



ADIYAMAN UNIVERSITY  
VOCATIONAL SCHOOL OF SOCIAL  
SCIENCES  
MARKETING AND ADVERTISING  
DEPARTMENT

2006

INTRODUCTORY BROCHURE

2025-2026

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## OUR SPECIALTY

Our Vocational School was established in 2008 and divided into two departments as the Vocational School of Social and Technical Sciences within the Adiyaman Vocational School within our university.

Our Vocational School, which is located within our university, was divided into two departments as the Vocational School of Social and Technical Sciences within the Adiyaman Vocational School in accordance with the amended Articles 7/d-2 and 7/h of Law No. 2880 at the General Assembly Meeting of the University held on 16.01.2014. Our school has been providing education and training in 6 departments and 8 different programmes since 2014-2015.

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The Department of Marketing and Advertising was established in its current structure at that time and continued to accept students at the Associate Degree level from the 2014-2015 academic year.



## Department Head

**Akın SAĞIROĞLU, Asst. Prof**

## Academic Staff

**Akın SAĞIROĞLU, Asst. Prof**

**Lecturer Hüseyin ATAŞ, PhD**

## Department Secretary

**Esmâ KAYA**

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## Mission & Vision

### Mission

To train well-educated "professionals" who can keep up with the pace of change and transformation, who contribute to the economic development of the province, the region and the country in which they live, who have a high level of self-confidence and who are able to stand on their own two feet.

### Vision

The school will train professional staff equipped with the skills desired by the business world and follow the developments in vocational education;

- at a high level,
- with scientific understanding,
- with the aim of being at the top professionally,
- innovative,
- with the conviction that an honorable attitude is important,

To be a department that aims to train graduates.

## **The importance of marketing and advertising departments**

The marketing and advertising industry has a structure that is growing, developing and renewing itself on a daily basis worldwide. To achieve sustainable growth, it is not enough to focus only on production; it is equally important to market the products produced with appropriate strategies. This is because a manufactured product does not generate economic profit in itself, but can be an element of economic profit if it can be marketed by choosing suitable strategies.

The Department of Marketing and Advertising aims to provide the market with confident graduates with a high level of professional knowledge and skills who have adopted the modern marketing approach and are equipped with a scientific understanding of advertising.

## **Why the Department of Marketing and Advertising?**

The aim of the department is to meet today's market and consumer needs. The department's mission is to fill the gap in marketing professionals, provide students with marketing knowledge and contribute to the development of the marketing sector. It is a sector that always needs qualified personnel. The areas of work are very broad.

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## Job opportunities for our graduates

When it comes to the marketing process applied today, graduates of the Marketing and Advertising degree program are in demand;

They can carry out operations such as classifying products, providing standards for products, procuring products, marketing products, storing products and transporting products and take responsibility as competent personnel who have mastered all these processes. Marketing graduates;

- Sales professional,
- Marketing programmer,
- Digital advertising specialist,
- Social media expert,

- They can work as social media analysts.

Marketing graduates therefore have the opportunity to find employment in any institution or organization that offers sales and marketing services.

In addition, graduates can work as salespeople, sales representatives, sales managers in the field and in stores, as researchers in marketing companies and as client representatives in public relations.. and advertising.

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**Our highest and lowest placement rates according to  
Central Placement**

Lowest: TYT - 238,416



## Our course catalog

1. SEMESTER					
CODE	COURSE NAME	T	U	K	AKTS
PRP 111	MARKETING BASICS	4	1	5	6
PRP 103	GENERAL MATHEMATICS	2	1	3	5
PRP 105	BUSINESS MANAGEMENT	3	0	3	5
PRP 107	INFORMATION AND COMMUNICATION TECHNOLOGIES I	2	1	3	4
PRP 109	BASICS OF LAW	2	0	2	3
TD 101	TURKISH LANGUAGE I	2	0	2	2
AİİT 101	ATATÜRK'S PRINCIPLES AND HISTORY OF THE REVOLUTION I	2	0	2	2
YD 101	FOREIGN LANGUAGES I	3	0	3	3
TOTAL		20	3	23	30

