

INDUSTRIAL MARKETING

CURRICULUM

1ST YEAR

1ST Semester

No.	Discipline	Hours/week						ECTS	Evaluation
		C	S	L	P	R			
1	Statistics for Engineers	2	2				5	E	
2	Industrial European Economics	2	2				5	E	
3	Marketing Research	2	1		1		6	E	
4	Ecological Dyes - Technical and Economic Aspects	2		2			4	C	
	Multifunctional Organic Materials – Technical and Economic Aspects								
5	Research/Documentation					12	10	C	
Total		8	5	2	1	12	30		

2ND Semester

No.	Discipline	Hours/week						ECTS	Evaluation
		C	S	L	P	R			
1	Communication in marketing	2	2				5	E	
2	Marketing Strategies	2			2		5	E	
3	Human Resource Development	2	1		1		5	E	
4	Practical Applications of Electrochemistry and Corrosion	2		2			5	C	
	Statistical Thermodynamics Methods Used In Physical, Chemical and Economical Systems								
5	Research/Documentation					12	10	C	
Total		8	3	2	3	12	30		

2ND YEAR

1ST Semester

No.	Discipline	Hours/week						ECTS	Evaluation
		C	S	L	P	R			
1	Marketing for Industrial Services	2	2				5	E	
2	Multimedia for Industrial Activities	1		2	1		5	E	
3	Risks in Industrial Businesses	2	1		1		5	E	
4	Logistics for Industrial Activities	2	1		1		5	C	
5	Research/Documentation					12	10	C	
Total		7	4	2	3	12	30		

2ND Semester

No.	Discipline	Hours/week						ECTS	Evaluation
		C	S	L	P	R			
1	Dissertation Development					12	30	C	
Total						12	30		