

MARKETING PROGRAM OUTCOMES		NATIONAL QUALIFICATIONS OF RELATED FIELDS															
		BUSINESS AND MANAGEMENT SCIENCES															
		A1	A2	B1	B2	B3	C1	C2	C3	D1	E1	E2	E3	E4	F1	F2	F3
1	Develop the ability to use critical, analytical, and reflective thinking and reasoning									x	x	x					
2	Reflect on social and ethical responsibilities in his/her professional life.														x		
3	Gain experience and confidence in the dissemination of project/research outputs										x						
4	Work responsibly and creatively as an individual or as a member or leader of a team and in multidisciplinary environments.		x				x	x	x								x
5	Communicate effectively by oral, written, graphical and technological means and have competency in English.										x		x	x			
6	Independently reach and acquire information, and develop appreciation of the need for continuously learning and updating.									x							
7	Develop, interpret and use statistical analyses in decision making.					x											
8	Demonstrating an in-depth understanding of fundamental marketing concepts, theories and frameworks.		x														
9	Understanding and utilizing the core components of the marketing mix (product, place, price and promotion) and analyzing their impacts on marketing strategy		x			x										x	
10	Having an in-depth comprehension of today's consumers and their behaviour.											x					x
11	Applying market segmentation, targeting and positioning techniques to increase the effectiveness of marketing campaigns while designing marketing plans for various types of products and services.		x			x											x
12	Exploration of emerging trends in digital marketing, utilizing digital marketing strategies and tools, and analyze their impacts on marketing performance.		x			x											x
13	Extracting key insights from big data sets by applying marketing analytics and market research, to identify and critically evaluate opportunities, threats and trends in the market.		x			x											x

\*Please check <http://tyyc.yok.gov.tr/> for the list of national qualifications.

**A:** KNOWLEDGE, Theoretical & Factual

**B:** SKILL, Cognitive & Applied

**C:** COMPETENCY, Working Independently & Taking Responsibility

**D:** COMPETENCY, Ability to Learn

**E:** COMPETENCY, Communication & Social Competencies

**F:** COMPETENCY, Field Specific