

MEDICAL INTRODUCTION AND MARKETING PROGRAM COURSE CONTENTS 2020/2021

FIRST YEAR TERM I

MYO101 BASIC ANATOMY AND PHYSIOLOGY

Introduction to Anatomy and Physiology, Cell theory, Cell organelles, Matter exchange, Cell metabolism, Locomotor System Anatomy and Bone, joint and muscle Physiology, Respiratory System Anatomy and physiology, Circulatory System Anatomy and Physiology, Digestive System, Urinary System, Genital System, Endocrine System, Nervous System, Sensory Organs Anatomy and Physiology.

TTP117 CUSTOMER RELATIONSHIP MANAGEMENT

Conventional and relational marketing concepts and customer relationship management formation, customer relationship management objectives, steps, electronic customer relationship management, types of communication with the customer, 10 factors that make effective communication with the customer, and telephone communication with the customer, Acquiring new customers and retaining existing customers, Fokus group interviews, advisory panels, critical event technique, benchmarking and customer relationship surveys are among the research techniques used in measuring customer relationship management.

TTP118 STATISTICS

Frequency Analysis, Normal Distribution, Standard Normal Distribution, Statistical Graphics, t Test, t Test Applications, Standard Normal Distribution Applications, Regression and Correlation Analysis in Marketing Research

MYO015 SOCIAL RESPONSIBILITY PROJECT

Introduction to the course, basic concepts, the concept of social responsibility and an overview of social responsibility campaigns, determining the project topics (children, elderly people, women, environmental problems, those who have education and learning problems, patients and health problems etc.) project preparation presentation. to recognize non-governmental organizations and their work.

RPSI209 POSITIVE PSYCHOLOGY AND COMMUNICATION SKILLS

Definition of Positive Psychology and Basic Concepts

Theoretical Foundations of Positive Psychology

Introduction to Social Cognitive Neuroscience-The Brain Infrastructure of Social Behaviors

Positive Psychology Practices-Emotional Intelligence - Emotional Intelligence in Adults, Children and Young People, Marriage and Work Life)

Self-Awareness and Awareness (1 hour Theory and 1 hour Practice)

Knowing Others and Empathy (1 hour Theory and 1 hour Practice)

Communication Skills (1 hour Theory and 1 hour Practice)

Motivation and Planning (1 hour Theory and 1 hour Practice)

Problem Solving Skills (1 hour Theory and 1 hour Practice)

Anger, Aggression and Violence (1 hour Theory and 1 hour Practice)

Relationship Management (1 hour Theory and 1 hour Application)

Persistence (1 hour Theory and 2 hours Practice)

Healthy Decision Making (1 hour Theory and 1 hour Application)

Reconciliation (1 hour Theory and 1 hour Application)

TURK101 TURKISH LANGUAGE I

Language awareness, reading style and habit, basic writing and punctuation

The correct use of the rules, a wider vocabulary.

INGU101 ENGLISH I

This course is designed for those who are new to English and develop basic language skills

targets. Listening and reading of learners through different teaching techniques and application studies

and help them acquire writing skills. Learners, real life situations and help them acquire writing skills. Learners, real life situations

They learn basic grammatical patterns and vocabulary using the dialogs and texts used in them. This

At the end of the lesson, learners are about to progress from English beginner to intermediate-beginner level

They are prepared.

ATA101 ATATÜRK PRINCIPLES AND THE HISTORY OF REVOLUTION I

Basic Concepts, Causes of Collapse of the Ottoman Empire, Turkish Renewal Movements, World War I,

National struggle.

RKUL 101 UNIVERSITY CULTURE I

Each semester, academic units, student council and student clubs suggestions

Seminars, conferences, panels that will be held for 14 weeks within the framework of a program consisting of

Includes workshops and utterances.

FIRST YEAR TERM II

TTP 116 PHARMACOLOGY I

Introduction to pharmacology and basic concepts include pharmacokinetics, pharmacodynamics, central nervous system drugs, autonomic nervous system drugs, cardiovascular system drugs, analgesics, anti-inflammatories, anesthetics, and rational drug use.

TTP229 DISEASES KNOWLEDGE

Health and Disease Concepts, Respiratory System Diseases, Digestive System Diseases, Nervous System

Diseases, Circulatory System Diseases, Urinary System Diseases, Endocrine System Diseases, Blood System Diseases, Joint and Skin Diseases.

TTP120 BEAUTIFUL SPEAKING AND DICTION

General Introduction to the Program, Its Operation and Activities. Presentations on Self-Expression.

Presentations on Self-Expression. Ability to communicate and communicate with the General Scope.

