

USKUDAR UNIVERSITY
NEUROMARKETING MASTER'S PROGRAM (WITHOUT 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
TOTAL			15	0	15	30

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
TOTAL			14	2	15	30

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

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