

**VOCATIONAL SCHOOL OF HEALTH SERVICES MEDICAL PROMOTION AND MARKETING PROGRAM
2022-2023 CURRICULUM**

FIRST CLASS - SEMESTER I

FIRST CLASS - SEMESTER II

AUTUMN PERIOD

SPRING SEMESTER

LESSON CODE	LESSON NAME	TEORIC	APPLICATION	CREDIT	ECTS	LESSON CODE	LESSON NAME	TEORIC	APPLICATION	KREDİ	ECTS
ATA101	ATATURK'S PRINCIPLES AND REVOLUTION HISTORY I	2	0	2	3	ATA102	ATATURK'S PRINCIPLES AND REVOLUTION HISTORY II	2	0	2	3
INGU101	ENGLISH I	3	0	3	3	TTP116	PHARMACOLOGY I	2	0	2	3
TTP118	STATISTICS (DCEC)	2	0	2	4	TTP120	FINE SPEAKING AND DICTION	2	0	2	3
MET101	PROFESSIONAL ETHICS	2	0	2	2	TTP229	DISEASES INFORMATION	3	0	3	4
TTP117	CUSTOMER RELATIONSHIP MANAGEMENT	3	0	3	6	INGU102	ENGLISH II	3	0	3	3
RPSI209	POSITIVE PSYCHOLOGY AND COMMUNICATION SKILLS	2	0	2	3	TTP122	REPORT PREPARATION TECHNIQUES (DCEC)	2	0	2	3
MYO101	BASIC ANATOMY AND PHYSIOLOGY	3	0	3	4	TURK102	TURKISH LANGUAGE II	2	0	2	3
TURK101	TURKISH LANGUAGE I	2	0	2	3	RKUL102	UNIVERSITY CULTURE II* (UCEC)*	0	2	1	1
RKUL101	UNIVERSITY CULTURE I* (UCEC)*	0	2	1	1	TTP999	SUMMER PRACTISE***	0	20 Work Days	0	9
TOTAL		19	2	20	29	TOTAL		16	2	17	32

SECOND CLASS - SEMESTER III

SECOND CLASS - SEMESTER IV

AUTUMN PERIOD

SPRING SEMESTER

LESSON CODE	LESSON NAME	TEORIC	APPLICATION	CREDIT	ECTS	LESSON CODE	LESSON NAME	TEORIC	APPLICATION	CREDIT	ECTS
TTP115	INTRODUCTION TO HERBAL PRODUCTS	2	0	2	4	TTP226	DISEASE CODING SYSTEMS	2	0	2	4
TTP201	INTEGRATED MARKETING COMMUNICATION (DCEC)	2	0	2	4	TTP224	PHARMACEUTICAL MARKET AND COMPANY EVALUATIONS (DCEC)	3	0	3	6
TTP223	PHARMACOLOGY II	2	0	2	4	TTP202	MARKETING RESEARCH PRACTICE II*	0	4	2	10
TTP225	CRISIS AND STRESS MANAGEMENT	2	0	2	4	SKI204	MARKETING IN HEALTH INSTITUTIONS	2	0	2	4
TTP233	MARKETING RESEARCH PRACTICE I*	0	4	2	9		OPTIONAL LESSON	2	0	2	2
TTP227	SALES TECHNIQUES (DCEC)	2	0	2	4	TTP230	CONSUMER BEHAVIOR	2	0	2	4
TOTAL		10	4	12	29	TOTAL		11	4	13	30

*	Applied Lesson
**	Vocational Education in Business
***	Practise

DCEC: DEPARTMENT COMPULSORY ELECTIVE COURSES	
UCEC: UNIVERSITY COMPULSORY ELECTIVE COURSES	

CRITERIA REQUIRED FOR GRADUATION	
TEORIC TIME	56
APPLICATION TIME	12
LOCAL CREDIT	62
ECTS	120
TOTAL COMPULSORY ELECTIVE COURSES ECTS (UNI+EPISODE+VSHS)	30
25 PERCENT OF TOTAL ECTS AMOUNT	30