

MEDICAL PROMOTION AND MARKETING PROGRAM 2024-2025 COURSE CONTENTS

I. SEMESTER

TTP 118-STATISTICS (BSEC) (2+0), AKTS:4

Frequency Analysis, Normal Distribution, Standard Normal Distribution Statistical Graphics, t Test, t Test Applications, Standard Normal Distribution Applications, Use of Regression and Correlation Analysis in Marketing Research

MET 101-PROFESSIONAL ETHICS (BSEC) (2+0), AKTS:2

What is Ethics? / A Look at Ethical Theories / Basic Concepts: Responsibility, Accountability and Liability Ethical Analysis, Society and Information Ethics: Two-Way Relationship Between Society and Technology Effects of Information Technologies; Optimistic, Pessimistic, Contextualist Views Why Information Ethics? The Role of Information Ethics, Addiction, Health Problems, Unemployment, Social Relations, Security, Abuse and Cyber Crimes, Human Rights and Patient Rights, Hospital Ethics Committees, Principles of Medical Professional Ethics and Deontology, Principles of Medical Professional Ethics and Deontology- Presentation, Ethical Case Analysis- Student Presentation, Unethical Behaviors (Discrimination, Favoritism, Bribery, Neglect, Selfish Behavior, Preparing False and Misleading Documents, Harassment (Mobbing) and Intimidation), Ethical Areas of Managerial Responsibility (Private Life Responsibilities, Responsibilities as Economic Agents, Responsibilities as Company Leaders, Responsibilities Beyond Company Boundaries), Ethical Areas of Managerial Responsibility (Private Life Responsibilities, Responsibilities as Economic Agents, Responsibilities as Company Leaders, Responsibilities Beyond Company Boundaries)

TDS 105-FINE SPEAKING AND DICTION (2+0), AKTS:6

Language, Communication and Culture, What is Speech?, Correct Posture, Correct Voice, Correct Breathing, Proper Pronunciation of Spoken Words, Articulation, Intonation, Characteristics of a Good Speech, Proper pronunciation of letters, Stress Rules, Breathing from the diaphragm., Speech and Language Mistakes, Principles of Good Speech., Using Gestures and Mimics, Being Able to Express Oneself with Improvisation., Elements That Disrupt Speech.

MYO 101- BASIC ANATOMY AND PHYSIOLOGY (3+0), AKTS:4

Introduction to Anatomy and Physiology, Cell theory, Cell organelles, Substance exchange, Cell metabolism, Anatomy of the Locomotor System and Physiology of Bones, Joints and Muscles, Anatomy and Physiology of the Respiratory System, Anatomy and Physiology of the Circulatory System, Digestive System, Urinary System, Genital System, Endocrine System, Nervous System, Anatomy and Physiology of Sense Organs.

RPSI 209 Positive Psychology and Communication Skills (2+0), AKTS:3

Definition of positive psychology, basic concepts, theoretical foundations and applications, examining the brain-behavior systems of emotional experience and behavior, knowing oneself and others, psychosocial life skills and problem-solving skills, motivation and planning, anger, aggression, violence, anger, aggression, violence, relationship management, healthy decision-making, perseverance and compromise.

RKUL 103-UNIVERSITY CULTURE-I (ÜSEÇ) (0+2), AKTS:4

Each semester includes seminars, conferences, panels, workshops and speeches to be held for 14 weeks within the framework of a program consisting of the suggestions of the academic units, student council and student clubs at the university.

İNGU 103 -ENGLISH I (2+0), AKTS: 2

Adverbs; Prepositions: Place, Time, Movement; Singular and Plural Nouns: Countable and Uncountable nouns; Tenses: Present tense, Present tense, Past tense structures; Modals: Will, Should, Should not, Must, Must not, Can; Comparative structures; Pronouns: Personal pronouns, Possessive pronouns; Adjectives; Positive sentences, Negative sentences and Interrogative sentences; Conjunctions: And, But, Because.

TURK 103 -TURKISH LANGUAGE I (2+0), AKTS:2

Language and its features; The relationship of language, which is a social institution, with nation, culture and thought; Classification of world languages and the place and importance of Turkish among these languages; Spoken language, written language and historical development periods of Turkish written language; Current status and spreading areas of Turkish, sounds and sound events in Turkish; Syllable information, vowel and consonant sounds in Turkish words; Spelling rules and punctuation marks.

ATA 103 ATATURK'S PRINCIPLES AND HISTORY OF REVOLUTION I (2+0), AKTS:2

The backwardness of the Ottoman society and state order and the reform movements; the disintegration of the Ottoman state and the beginning of the national struggle; Mustafa Kemal Pasha's organization of the national struggle in Anatolia; the opening of the first Turkish Grand National Assembly; military and political developments between 1920-1922; revolutions and counter-reactions; the establishment of the constitutional system; domestic and foreign policy in the republican period; the basic characteristics of the Turkish revolution and the schools of thought it was influenced by; innovations made in law, education, economy and social life; Atatürk's principles and the general characteristics of these principles; evaluation of Atatürkism from an ideological perspective.

