The topics covered include sensation and perception, theories of learning and memory, development, socialization, personality, social psychology.

Maintext Book: “Understanding Psychology”, by Morris and Maisto, 7th Ed., Prentice Hall, 2006.

ENG 202 Business Communication Skills II (3-0) 3

This course presents a business story within the context and structure of two typical business communication situations. The target language items are described in terms of the functions they perform within the communicative structure of meetings and/or negotiations.

Maintext Books:

“Business Communication Today (International Ed.)” by Bovee and Thill, 8th Ed., Prentice Hall, 2004.

“Speaking Globally: English in an International Context” by Grohe, William, & Root., Prentice Hall, 1996.

“Study Speaking” by Anderson & Lynch ., Cambridge University Press., 1992.

MAT 282 Application of Statistics in Business II (3-0) 3

Summary of Discrete Distributions, Summary of Continuous Distributions, Descriptive Statistics, Point Estimation, Interval Estimation and the Control Limit Theory, Inferences in the Mean and Variance of a Distribution, Inferences on Proportions, Comparing two Means and two variances, Simple Linear Regression.

Maintext Book: “Basic Business Statistics” by Berenson, Levine, & Krehbiel, 9th Ed., Pearson Education, 2004.

ACC 203 Financial Accounting II (4-0) 3

Plant and Equipment, Depreciation and intangible assets. Liabilities common to most business organisations. Partnership. Accounting Concepts, Professional Judgement and Ethical conduct. Special Types of Liabilities (Bonds payable). Corporations, Investment in Corporate Securities. Measuring cash flows. Analysis and interpretation of financial statements.

Maintext Book: “Financial and Managerial Accounting” by Williams, Haka, Bettner, and Meigs, 12th Ed., McGraw-Hill, 2004.

MAN 207 Business Law II (4-0) 3

A basic introduction to the law relating to business transactions namely an Introduction to the Law of contract and various kinds of Business Contracts. This is followed by an examination of Employment Law, including some provision requirements, European Union Law and an outline of Insurance Law and some aspects of Banking Law.

Maintext Book: “Business Law” by Keenan & Riches, 5th Ed., F.T. Pitman, 1998.

SOC 100 Introduction to Sociology (3-0) 3

This course is designed for students from departments other than the Psychology Department in order to give them a general knowledge of sociology. This course provides an introduction to basic principles, concepts and

theories of sociology, place of sociology among social sciences and examination of various culture, institutions and social places.

Maintext Book: "Sociology:International Edition", by Macionis, 10th Ed., Prentice Hall, 2005.

MARK 303 Principles of Marketing ((4-0) 3

To provide fundamental concepts and to introduce related business activities within a systems perspective, supported with managerial and functional approaches for planning, pricing, promoting and distributing, satisfying products to target markets in order to achieve organisational objectives.

Main textbook: "Principles of Marketing" by Kotler & Armstrong, 11th Ed., Prentice Hall, 2005.

MARK 304 Marketing and Society (4-0) 3

This course introduces students to marketing's role in society and compares it with marketing's role within the organization. Ethical and moral issues pertinent to marketing are raised. These include the ethical dilemmas often based by marketing professionals, as well as the consequences of marketing on society as a whole.

Main textbook: Paul N. Bloom and Gregory T. Gundlach, Handbook of Marketing and Society, Sage Publications, 2001

ACC 301 Managerial Accounting (4-0) 3

The purpose of this course is to guide the students to gain knowledge and information about managerial accounting. It aims to use the information in managerial decision making; The Nature of Costs, Cost-Volume-Profit Analysis, Standard Costs, Budgeting; Operational Budgeting, Financial budgeting and Capital budgeting.

Main textbook: "Managerial Accounting" by Ronald W.Hilton, 5th Ed., McGraw-Hill/Irwin, 2002.

FIN 301 Principles of Finance (4-0) 3

This is an introductory course in the principles of corporate finance. The primary objectives are to familiarize students with the major financial decisions made by firms, the process for making those decisions, and to provide a conceptual framework for understanding and analyzing those decisions. Major topics include financial statement analysis, the time value of money, bond and stock valuation and investment techniques.

Main textbook: "Fundamentals of Corporate Finance" by Ross, Westerfield, and Jordan, 4th Ed., McGraw-Hill, 1998.

MAN 310 Organizational Behaviour (4-0) 3

The theoretical and research contribution of the behavioural sciences to management and administration are examined and applied to selected organizational situations. Areas to be considered from the standpoint of both individual and organizational performance are communication, motivation, conflict, decision-making, goal setting, leadership, organizational design, climate, development and control. Utilizing a systems perspective, the course attempts to develop in each student an ability to analyse and solve organizational problems.

Main textbook: "Organizational Behaviour, Human Behaviour at Work" by John W. Newstrom & Keith Davis, 11th Edition, McGraw-Hill Irwin, 2004.

MARK 307 Consumer Behaviour (4-0) 3

Examines the decision processes used by individuals and households in obtaining and using goods and services. The influences of individual demographic and psychographic differences as well as cultural, ethnic, social, and environmental factors are explored to build an understanding of consumer behaviour in a global economy. Current theories and models are studied and applied to actual marketing situations.