2. SEMESTER					
CODE	COURSE NAME	T	U	K	AKTS
PRP 102	GENERAL ECONOMICS	3	0	3	5
PRP 108	MARKETING MANAGEMENT	3	0	3	3
PRP 110	CONSUMER BEHAVIOR	2	1	3	3
TD 102	TURKISH LANGUAGE II	2	0	2	2
AİİT 102	ATATÜRK'S PRINCIPLES AND HISTORY OF THE REVOLUTION II	2	0	2	2
YD 102	FOREIGN LANGUAGE II	3	0	3	3
	CHOICE COURSE 1				4
	CHOICE COURSE 2				4
	CHOICE COURSE 3				4
TOTAL		15	1	16	30
CHOICE SUBJECTS					
PRP 122	MANAGEMENT AND ORGANIZATION	2	0	2	4
PRP 124	STATISTICS	2	0	2	4
PRP 126	INFORMATION AND COMMUNICATION TECHNOLOGIES II	2	0	2	4
PRP 128	BUSINESS LAW	2	0	2	4
PRP 130	STRATEGIC MANAGEMENT	2	0	2	4
PRP 132	BEHAVIORAL SCIENCES	2	0	2	4
PRP 136	PUBLIC RELATIONS	2	0	2	4

3. SEMESTER					
CODE	COURSE NAME	T	U	K	AKTS
PRP 201	MARKETING RESEARCH	2	1	3	3
PRP 203	SUPPLY CHAIN MANAGEMENT	2	0	2	3
PRP 205	BRAND MANAGEMENT	3	0	3	3
PRP 219	CURRENT MARKETING APPROACHES	2	1	3	3
PRP 209	SALES MANAGEMENT	3	1	4	4
ST 201	PRACTICAL TRAINING I	0	0	0	4
	CHOICE COURSE 1				4
	CHOICE COURSE 2				4
	CHOICE COURSE 3				2
	<b>TOTAL</b>	<b>12</b>	<b>3</b>	<b>15</b>	<b>30</b>
ELECTIVE COURSES					
PRP 221	ENTERPRISE	4	0	4	4
PRP 223	TOURISM MARKETING	3	0	3	4
PRP 225	SERVICE MARKETING	2	0	2	4
PRP 227	INTERNATIONAL MARKETING	2	0	2	4
PRP 229	E-COMMERCE	2	1	3	4
PRP 231	RETAIL MANAGEMENT	3	0	3	4
<b>3 Elective Sociocultural and artistic course pool</b>					
SKS231	PHYSICAL EDUCATION	1	1	2	2
SKS233	MUSIC	1	1	2	2
SKS235	PAINTING	1	1	2	2
SKS237	POPULER STUDIES	1	1	2	2
SKS239	HISTORY OF ART	2	0	2	2
SKS241	HISTORY OF SCIENCE	2	0	2	2
SKS243	DRAMA	1	1	2	2
SKS245	SIGN LANGUAGE	1	1	2	2
SKS247	COMMUNUCATION TECHNIQUES	1	1	2	2
SKS249	CAREEER PLANING	1	0	1	2
4. SEMESTER					
CODE	COURSE NAME	T	U	K	AKTS
PRP 242	MARKETING AND DATA ANALYSIS	2	2	4	4
PRP 244	INTEGRATED MARKETING COMMUNICATION	2	1	3	3
PRP 246	CUSTOMER RELATIONSHIP MANAGEMENT	3	0	3	3
PRP 208	PROFESSIONAL FOREIGN LANGUAGE	2	0	2	4
PRP 248	ADVERTISING	2	1	3	4
ST 202	INTERNSHIP II	0	0	0	4
	CHOISE COURSE 1				4
	CHOICE COURSE 2				4
	<b>TOTAL</b>	<b>11</b>	<b>4</b>	<b>15</b>	<b>30</b>
ELECTIVE COURSES					
PRP 222	SALES STAFF TRAINING	2	0	2	4
PRP 224	MARKETING LEGISLATION	3	0	3	4
PRP 226	PROFESSIONAL ETHICS	2	0	2	4
PRP 228	CUTOMS LAW	2	0	2	4
PRP 236	FOREIGN TRADE TRANSACTIONS	2	1	3	4
PRP 238	SALES FORCE PLANNING	2	1	3	4
PRP 234	DIRECT STUDIES	2	1	3	4

VOCATIONAL SCHOOL OF SOCIAL SCIENCES

MARKETING AND ADVERTISING DEPARTMENT

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**İnternet: <https://sbmyo.adiyaman.edu.tr/tr/bolumler/pazarlama-ve-reklamcilik-bolumu>**

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