

**USKUDAR UNIVERSITY**  
**NEUROMARKETING MASTER'S PROGRAM (WITH THESIS)**  
**2020-2021 CURRICULUM**

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
NRP590	SEMINAR	C	0	1	0	1
NRP591	MASTER'S THESIS I	C	0	0	0	30
<b>TOTAL</b>			<b>0</b>	<b>1</b>	<b>0</b>	<b>31</b>

4th SEMESTER						
Course Code	Course Name	Type	T	A	C	ECTS
NRP592	MASTER'S THESIS II	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>121</b>

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