Main textbook: Peter Lancaster, Robin Lowe, Understanding and Managing Customers, Prentice Hall, 2004

MARK 311 Product Management (4-0) 3

The course focuses on the elements required to successfully manage products and services. Students will use several basic statistical techniques to identify ways in which product/service offerings can be enhanced.

Main textbook: Handscombe, Richard S., The Product Management Handbook, McGraw Hill, 1989

MAN 308 Operations Management (4-0) 3

This course is about the fundamentals of operations research and modelling. The main emphasis is on the development, application and computation of the basic operations research techniques. The topics covered are: Application of Scientific Methodology to Business Problems and Mathematical Modelling, Linear Programming, Scientific Approach to Decision Making.

Main textbook: Operations Research, An Introduction" by Hamdy A. Taha, 5th Edition, McGraw-Hill, 2004.

FIN 302 Financial Management (4-0) 3

This course is the continuation of FIN 301. The principal methods of instruction will consist of interactive lecturing and problem-solving. The objective of this course is to give the students detailed information about capital budgeting, risk and return, cost of capital and long-term financial policy and short-term financial planning.

Main textbook: "Fundamentals of Corporate Finance" by Ross, Westerfield, and Jordan, 4th Ed., McGraw-Hill, 1998.

MAN 404 Human Resource Management (4-0) 3

The course aims at showing the importance of human resource management (The management of people) and its link with productivity, quality of work life, and profits in today's highly competitive world. Human resource management activities examined include job analysis, human resource planning, recruitment, selection, orientation, training and development, performance appraisal, career development, compensation management, labour relations, and employee health and safety.

Main textbook: "Human Resource Management" by R. Wayne Mondy, and Robert M. Noe, 9th Edition, Pearson-Prentice Hall, 2004.

MARK 401 Marketing Research (4-0) 3

Explores the identification, collection and analysis of information relevant to decision making by the marketing executive. Students become acquainted with the marketing research process and methods of data collection and analysis. They gain experience through the design and implementation of a marketing research study and the preparation of a professional project.

Main textbook: Ronald F. Bush and Alvin C Burns, Basic Marketing Research, Prentice Hall, 2004

MARK 306 Marketing Management (4-0) 3

Planning, Implementing and Evaluating of Total System of Marketing Activities in Business Organisations with Special Emphasis put upon preparing Marketing Plans, Marketing Budgets and Auditing Marketing Performance. Managerial approach within System Perspective Supported with Functional Approach is used.

Main textbook: Philip Kotler and Kelvin Lane Keller, Marketing Management, Prentice Hall, 12e

MAN 409 Management Information Systems (4-0) 3

Integrates topics of management and organization theory, information and communication theory, and systems theory relevant to managing an organization's information resources. Includes computer hardware and software, telecommunications, and database concepts and emphasizes the e-commerce and Internet based business models to get a competitiveness of global based business environments.

Main textbook: "Management Information Systems, Managing the Digital Firm" by Laudon and Laudon, 9th Edition, Prentice Hall, 2006.

MAN 307 Research Methods in Administrative Sciences (4-0) 3

This course is designed to teach professional communication skills. Emphasis is placed on research, listening, , critical reading and thinking, analysis , interpretation, and design used in oral and written presentations. Upon completion, students should be able to work individually and collaboratively to produce well- designed business and professional written and oral presentations.

Main textbook: "Research Methods for Business, A Skill Building Approach" by Uma Sekaran, 4th Edition, John Wiley & Sons, Inc., McGraw Hill International, 2003.

MARK 308 Marketing Communications (4-0) 3

This course presents an integrative approach to the creation, implementation, and measurement of all of the ways in which an organization communicates with its external public. While focusing on the communications tools of advertising, publicity, sales promotion, and personal selling, this course takes a marketing management perspective and explains how communications is used to help satisfy customers and achieve the goals of the organization with special consideration given to entrepreneurial and small businesses. This is a survey course that stresses an understanding of the terms, concepts, and processes involved in the creating of the integrated marketing communications.

Main textbook: Chris Fill, Marketing Communications, Prentice Hall, 4th Edition

MAN 407 Strategic Management & Planning (4-0) 3

This course provides a synthesis of previous courses of the program. Major task in this course will be to make strategic decisions and to justify those decisions. Strategic decisions determine the future direction and competitive position of an enterprise for a long time. Students will have the opportunity in this course to make actual strategic decisions.

Main textbook: Gerry Johnson, Kevan Scholes, Richard Whittington. Exploring Corporate Strategy, Prentice Hall, 7th Edition.

MARK 402 International Marketing

An applied introduction to concepts of international marketing management with an emphasis on development of global and regional marketing programs, entry strategies and the importance of understanding economic, sociocultural differences and other environmental forces.

Main textbook: Warren J. Keegan and Mark C. Green, Global Marketing, Prentice Hall, 4th Edition.

MAN 400 Graduation Project

A seminar course intended to motivate senior students to undertake an independent research project. The course ends with an oral presentation performed by each student.