Interview and Planning Stages. Technical Preparation of Speech. Psychological Preparation of Talk. Physical,

Literary and Expressive Preparation. Domination to Audience / Understanding the Audience. Body in Job Interviews

Language. Basic Steps of Talking Effectively and Beautifully to the Audience, Group, Individual. Express Yourself

Intended Presentations. Presentations on Self-Expression.

TTP122 REPORT PREPARATION TECHNIQUES

The basic principles of preparing reports and presentations will be covered primarily. In addition, Communication and Written Communication, Writing Rules, Correspondence Techniques, Types of Correspondence, Organizational Correspondence and Business Letters, Reports and Report Writing Techniques.

TURK102 TURKISH LANGUAGE II

Language awareness, reading taste and habit, correct use of basic spelling and punctuation rules, more

a wide vocabulary.

INGU102 ENGLISH II

This course is designed for those who are new to English and develop basic language skills

targets. Listening and reading of learners through different teaching techniques and application studies

and help them acquire writing skills. Learners, real life situations

They learn basic grammatical patterns and vocabulary using the dialogs and texts used in them. This

At the end of the lesson, learners are about to progress from English beginner to intermediate-beginner level

They are prepared.

ATA102 ATATÜRK'S PRINCIPLES AND HISTORY OF REVOLUTION II

events during the birth and development of modern Turkey, ideas and principles; Atatürk Period Turkish

Foreign Policy, Atatürk Revolutions, Atatürk's Principles.

RKUL102 UNIVERSITY CULTURE II

Each semester, academic units, student council and student clubs suggestions

Seminars, conferences, panels that will be held for 14 weeks within the framework of a program consisting of

Includes workshops and utterances.

TTP 999 SUMMER INTERNSHIP

It covers 20 business days for students to carry out marketing, promotion and sales practices in pharmaceutical companies, medical companies and pharmacies.

SECOND YEAR TERM III

TTP223 PHARMACOLOGY II

ways of drug administration, drugs used in the treatment of respiratory system diseases, drugs used in the treatment of asthma, autonomic nervous system drugs, birth control methods and oral contraceptives, gastrointestinal system drugs, analgesic and anti-inflammatory drugs, diabetes medications, rational drug use, drug abuse and addiction, drug interactions

TTP225 CRISIS AND STRESS MANAGEMENT

The concept of stress and its relationship with the crisis, organizational stress and management of organizational stress, sources of organizational stress, effects of stress on the individual and organization, techniques to be applied to deal with stress individually.

TTP227 SALES TECHNIQUES

Determining the demographic structure of the customer, Determining the customer requests, Improving the relations with the customers, Customers in the portfolio, Empathy Diction Listening and understanding the customer Communication with the body language, Organizing and evaluating the survey, Creating the sales team, Preparing the program, Providing the motivation of the sales team, Planning the products to be sold , Evaluation methods, Business Programming Listening and understanding the customer, Communication with body language

TTP115 INTRODUCTION TO VEGETABLE PRODUCTS

Medical data includes aromatic plants, drugs, basic definitions, diagnostic methods, phytotherapy, medicinal plants seen in our country, methods of obtaining and hiding.

TTP233 MARKETING RESEARCH APPLICATION I

Science, research, scientific research concepts, research types and classification, quantitative research types, research process, determining the research subject, defining the problem, searching literature, research design and hypothesis, universe and sample in research, data sources and data collection methods, data regulation, validity and reliability, basic data analysis methods, frequency tables, evaluation and interpretation of data, writing the research report

TTP201 INTEGRATED MARKETING COMMUNICATION

Marketing mix, marketing communication methods, advertising, personal selling, sales promotion, public relations, direct marketing, internet marketing

SECOND YEAR TERM IV

MET101 PROFESSIONAL ETHICS

Professional ethics course explains the basic concepts of ethics, moral rules and values system. The virtues, patient rights, principles of medical ethics, values and ethical codes that the healthcare professional should have.

SKI204 MARKETING IN HEALTHCARE ORGANIZATIONS

Development of Marketing and Services, Defining the Concept of Service, Common Features of Services, The Importance of Service Sector, Marketing Mix in Services, Traditional Marketing Mix, Expanded Marketing Mix, Classification of Services, Concept of Product in Services, Distribution of Services, Pricing Services, People in Service Marketing, Customer, Customer , Physical Evidence, Environment, Service facility dimensions, Demand and Capacity Method in Service Enterprises, Service Capacity, Model, dimensions, increasing quality, service encounter, Relational Marketing

TTP224 PHARMACEUTICAL MARKET AND COMPANY REVIEWS

Elements of the pharmaceutical market and pharmaceutical market, the place of the pharmaceutical market and medical agents in the market, meeting needs, opportunity, feature, benefit, interview with a regional manager working in the pharmaceutical company, research and question forms, support, feature and benefit, closing sales.

TTP226 DISEASE CODING SYSTEMS

Hospital Information Systems, outpatient services information systems, clinical services information system