

<p style="text-align: center;"><b>USKUDAR UNIVERSITY</b>  <b>NEUROMARKETING MASTER'S PROGRAM (WITHOUT THESIS)</b>  <b>2020-2021 CURRICULUM</b></p>
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1st SEMESTER						
Course Code	Course Name	Type	T	A	C	ECTS
NRP501	FUNDAMENTAL NEUROSCIENCE	C	3	0	3	6
SOB501	SCIENTIFIC RESEARCH METHODS AND ACADEMIC ETHICS	C	3	0	3	6
	ELECTIVE COURSE 1	E	3	0	3	6
	ELECTIVE COURSE 2	E	3	0	3	6
	ELECTIVE COURSE 3	E	3	0	3	6
<b>TOTAL</b>			<b>15</b>	<b>0</b>	<b>15</b>	<b>30</b>

2nd SEMESTER						
Course Code	Course Name	Type	T	A	C	ECTS
NRP502	INTRODUCTION TO NEUROMARKETING	C	3	0	3	6
NRP504	NEUROMARKETING LAB	C	2	2	3	6
	ELECTIVE COURSE 1	E	3	0	3	6
	ELECTIVE COURSE 2	E	3	0	3	6
	ELECTIVE COURSE 3	E	3	0	3	6
<b>TOTAL</b>			<b>14</b>	<b>2</b>	<b>15</b>	<b>30</b>

3rd SEMESTER						
Course Code	Course Name	Type	T	A	C	ECTS
NRP589	GRADUATION PROJECT	C	0	0	0	30
<b>TOTAL</b>			<b>0</b>	<b>0</b>	<b>0</b>	<b>30</b>
<b>GRAND TOTAL</b>						<b>90</b>

ELECTIVE COURSES						
Course Code	Course Name	Type	T	A	C	ECTS
NRP521	STRUCTURAL AND FUNCTIONAL PROCESSES IN THE BRAIN	E	3	0	3	6
NRP523	MARKETING	E	3	0	3	6
NRP525	COMMUNICATION, PERCEPTION AND IMAGE MANAGEMENT	E	3	0	3	6
NRP522	BEHAVIORAL FOUNDATIONS OF NEUROMARKETING	E	3	0	3	6
NRP524	PERSONALITY THEORIES AND NEUROMARKETING	E	3	0	3	6
NRP526	INTEGRATED MARKETING COMMUNICATIONS AND BRAND	E	3	0	3	6
NRP527	CREATIVE ADVERTISING AND MARKETING	E	3	0	3	6
NRP528	DIGITAL MARKETING	E	3	0	3	6
NRP530	BUYING, MOTIVATION AND COMMUNICATION	E	3	0	3	6