Main textbook: Uma Sekaran, Research Methods for Business, Wiley, 3rd Edition.

TECHNICAL ELECTIVES

MARK 404 Services Marketing (4-0) 3

Examination of marketing in services industries, with particular emphasis on unique aspects of services marketing, the service marketing mix, and the implementation of services strategies.

Main textbook: Christopher H Lovelock and Lauren Wright, Principles of Service Marketing and Management, Prentice Hall, 2nd Edition.

MARK 421 Sales Management (4-0) 3

An in-depth coverage of determining the types of sales positions, the recruiting and hiring process, training, determining sales territories, methods of compensation and motivation, and control over the sales force. It examines persuasive techniques utilized in promotional presentations conducted on a person-to-person basis

Main textbook: Barry L Reece and Gerald L Manning, Selling Today, Prentice Hall, 9th Edition.

MARK 405 Business Marketing (4-0) 3

An applied examination of the basic principles that govern the distribution of business product/services and the management of business marketing organizations. Attention is focused on business marketing problems, with special emphasis placed on strategic and tactical planning processes, product development programs, pricing policy, distribution, promotion and other important aspects of the business marketing field.

Main textbook: Chris Fill and Karen Fill, Business to Business Marketing, Prentice Hall, 2004.

MARK 410 Marketing Theory and Thought(4-0) 3

Evolution of marketing concepts, terminology, principles, and theory; development of a frame of reference for understanding the meaning and consequences of theory; prediction of future theoretical development.

Main textbook: Shelby D. Hunt, Foundations of Marketing Theory, M E Sharp Inc. 2002

MARK 406 Hospitality Marketing (4-0) 3

Hospitality Marketing provides students with an introduction to the principles and issues associated with marketing the services and products that comprise the hospitality industry. This includes examining the behavioural component of consumers who use travel, hospitality and tourism services and products, as well as the research techniques that inform marketing strategies for the hospitality related organizations.

Main textbook: Philip Kotler, John Brown, James Makens. Marketing for Hospitality and Tourism, Prentice hall, 2nd Edition.

MAN 416 Total Quality Management (4-0) 3

Total quality is approached from the organizational culture and a culture change perspective. In the 21st century customers expect quality and continuous improvement is a requirement. The student will develop a practical approach for initiating total quality to achieve organizational excellence. The student will gain practical experience with quality issues and the tools to design, implement, and sustain total quality programs.

Main textbook: John Bank, Total Quality Management, Prentice Hall 2nd Edition.

MARK 407 Marketing in Non-Profit Seeking Organisations (4-0) 3

This is a public-purpose marketing course that focuses on non-profit seeking organisations to develop long-term income earning strategies by aligning with for-profit organisations, enabling them to become less reliant on short-term donations through the introduction and applications of marketing principles.

Main textbook: Philip Kotler, Non-Profit Business Marketing, Prentice Hall

MARK 408 Public Relations (4-0) 3

Emphasizes the relationship between an organization and its internal and external publics. The role of public relations as a function of integrated marketing communication is presented. Topics include communication theories, ethical crisis management, and marketing publicity techniques. Students build skills in planning, implementing, and analysing the effects of campaigns.

Main textbook: Scott M. Cutlip, Allen H. Centeri Glen M. Broom, Effective Public Relations, Prentice Hall 8th Edition.

MARK 409 Customer Relationship Management (4-0) 3

Customer Relationship Management (CRM) is a comprehensive set of processes and technologies for managing the relationships with potential and current customers and business partners across marketing, sales, and service areas regardless of the channel of distribution. This course focuses on the development and implementation of relationship marketing strategies via the use of CRM initiatives. Topics covered in the course include: relationship marketing; operational analytical, and collaborative CRM; reasons for CRM implementation failure; and the role of CRM in marketing management.

Main textbook: John Egan, Relationship Marketing, Prentice Hall 2nd Edition

MARK 412 Internet Marketing (4-0) 3

This course provides a comprehensive study of various facets of marketing through the Internet. Topics include online promotion and communication, computer-mediated selling and provision of web content, new business functions and opportunities, creating a competitive business advantage and creating markets. Case studies are present and students gain hands-on experience through online activities, web page assignments and projects.

Main textbook: Malcolm Mc Donald and Hugh Wilson, The New Marketing, Butterworth Heinemann, 2002.

MARK 413 Sports Marketing (4-0) 3

This course is designed to provide the sport manager with an overview of the major marketing issues facing the sport industry. Course content focuses on developing basic knowledge and understanding of sport marketing and sponsorship for educational, recreational, and professional settings. Attention is given to the history of sport marketing, principles of marketing applied to the sport industry, sport consumer behaviour, research tools, corporate sponsorship, and evaluation of sport marketing programs. The components of the course include developing products, utilizing sponsorships, special events, fund raising, public relations, promotions, and utilizing radio and television networking.