2ND SEMESTER

TTP 100-CUSTOMER RELATIONSHIP MANAGEMENT (2+0), AKTS:4

Traditional and Relationship Marketing, Concept of Customer Relationship Management, Electronic Customer Relationship Management, Communication Methods with Customers, Gaining and Retaining Customers, Research Techniques Used in Customer Relationship Management Measuring Customer Satisfaction, Customer Satisfaction and Loyalty, Retaining Customers, Activities, Customer Retention Activities, Factors Creating Customer Satisfaction, Research Techniques Used in Customer Relationship Management,

TLT109-DISEASES INFORMATION (2+0), AKTS:3

Health and Disease Concepts, Respiratory System Diseases, Digestive System Diseases, Nervous System Diseases, Circulatory System Diseases, Excretory System Diseases, Endocrine System Diseases, Blood System Diseases, Joint and Skin Diseases.

TTP 122-REPORT PREPARATION TECHNIQUES (BSEC) (2+0), AKTS:3

Research methods, correspondence techniques, persuasion techniques, correspondence types, organizational correspondence, business letters, presentation techniques, presentation and report preparation, report submission

RKUL 104- UNIVERSITY CULTURE-II (ÜSEÇ) (0+2), AKTS:4

Each term includes seminars, conferences, panels, workshops and speeches to be held for 14 weeks within the framework of a program consisting of the suggestions of the academic units, student council and student clubs in the university.

INGU 104- ENGLISH II (2+0), AKTS:2

Tenses: Present tense, Present tense, Past tense, Future tense structures; Modals: Might, Could, Can, Must, May; Adverbs: Place, Direction, Purpose, Case adverbs; Adjectives: Order of adjectives, Comparison, Superlative structures; Passive Structure: Present, Present, Past, Future tense passive structure; Conditional Clauses; Adjective Clauses; Transference Clauses; Verb Structures: TO, -ING; Noun Clauses; Adverb Clauses; Comparative Structures.

TURK 104- TURKISH LANGUAGE II (2+0), AKTS:2

To provide the skill of using the mother tongue correctly; In this course, where the students who have gained this skill and come to university develop their abilities in this field, the main focus is on producing ideas and writing what they think, and punctuation and spelling rules, composition rules, writing styles are discussed with examples and writing exercises are carried out regarding these. In addition, various novels, poetry books and plays are read and examined. In the classroom, reading theater is performed, and various diction techniques and applied emphasis and intonation lessons are given.

ATA 104- ATATURK'S PRINCIPLES AND HISTORY OF REVOLUTION II (2+0), AKTS:2

The Fall of the Ottoman Social and State Order and the Reform Movements Carried Out; The Disintegration of the Ottoman State and the Beginning of the National Struggle; Mustafa Kemal Pasha's Organization of the National Struggle in Anatolia; The Opening of the First Turkish Grand National Assembly; Military and Political Developments Between 1920-1922; Revolutions and Counter-Reactions; The Establishment of the Constitutional System; Domestic and Foreign Policy in the Republican Period; The Basic Characteristics of the Turkish Revolution and the Thought Movements It Influenced; Innovations Made in Law, Education, Economy and Social Life; Atatürk's Principles and the General Characteristics of These Principles; Evaluation of Atatürkism from an Ideological Perspective.

TTP 999 SUMMER INTERNSHIP (0+20 Working Days), AKTS:9

It covers 20 working days in which students will carry out marketing, promotion and sales practices in pharmaceutical companies, medical companies and pharmacies

3RD SEMESTER

TTP115 INTRODUCTION TO HERBAL PRODUCTS (2+0) AKTS:4

Uses of medicinal plants throughout history, Basic Concepts of Medicinal Herbal Products, Medicinal Herbal Products and Basic Problems and Legal Applications on Herbal Products, Herbal Drugs and Naming of Drugs, Classification of Medicinal Plants, Pharmacopoeia and medicinal plants, Herbal drug preparation methods; infusion and decoction, maceration, tincture, extract, syrup, ointment, herbal powder and tablet, medicinal oil etc., Methods of obtaining active substance from drugs I (Distillation, extraction ...), General information about phytotherapy, homeopathy, aromatherapy, Herbal teas, Functions and importance of secondary metabolites of plants and a detailed look at secondary metabolites of plants: alkaloids, terpenes/terpenoids, phenolic compounds, Classification of medicinal plants according to their pharmacological activities

TTP201 INTEGRATED MARKETING COMMUNICATION (BSEC) (2+0) AKTS:4

Marketing mix, marketing communication methods, advertising, personal selling, sales promotion, public relations, direct marketing, internet marketing

TTP223 PHARMACOLOGY II (2+0) ECTS:4

Introduction to pharmacology and basic concepts, pharmacokinetics, pharmacodynamics, central nervous system drugs, autonomic nervous system drugs, cardiovascular system drugs, anesthetics, rational drug use.

