

## Digital Media and Marketing

1st Semester				2nd Semester			
CODE	COURSE NAME	CREDIT	ECTS	CODE	COURSE NAME	CREDIT	ECTS
SOC101	Sociology	(3-0)3	6	PSY110	Psychology	(3-0)3	6
DMM101	Introduction to Digital Media and Communication	(3-0)3	6	DMM102	Introduction to Digital Marketing	(3-0)3	6
ECO 101	Microeconomics	(3-0)3	6	DMM104	Intro. To Public Relations	(3-0)3	6
ENG 101	Reading & Writing Skills I	(2-2)3	6	ENG 102	Reading & Writing Skills II	(2-2)3	6
CME 109	Information Technology I	(3-0)3	5	CME 110	Information Technology II	(2-2)3	5
TUR 101/ HTR 100	Introduction to Turkish Atatürk's Principles and History of Turkish Reforms	(2-0)0	1	TUR100/ HCI 100	Turkish Language/ History of Civilization	(2-0)0	1
<b>TOTAL</b>		<b>15</b>	<b>30</b>	<b>TOTAL</b>		<b>15</b>	<b>30</b>
3rd Semester				4th Semester			
CODE	COURSE NAME	CREDIT	ECTS	CODE	COURSE NAME	CREDIT	ECTS
ENG 201	Advanced Reading & Writing Skills I	(2-2)3	6	ENG 202	Advanced Reading & Writing Skills II	(2-2)3	6
DMM 201	Intercultural Communication	(3-0)3	6	DMM 202	Social Media in Communication	(3-0)3	6
DMM 203	Marketing Management	(3-0)3	6	DMM 204	Creative Digital Media Production	(3-0)3	6
DMM 205	Popular Culture and Media	(3-0)3	6	DMM 206	New Media Technologies	(3-0)3	6
DMM 207	Principles of Advertising	(3-0)3	6	XXXXXX	Faculty Elective	(3-0)3	6
<b>TOTAL</b>		<b>15</b>	<b>30</b>	<b>TOTAL</b>		<b>15</b>	<b>30</b>
5th Semester				6th Semester			
CODE	COURSE NAME	CREDIT	ECTS	CODE	COURSE NAME	CREDIT	ECTS
DMM 301	Media Law and Ethics	(3-0)3	6	DMM 302	Corporate Identity Design	(3-0)3	6
DMM 303	Research Methods for Social Sciences	(3-0)3	6	DMM 304	Media Planning in Advertising	(3-0)3	6
DMM 305	Brand Management	(3-0)3	6	DMM 306	Consumer Behavior	(3-0)3	6
DMM 307	Developing A Digital Business	(3-0)3	6	DMM 308	Integrated Marketing Comm.	(3-0)3	6
XXXXXX	Free Elective	(3-0)3	6	XXXXXX	Free Elective	(3-0)3	6
DMM 200	Summer Training I	NC	NC				
<b>TOTAL</b>		<b>15</b>	<b>30</b>	<b>TOTAL</b>		<b>15</b>	<b>30</b>
7th Semester				8th Semester			
CODE	COURSE NAME	CREDIT	ECTS	CODE	COURSE NAME	CREDIT	ECTS
DMM 401	Cyber Culture	(3-0)3	6	DMM 402	Web Design and Marketing	(3-0)3	6
DMM 403	Digital Media Portfolio	(3-0)3	6	DMM 404	Digital Campaign Management	(3-0)3	6
DMM 405	Database Marketing	(3-0)3	6	DMM 406	Digital Propaganda	(3-0)3	6
XXXXXX	Faculty Elective	(3-0)3	6	XXXXXX	Faculty Elective	(3-0)3	6
XXXXXX	Free Elective	(3-0)3	6	XXXXXX	Free Elective	(3-0)3	6
DMM 300	Summer Training II	NC	NC				
<b>TOTAL</b>		<b>15</b>	<b>30</b>	<b>TOTAL</b>		<b>15</b>	<b>30</b>

**Total Credit:120 ECTS Credit:240**

### FACULTY ELECTIVE COURSES

CODE	COURSE NAME	CREDIT	ECTS
DMM 410	Digital Advertising Campaign Design	(3-0)3	6
DMM 412	Corporate Reputation Management	(3-0)3	6
DMM 414	Concept Development	(3-0)3	6
DMM 416	Marketing Research	(3-0)3	6
DMM 418	Marketing and Advertising Law	(3-0)3	6