Main textbook: Mathew Shank, Sports Marketing, Prentice Hall 3rd Edition

MARK 414 Retail Marketing Management (4-0) 3

This course explores and evaluates the dynamic role of retailing in the marketing of consumer goods and services. Significant changes in the American retailing environment, in the character of retail competition and in the organizational structure of retail firms are examined. The methods and principles of marketing as applied to retailing including site selection, sales stimulation, pricing policies, merchandising, purchasing, etc. are introduced.

Main textbook: Paul Brittain and Roger Cox, Retailing, Prentice Hall, 5th Edition.

MARK 415 Fashion Marketing (4-0) 3

Fashion Marketing investigates the relationship between fashion design and marketing. Students learn the development, promotion, advertising, and retailing skills needed to enter the marketplace and succeed.

Main textbook: Tony Hines, Fashion Marketing: Contemporary Issues, Butterworth and Heinemann, 2001.

MARK 416 Direct Marketing (4-0) 3

This course is designed to provide the student with an introduction to the principles of direct marketing from the perspective of marketers attempting to sell to both consumer and organizational markets. Students are introduced to the scope of direct marketing including mail order, lead generation, circulation, relationship/loyalty programs, store traffic building, fund raising, pre-selling, post-selling and research.

Main textbook: Martin Baier and Lisa S. Spiller, Contemporary Direct Marketing, Prentice Hall, 2004.

MARK 417 Distribution Channels and Structure Management (4-0) 3

Nature, structure and type of marketing channel. Role, function and development of channel systems. Conflict and co-operation of marketing institutions. Selecting, evaluating and controlling marketing channel. Factors and environments that effect marketing channel management.

Main textbook: Lawrence Friedman, Tim Furey, The Channel Advantage, Butterworth and Heinemann, 1999.

MARK 418 Merchandising (4-0) 3

Offers specific instruction in and discussion of the development of merchandising techniques. The course includes preparation of merchandise budgets; use and interpretation of merchandise information systems: determination of mark-up and gross margin; control of mark-downs; merchandise arithmetic, purchase order preparation; maintenance of good vendor relationships; importance of communicating with and cooperating with the non-merchandising areas of the retail organization; analysis of operating statements.

Main textbook: John Prescott, Merchandising and Marketing Management, Institute for Career Research

MARK 419 Introduction to Advertising (4-0) 3

Covers the principles, concepts, practices, and ethical considerations underlying the preparation and use of advertising as a tool of marketing. Topics include advertising objectives, investments, message development, media planning, measurement of effectiveness, along with the regulatory, legal, economic, and social aspects of advertising.

Main textbook: Sandra Moriarty, William D Wells John Burnett, Advertising, Prentice Hall 7th Edition.

MARK 420 Advertising Strategies and Management (4-0) 3

From a managerial perspective, emphasizes the development, execution, and evaluation of advertising campaigns. Includes agency-client relationships, budgeting, development of strategy, and implementation.

Main textbook: Rajeev Batra, John Myers and David Aaker, Advertising Management, Prentice Hall, 5th Edition

MAN 401 International Business (4-0) 3

This course surveys the international relationships of world business operations. Students will be introduced to current conceptual perspective. Emphasis will be in areas of environmental dynamics, multinational business organizations, cultural, political, and economic constraints within international financial and trade frameworks.

Also included are the problems and challenges facing the multi-national corporation, its strategy and policy.

Main textbook: Stuart Wall, Bronwen Rees, International Business, Prentice Hall, 2004.

8. INFORMATION ON THE NATIONAL HIGHER EDUCATION SYSTEM

The basic structure of the North Cyprus Education System consists of four main stages as pre-school education, primary education, secondary education and higher education.

Pre-school education consists of non-compulsory programs whereas primary education is a compulsory 8 year program for all children beginning from the age of 6. The secondary education system includes “General High Schools” and “Vocational and Technical High Schools”.

The Higher Education System in North Cyprus is regulated by the Higher Education Planning, Evaluation, Accreditation and Coordination Council (Yükseköğretim Planlama, Denetleme, Akreditasyon ve Koordinasyon Kurulu – YÖDAK). Established in 1988, the Council regulates the activities of higher education institutions with respect to research, governing, planning and organization. The higher education institutions are established within the framework of the Higher Education Law. All programs of higher education should be accredited by YÖDAK.

Higher education in North Cyprus comprises all post-secondary higher education programmes, consisting of short, first, second, and third cycle degrees in terms of terminology of the Bologna Process. The structure of North Cyprus higher education degrees is based on a two-tier system, except for dentistry, pharmacy, medicine and veterinary medicine programmes which have a one-tier system. The duration of these one-tier programmes is five years except for medicine which lasts six years. The qualifications in these one-tier programmes are equivalent to the first cycle (bachelor degree) plus secondary cycle (master degree) degree. Undergraduate level of study consists of short cycle (associate degree) - (önlisans derecesi) and first cycle (bachelor degree) - (lisans derecesi) degrees which are awarded after the successful completion of full-time two-year and four-year study programmes, respectively.