TTP225 CRISIS AND STRESS MANAGEMENT (2+0) AKTS:4

Definition of Stress, Effective Ways to Cope with Stress (Organizational - Individual Strategies), Individual and Institutional Strategies to Cope with Stress, Unsuccessful Ways to Cope with Stress, Effects of Stress on the Individual and the Institution, Mental and Physical Coping Methods with Stress, Effects of Stress on the Individual and the Institution, Stress and Personality, Stages of Stress, Effects on the Individual and the Institution, Goal Setting and Time Management for a Stress-Free Life, Goal Setting and Time Management for a Stress-Free Life, Factors Affecting Overcoming Stress in Work Life, Individual Success in Stress Management, Institutional Success in Stress Management, Behavioral Patterns in the Face of Stress, Organizational Stress Management

TTP233 MARKETING RESEARCH APPLICATION I (0+4) AKTS:9

Introduction to marketing research, An overview of the marketing research process, Exploratory research and qualitative studies, Secondary data collection, Survey data collection, Research design

and potential sources of error, Basic concepts in marketing, Marketing environment, Analysis of market opportunities, Measurement and scaling, Survey design, Sampling process, Analysis of consumer behavior

TTP227 SALES TECHNIQUES (BSEC) (2+0) AKTS:4

Definition and importance of marketing, Concept and stages of marketing, Introduction to sales and sales management, Stages of the sales process, Making an appointment, Preparation before the interview, effective presentation, Sales techniques and closing the sale, Identifying and addressing objections, Characteristics expected from the seller and sales manager, Characteristics expected from the seller and sales manager

IV. SEMESTER

TTP226- DISEASE CODING SYSTEMS (2+0), AKTS:4

Hospital Information Systems, outpatient clinic services information systems, clinical services information system. Transition to electronic patient records in hospitals. International disease coding systems. Introduction to ICD-10 system applications. Infectious and parasites. Diseases, coding and case studies. Examination of neoplasms and case studies. Examination of blood and blood-forming diseases and case studies of Immune System Disorders Examination of Blood and Blood-forming Diseases and case studies of Immune System Disorders.

TTP 224- DRUG MARKET AND COMPANY ASSESSMENTS (3+0), AKTS:6

Drug market and elements of the drug market, place of drug market and medical representatives in the market, meeting needs, opportunity, feature, benefit, interview with a regional manager working in a drug company, research and question forms, support, feature and benefit, sales closing.

TTP 202 MARKETING RESEARCH APPLICATION II (0+4), AKTS:10

Introduction to marketing research, General overview of the marketing research process, Marketing information system, Marketing mix/Product, Marketing mix/Price, Marketing mix/Promotion, Marketing mix/Distribution, Circulatory system diseases drug promotion presentations, Nervous system diseases drug presentations, Digestive system diseases drug presentations, Excretory system diseases drug presentations, Respiratory system diseases drug presentations, Reproductive system diseases drug presentations, Endocrine system diseases drug presentations

SKI204- MARKETING IN HEALTH INSTITUTIONS (2+0), AKTS:4

Basic Concepts of Marketing, Service Marketing, Role of Marketing in Healthcare Services, Target Market, Service-Distribution, Promotion in Healthcare Marketing, Pricing in Healthcare Marketing,

Marketing Research in Healthcare Marketing, Information System in Marketing, Planning and Control in Healthcare Marketing, Public Relations in Healthcare Services, Service Quality and Patient Satisfaction, Contemporary Approaches in Health Marketing

ELECTIVE COURSE (2+0), AKTS:2

MYO015 SOCIAL RESPONSIBILITY PROJECT

Introduction to the course, basic concepts, general overview of the concept of social responsibility and social responsibility campaigns, determination of project topics (children, elderly, women, environmental problems, those with education and learning problems, patients and health problems, etc.) project preparation, presentation. getting to know civil society organizations and their work.

TTP 230-CONSUMER BEHAVIOR (2+0), AKTS:4

Introduction to consumer behavior, Relationship of consumer behavior with other disciplines, Consumer behavior models, Relationship of consumer behavior and marketing strategy, Consumer lifestyles and market segmentation, Perception, Learning and memory, Motivation and involvement, Attitudes, Self and personality, Values, lifestyles and culture, Reference groups, family and gender, Purchase decision process, Marketing communication and persuasion techniques