

Learning outcomes of the Program:

Graduates with a specialization in Marketing possess a range of academic and practical skills. These skills are based on both theoretical knowledge and practical applications.

Theoretical Knowledge: Students learn in-depth the basic concepts, theories, and strategies of marketing. They enhance their knowledge in areas such as market analysis, consumer behavior, advertising strategies, pricing, and product positioning.

Practical Skills: Students with marketing experience acquire practical skills such as preparing real-world marketing plans, setting up advertising campaigns, and making strategic decisions in various marketing fields.

Analytical and Research Skills: Students develop their skills in market analysis and consumer research. They use statistical data and other analytical tools to conduct market analyses and algorithmic evaluations.

Innovative Approaches: Students are introduced to new trends and technologies in the marketing field. They gain insights into areas such as social media marketing, digital marketing, and the application of artificial intelligence in marketing.

Communication Skills: One of the most important aspects of marketing is the ability to communicate effectively. Students enhance these skills through presentations, discussions, and individual projects.

Creativity and Innovation: Students apply creative approaches while working on various advertising and marketing projects. They develop skills in launching new products to the market, preparing innovative advertising campaigns, and generating creative ideas.

Teamwork Experience: Marketing projects often require teamwork. Students work in different groups to develop leadership, collaboration, and problem-solving skills.

Ethics and Social Responsibility: Students also reflect on the ethical aspects of marketing and the concept of social responsibility. They understand ethical issues related to the advertising of products and services, sales strategies, and consumer rights, and learn to make decisions in this regard.