Graduate level of study consists of second cycle (master degree) – (yüksek lisans derecesi) and third cycle (doctorate) – (doktora derecesi) degree programmes. Second cycle is divided into two sub-types named as master without thesis and master with thesis. Master programmes without thesis consists of courses and semester project. The master programmes with a thesis consist of courses, a seminar, and a thesis. Third cycle (doctorate) degree programmes consist of completion of courses, passing a qualifying examination and a doctoral thesis. Specializations in dentistry, accepted as equivalent to third cycle programmes are carried out within the faculties of dentistry. Specialization in medicine, accepted as equivalent to third cycle programmes are carried out within the faculties of medicine, and university hospitals and training hospitals operated by the Ministry of Health.

Universities consist of graduate schools (institutes) offering second cycle (master degree) and third cycle (doctorate) degree programmes, faculties offering first cycle (bachelor degree) programmes, four-year higher schools offering first cycle (bachelor degree) degree programmes with a vocational emphasis and two-year vocational schools offering short cycle (associate degree) degree programmes of strictly vocational nature.

Second cycle degree holders may apply to third cycle programmes if their performance at the first cycle degree level is exceptionally high and their national central Graduate Education Entrance Examination (ALES) score is also high and their application is approved. The doctoral degree is conferred subject to at least one publication in a cited and refereed journal.

Figure 1 General Structure of the North Cyprus Education System⁴

21. Qualification Awarded

Marketing (Bachelor's Degree/ first cycle in Bologna System)

Level of Qualification

Qualifications Framework- European Higher Education Area (QF-EHEA): 1

Access requirement(s)

High School Diploma. Admission of Turkish nationals is by Placement through a nationwide Student Selection Examination (ÖSS) administered by Assessment, Selection and Placement Centre (ÖSYM). Admissions of Turkish Cypriots is based on the Near East University Entrance and Placement exam. Admission of international students is based on their high school credentials. Proof of English Language proficiency is also required.

Qualification Requirements

120 Near East University Credits (Near East University Credit is contact hour based) which is total 240 ECTS credits must be completed after being successful in the courses to become a graduate of the political science department.

ECTS is a credit system designed to make it easier for students to move between different countries. Since they are based on the learning achievements and workload of a course, a student can transfer their ECTS credits from one university to another so they are added up to contribute to an individual's degree programme or training. ECTS helps to make learning more student-centred. It is a central tool in the Bologna Process, which aims to make national systems more compatible.

ECTS also helps with the planning, delivery and evaluation of study programmes, and makes them more transparent (http://ec.europa.eu/education/ects/ects_en.htm).

Converting US College Credit Hours (semester credit hours-SCH) to ECTS

ECTS is the most commonly used credit system in Europe. The major difference between the European Credit System ECTS and the US College Credit system is that the first is based on student workload and the second on contact hours. The ECTS is oriented towards the time required for a student to meet the intended study outcomes, while the U.S. system is more oriented towards the time a faculty member needs to teach.

Here is an example of conversion of credits from ECTS to Semester Credit Hours for a college or university in the U.S.: 1.67 ECTS = 1.00 US College Credit Hours

Conversion standards may vary between higher education institutions in the U.S.

(<http://www.mastersportal.eu/articles/1110/what-you-need-to-know-about-academic-credit-systems-in-the-us.html>)

A student is required to have minimum pass grade from each course and obtain minimum 2.00/4.00 cumulative Grade point Average (cumulative GPA).

The students who have successfully completed the programme should be able to be science-based, skilled and competent political scientists prepared to meet the challenges of practicing marketing in the 21st century, and researchers who are prepared to conduct social and political research focused on bettering the human condition and advancing the fundamental understanding of political science.

22. Arrangements for transfer from another Marketing Department (Recognition of Prior Learning)

A student wishing a transfer from another university: the student must prove her/his English Proficiency if s/he wishes to attend the English Section.. At the time of OSS examination the candidate's entrance score must not be less than the lowest score for admission to the Near East Marketing Department. The transcript and course content of the applicant is examined by the department and the student is then accepted to the appropriate year of the programme.

For further details please contact:

Faculty of Economics and Administrative Sciences

Department of Marketing, 3rd Floor

Near East Boulevard, P.O. Box 92202

Nicosia, TRNC via Mersin 10-Turkey

Phone: +90 (392) 680 20 00 (ext.3125)

E-mail: info@neu.edu.tr

23. Examination Regulations, Assessment and Grading

In the four years of the Marketing degree, students are evaluated by essay type questions, MCQ (multiple choice questions) exams, assignments, projects and participation. The students must successfully complete two main exams: the mid-term and the final examinations for each course. If the student fails in any course, s/he is entitled to come up again for resit examination.

Grading Scheme and Grades

PERCENTAGE	COURSE GRADE	GRADE POINTS
90-100	AA	4,00 (Excellent)
85-89	BA	3,30-3,95 (Excellent)
80-84	BB	3,00-3,45 (Very Good)
75-79	CB	2,50-2,95 (Very Good)
70-74	CC	2,00-2,45 (Good)
65-69	DC	1,50-1,90 (Good)
60-64	DD	1,00-1,40 (Good)
50-59	FD	0,50-0,90 (Failed)
0-49	FF	0,00 (Failed)

I-Incomplete; **S**-Satisfactory; **U**-Unsatisfactory; **P**-In Progress; EX-Exempt; W-Withdrawn; **NA**- No Attendance.

