

**VOCATIONAL SCHOOL OF HEALTH SERVICES MEDICAL INTRODUCTION AND MARKETING PROGRAM
2020-2021**

FIRST YEAR- TERM I					FIRST YEAR - TERM II						
AUTUMN PERIOD					SPRING PERIOD						
COURSE CODE	COURSE TITLE	THEORY	APPLICATION	CREDIT	AKTS	COURSE CODE	COURSE TITLE	THEORY	APPLICATION	CREDIT	AKTS
MYO101	BASIC ANATOMY AND PHYSIOLOGY	3	0	3	4	TTP116	PHARMACOLOGY I	2	0	2	3
TTP117	CUSTOMER RELATIONS MANAGEMENT	3	0	3	6	TTP229	DISEASES KNOWLEDGE	3	0	3	4
TTP118	STATISTICS (BSEÇ)	2	0	2	4	TTP120	BEAUTIFUL SPEECH AND DICTION	2	0	2	3
	OPTIONAL LESSON	2	0	2	2	TTP122	REPORT PREPARATION TECHNIQUES (BSEÇ)	2	0	2	3
PRSI209	POSITIVE PSYCHOLOGY AND COMMUNICATION SKILLS (ÜSEÇ)	2	0	2	3	TURK102	TURKISH LANGUAGE II *	2	0	2	3
TURK101	TURKISH LANGUAGE I *	2	0	2	3	INGU102	ENGLISH II *	3	0	3	3
INGU101	ENGLISH I *	3	0	3	3	ATA102	ATATÜRK'S PRINCIPLES AND REVOLUTION HISTORY II *	2	0	2	3
ATA101	ATATÜRK'S PRINCIPLES AND REVOLUTION HISTORY I *	2	0	2	3	RKUL102	UNIVERSITY CULTURE II (ÜSEÇ)	0	2	1	1
RKUL101	UNIVERSITY CULTURE I (ÜSEÇ)	0	2	1	1	TTP999	SUMMER INTERNSHIP	0	20 İş Günü	0	9
TOTAL		19	2	20	29	TOTAL		16	2	17	32

* It will be given in the form of distance education.

SECOND YEAR - TERM III					SECOND YEAR - TERM IV						
AUTUMN PERIOD					SPRING PERIOD						
COURSE CODE	COURSE TITLE	THEORY	APPLICATION	CREDIT	AKTS	COURSE CODE	COURSE TITLE	THEORY	APPLICATION	CREDIT	AKTS
TTP223	PHARMACOLOGY II	2	0	2	4	MET101	OCCUPATIONAL ETHICS (BSEÇ)	2	0	2	2
TTP225	CRISIS AND STRESS MANAGEMENT	2	0	2	4	SKI204	MARKETING IN HEALTH INSTITUTIONS	2	0	2	4
TTP227	SALES TECHNIQUES (BSEÇ)	2	0	2	4	TTP224	DRUG MARKET AND COMPANY EVALUATIONS (BSEÇ)	3	0	3	6
TTP115	INTRODUCTION TO VEGETABLE PRODUCTS	2	0	2	4	TTP226	DISEASE CODING SYSTEMS	2	0	2	4
TTP233	MARKETING RESEARCH APPLICATION I	0	4	2	9	TTP202	MARKETING RESEARCH APPLICATION II	0	4	2	10
TTP201	INTEGRATED MARKETING COMMUNICATION (BSEÇ)	2	0	2	4	TTP230	CONSUMER BEHAVIOR	2	0	2	4
TOTAL		10	4	12	29	TOTAL		11	4	13	30

BSEÇ: Departmental Elective Courses	
ÜSEÇ: University Elective Courses	

CRITERIA REQUIRED FOR GRADUATION	
THEORETICAL HOUR	56
APPLICATION HOUR	12
LOCAL LEARN	62
AKTS	120
TOTAL ELECTIVE COURSE ECTS (UNIVERSITY + DEPARTMENT + VOCA)	30
(25% OF TOTAL ECTS AMOUNT)	30