**MARKETING**

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**(no admission for 2023-2024)**

The objective of MS in marketing specialization is to train intellectually curious individuals in the craft of marketing scholarship. We seek to produce graduates who have the ability and motivation to conduct important, meaningful and impactful research and take positions in leading universities in Turkey and abroad. The curriculum offers students a broad background in social sciences and in-depth specialization in a particular area of marketing, such as consumer culture theory, consumer decision making, marketing strategy or social marketing. The graduates can continue their education in a marketing Ph.D. program or seek marketing-related positions in the industry.  
[***Sample Curriculum…***](http://fba.bilkent.edu.tr/marketing/)

**Research Faculty:** Ahmet Ekici, Güliz Ger.

Below is a sample of a graduate course sequence for students in marketing concentration. It’s important to remember that students will have differing elective courses with the approval of their supervisor.

**First year (two-semesters)**

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| --- | --- |
| GE 500 | Research Methods and Academic Publication Ethics |
| GE 590 | Academic Practices |
| MAN 590 | Pro-Thesis Seminar |
| MAN 599 | Master’s Thesis |
| MAN 610 | Data Analytics and Statistics (Restricted Graduate Elective) |
| MAN 631 | Marketing Theory (Management Graduate Elective) |
| MAN 634 | Consumer Behaviour Theory I (Restricted Graduate Elective) |
| MBA 532 | Marketing Management (Restricted Graduate Elective) |
|  | Graduate Elective (2) |

**Second year (two-semesters)**

|  |  |
| --- | --- |
| GE 590 | Academic Practices |
| MAN 590 | Pro Thesis Seminar |
| MAN 599 | Master’s Thesis |
|  | Graduate Elective (1) |