A student is granted one of the letter grades above for each course/module he/she has attended, according to the relative success degree of students taking the course by using the distribution of the final raw success grades. **Passing grades range from AA to DD; FD and FF are failing grades.**

Grades AA, BA, BB, CB, and CC indicate varying levels of unconditional “Pass” status for the successful score. Grades DC and DD indicate the “Conditional Pass” status, where the student with these grades are regarded as successful given that the Cumulative Grade Point Average (CGPA) is equal to or above 2.00. Grades FD and FF indicate “Fail” and the student is required to repeat the course in the proceeding semester.

A grade of (I) is awarded by the instructor when a student has completed most of the semester’s work satisfactorily but is unable to finish due to illness or other valid reasons. Students receiving a grade of “I” must make up the missing work and earn a grade within 15 days from the day of submitting the grades to Registrar’s Office. Otherwise the (I) grade will automatically become an (FF). In cases of prolonged illness or other incapacity, this period can be extended until the next registration period upon the recommendation of the Department Chairperson and approval of the Administrative Committee of the Faculty.

The grade (S) is given to those students who are successful in non-credit courses. Students who have transferred from other universities or who previously attended a higher education institution are also granted the grade (S) for the courses that they have taken before and that are accepted as equivalent upon the recommendation of the Department Chairperson and approval of the Administrative Committee of the Faculty. Transfer students who are required by the Regulations to repeat a course will not be granted the grade (S). The grade (S) is not included in the computation of grade point average. The grade (U) is given to those students who are unsuccessful in non-credit courses.

The grade (P) is assigned to those students who progress through non-credit courses extending over more than one semester.

The grade (EX) is awarded to those students who have been exempted from the courses determined by the University Senate through the successful completion of the exemption examination administered by the department concerned. The grade (EX) is not included in the computation of grade point average. But it is shown on the transcript. The grade (W) is given to those students who have withdrawn from a course after the add-drop period and within the first ten weeks of the semester upon the recommendation of the advisor and permission of the instructor.

- **Exams**

Mid-term exams are held during the “mid-term exam week” and final exams are held during the “final exam week”. During the exam week lectures are not held. Each course/module has an exam. Mid-term Exam Week and Final Exam Week is announced via the annual academic calendar which is announced at the beginning of every academic year.

The type of exam to be held is laid down in each courses course description. All exams are held in the faculty building. Exam schedules are announced at least 2-3 weeks before the start of the exam week. Depending on the size of the classroom 1 or 2 invigilators are assigned to each classroom.

The midterm exam results are announced before the last day for withdrawal from courses. Instructors show exam papers to students that request to see their papers.

The following exam regulations exist for students;

- In order to enter exams students are required to show their “exam entrance slip” and their university ID card. Students who fail to do so will not be permitted to enter the exam.
- Mobile telephones are not permitted into the exam room.
- Students are required to enter the exam in the classroom that has been announced on the seating plan.
- Upon entrance into the exam room students are not permitted to speak and are not permitted to speak with one another throughout the duration of the exam.
- Upon the distribution of answer sheets and exam questions by the invigilators students are required to fill out their names, student number, department, course code, date, and name of the course instructor in the spaces provided on the answer sheets/exam question paper.
- Students are required to sign the exam attendance sheet.
- Students are required to read the exam questions before starting the exam and are permitted to ask questions to the course/module instructor related to exam questions within the first 20 minutes.
- Students are not permitted to leave the exam room within the first 20 minutes of the exam.
- Late students are only permitted to enter the exam if they arrive in the first 20 minutes of the exam. The duration of the exam is not extended for late students.
- Students are not permitted to exchange any materials, such as pens, pencils, erasers, during the exam.
- If students are caught cheating they are removed from the exam room. The invigilator signs the students exam paper indicating the reason that he/she has been remove from the exam room. The student caught in the act of cheating receives an “FF” grade from that course/module and is not permitted to continue with the course/module.
- Students who have completed their exam are required to hand in their answer sheet and question paper to the invigilator.
- Students who were not able to enter the exams and have a medical report or who have any other valid excuse that can be documented are entitled to a make-up exam.
- Students to enter the make-up exams are required to make their application to the Dean’s Office within the time period announced. Students who do not make their application and/or do not do so within the time period announced will not be permitted to enter the make-up exams.
- Students who do not enter the final exams are permitted to enter the resit exams.

• **Make-Up Exams**

If, due to medical reasons or any other reason that the student can document, cannot enter an exam(s) held during exam week they are given a make-up exam. Students are required to apply

for the make-up exam no later than the date announced by the faculty which is usually 2 weeks after the end of the exam week. Relevant documentation must be provided with the application. Students are also provided with the chance to examine their exam papers with their course/module instructor if they receive a grade which they are not satisfied with. If in the case that a change in grade occurs the course/module instructor submits the change in writing to the department chair and the new grade is announced to the student via the student portal.

