

MINOR PROGRAM DESCRIPTION and INFORMATION						
Program Name		Marketing Minor Program				
Faculty/Department Name		Faculty of Economics, Administrative and Social Sciences / Department of Business Administration				
COMPULSORY COURSES						
CODE	COURSE	T	I	L	CREDIT	ECTS
BUS331	Principles of Marketing	3	0	0	3	5
BUS402	Strategic Management	3	0	0	3	6
Compulsory Courses Total: 11 ECTS						
ELECTIVE COURSES						
CODE	COURSE	T	I	L	CREDIT	ECTS
ADV202	Consumer Insights	1	4	0	3	6
BUS312	Basics of Sports Management	3	0	0	3	6
BUS314	Digital Transformation in Marketing	3	0	0	3	6
BUS324	Marketing Strategy	3	0	0	3	6
BUS336	Applied Consumer Behaviour	3	0	0	3	6
BUS401	Research Methods	3	0	0	3	5
BUS403	Applied Strategic Brand Management	3	0	0	3	6
BUS404	Data Driven Marketing	3	0	0	3	6
BUS432	Entrepreneurship and New Venture Creatio	3	0	0	3	6
BUS435	Supply Chain Management	3	0	0	3	6
NMD202	New Media and Society	2	2	0	3	6
PSYC403	Qualitative Methods in Social Sciences	3	0	0	3	6
Elective Courses Total: 22 ECTS						
Total: 33 ECTS						