- **Re-sit Exams**

In accordance with the decision of the Turkish Higher Education Council of Turkey, Re-Sit exams will be given to all undergraduate programmes (2-year diploma programmes plus 4 or 5-year bachelor programmes). The Re-sit exam procedure is as listed below;

- All those students who enter semester exams and obtain FF or FD grades are eligible to sit the Re-Sit exams for those courses. All those students who are eligible financially to sit the final exams for the semester but could not enter for any particular reason are also eligible to sit the Re-Sit exams.
- The Re-Sit exams are for the final exams only. The new end-of-term letter grade will be recalculated with the new score of the Re-Sit exams.
- Only students who have entered the mid-term exams will be permitted to enter the Re-Sit exams.
- There will be no other make-up exams for those who do not enter the Re-Sit exams.
- For those courses that have no written final exams and where letter grades are assigned for the work done in the semester, no Re-Sit exams will be given.
- There will be no Re-Sit exams for courses failed with letter grades NA (no attendance).
- If a student's GPA is below 2.00, then Re-Sit exams will be given from the courses that the students have in fact passed in order to raise their grades. If the GPA is above 2.00, no Re-Sit exams will be given from the passed courses.

- **Appeals to Exams Results**

Although students are encouraged to talk to their individual instructors about any assessment result that they are unhappy about, they can also appeal to any of their results by making an official application. Appeals to exam results can only be done if a student believes that his/her exam paper was not graded fairly by his/her instructor.

Appeals should be made via a written letter to the Department Head where the reasons for the appeal should be listed clearly. If the appeal is considered to be significant by the Head of the Department, then a committee of three instructors (other than the course instructor) will be formed and the exam paper in question will be graded by this committee again. If the committee decides that the exam result needs to be amended, then it will be done so and the new grade will be recorded on the online registration system to reflect the new grade. However, if the committee finds that the exam paper was fairly graded, then the mark will not be changed. In each case, the student will be notified of the result via e-mail.

4. Submission of Projects/Assignments/Reports

Submission

Besides midterm and final exams and quizzes, there might be other assignments/projects/reports that students may be required to submit throughout the term. Students are expected to submit their assignments on or before the submission deadline as announced on the course outlines. Late submissions are usually not accepted by many of the instructors.

Sometimes, instructors may make amendments to the submission dates. In that case, this will be announced on the instructor's web page and the faculty notice board. It is the students' responsibility to follow the course outline for each course and submit their assignments on time.

Individual instructors may have different policies regarding the submission of assignments. Some instructors may require these to be submitted online (via e-mail) and some may require them to be typed on the computer.

If students cannot reach their instructor on the day of the submission deadline, they can leave their assignments in the pigeon holes located in the secretaries' office. While submitting assignments to the secretaries, students should fill in the submission form (can be obtained from the secretaries) stating the name of the instructor, the date and time of submission. This form will then be signed by the secretaries and placed in the pigeon hole of the individual instructor.

Ethics: Plagiarism

Plagiarism is a kind of cheating, where a student takes information from a source (usually by copying and pasting) and does not mention the author of the work. Even if the work is paraphrased and the reference is not given, this is also called plagiarism. This is academic stealing and in all of our departments, there is zero tolerance for plagiarism in the projects, research papers and any kind of academic assignments. If an instructor claims that an assignment includes plagiarism; the instructor has the full authority to fail the student from that course.

5. Course and Instructor Evaluation

At the end of every semester students are asked to complete an on-line survey for each of their courses/modules in order to gain feedback in relation to the course/module and the course instructor. The results are presented to the Dean of the Faculty, Department Chairs, and each individual course instructor. This provides feedback thus enabling to make the necessary improvements to increase the teaching effectiveness of course instructors and if necessary make improvements in regards to the content of courses.

Occupational Profiles of Graduates

The graduates of the Department of Marketing have many career paths open to them. Some students may pursue a career directly involved with marketing, such as an advertising accounting executive, or an advertising account planner, an advertising art director, or an advertising copywriter. There are also opportunities for marketing graduates as a market researcher, a marketing executive, a media buyer or a

media planner, as well as many opportunities in social media management. All of these roles could be in the private or public, or non-profit sector. Other job opportunities include actuarial analyst, an event organiser, a product manager, a public affairs consultant or public relations officer, as well as sales promotion and analysts.

Programme Director

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24. Key Learning Outcomes

The student who successfully completes the program should be able to

- Identify core concepts of marketing and the role of marketing in business and society.
- Knowledge of social, legal, ethical and technological forces on marketing decision-making.
- Appreciation for the global nature of marketing and appropriate measures to operate effectively in international settings.
- Ability to develop marketing strategies based on product, price, place and promotion objectives.
- Ability to create an integrated marketing communications plan which includes promotional strategies and measures of effectiveness.
- Ability to communicate the unique marketing mixes and selling propositions for specific product offerings.
- Ability to construct written sales plans and a professional interactive oral sales presentation.
- Ability to formulate marketing strategies that incorporate psychological and sociological factors which influence consumers.
- Ability to collect, process, and analyze consumer data to make informed marketing decisions
- Ability to analyze marketing problems and provide solutions based on a critical examination of marketing information.
- A critical appreciation of marketing from both academic and practitioner perspectives;
- An in-depth and balanced understanding of the theoretical foundations of marketing alongside current and emerging practitioner applications in the applications in marketing management, the analysis of marketing decisions, consumer behaviour and marketing research methods;
- The competence and creativity to address marketing and issues through flexible, adaptable and innovative approaches;
- An understanding of how to undertake qualitative and quantitative research and apply this knowledge in the context of a major study such as a dissertation;
- An opportunity to interact and study with a range of students and to practice multiple management skills, including communication, independent action and teamwork;
- An opportunity to develop transferable intellectual and study skills which will encourage a positive attitude to continuing personal development and lifelong learning.

6. Graduation

- **Requirements for Graduation**

Students need to complete their core courses and elective courses and earn the required number of credits in order to graduate. The number of courses for Business Administration students is 40 with 120 credits (240 ECTS).

- **Graduation Make-Up Exams**

Students need to have at least a Cumulative Grade Point Average (CGPA) of 2.00 to be able to graduate from any department. If a student completes all the courses that he/she needs to take but does not succeed in reaching the required CGPA, he/she may be given an opportunity to take graduation make-ups in order to increase his/her CGPA. Students can take up to two graduation make-up exams. These exams need to be paid for separately and currently each graduation make-up is 315 Euros.

- **Graduation Ceremony**

All students who have earned the right to graduate can attend the graduation ceremony at the end of the semester. Two graduation ceremonies are held each year, one at the end of the fall semester and the other at the end of the spring semester. Graduation gowns for the ceremony are rented for 50 US Dollars for the day. Students can keep their gowns but if they decide to return it, they will receive back the 50 US Dollars paid.

7. Information during the Academic Year

Departmental activities and announcements during the academic year are announced on-line on the Faculty web page as well as via the Faculty notice board. Instructors and student advisors can also make announcements via the university's Student/Academic Information System (Einstein) as well as their web page.

Course timetables and examination schedules are announced via the Faculty Website, the Faculty's notice board. Students are expected to check the Faculty Website, the Faculty's notice board, and Einstein on a daily basis.

8. Student Deanship

The main aim of the Student Deanship includes contributing to the personal, physical, cultural and social development of students; providing information and guidance for prospective students; supporting students in their transfer to business life with the honour and

pride of being the graduates of the Near East University; encouraging their social responsibility and sensitivity; imparting skills that will help them add further to both themselves as individuals and to society at large and creating environments for students to turn as successful and highly desired individuals.

Near East University aims at contributing to the social and personal development of its students as well as their academic achievement. In this context, education environment offered is geared both to the maximization of academic performance as well as enriching students in social, sportive, cultural and intellectual terms. Indeed, programs developed by the Student Deanship and its units provide a range of opportunities to students in this sense. It organizes various activities to endow students in social and cultural terms and to promote a sense of unity and solidarity.

Counselling services are provided to groups comprising volunteer students, including Social Responsibility Projects, Radio Near East and clubs and communities and special environments are offered to students to build and improve their life skills.

Within the Students Deanship, Social Responsibility Centre and Disabled Students Unit comprise volunteer activities and activities to facilitate the life of disabled students in the university under a single umbrella.

9. International Students Office

The International Student Office (ISO) was established to facilitate the international students' (non-Turkish speaking students) application process to NEU and to ensure that these students receive support and guidance from registration through to graduation through the implementation of effective and permanent solutions. The ISO aims to understand all student situations and to maintain a friendly and understanding relationship with the students. Until recently, under the roof of the International Student Office the Online Student Deanship was created. This division deals with all problems and petitions whether it is related to finance, academic or even housing / on-campus accommodation. The ISO also responds to the enquiries of prospective international students.

An "orientation day" is organized by NEU for all new coming students within the first weeks of each fall semester. In this orientation day, general information is provided to all students about their studies in NEU and their stay in North Cyprus. Later on, several weekends that are announced in advance, guided tours are organized to different sides and cities of North Cyprus for all new students.

10. Student Counselling

NEU provides free personal counselling services to students that request such services. The counselling is provided by professional psychiatrist and is available to all students as well as member of staff.

11. The Grand Library

The NEU Grand Library is 15000m² in size. It houses 500 thousand open shelves, has 600 study tables, 1 million printed materials, 115 million electronic sources, 50000 electronic journals, 7000 DVDs, 17 booths for viewing films, 12 group study rooms, 4 amphitheatres seating 1000 persons, and a 600-person cafeteria. On-line access to a variety of databases is available, such as EBSCO, ISI Web of Science, Science Direct, TAYLOR and FRANCIS, Emerald, and ULAKBIM.

Digital media is also accessible from the student's home with a password provided to all students and members of staff. The library is open every day 24 hours a day. Library staff is available to students for support and advice 24 hours a day.

12. Employment Opportunities for Students

There are job opportunities for students who would like to work within the university during their studies. Those who want to have a part-time job can give an application to the Registrar's Office or the International Student Office. Possible part-time jobs can be either in the Grand Library, the Near East University Hospital, the Innovation Centre, or the International Student Office.