

PROGRAM INFORMATION

Program Name and Degree Awarded: E-Commerce and Marketing – Associate of Arts (AA)

Duration of Studies: 2 Years (4 semesters)

Total Credits / ECTS: 73 Credits / 120 ECTS

Language of Instruction: English

Mission and Vision:

Mission:

- Provide students with foundational knowledge and practical skills in e-commerce and marketing.
- Prepare graduates for entry-level roles in digital business, retail, and marketing environments.
- Develop competencies in online business tools, customer engagement, and digital communication.
- Encourage creativity, innovation, and adaptability in the fast-changing digital marketplace.
- Build an academic foundation for students who wish to pursue bachelor's-level studies in business, e-commerce, or marketing.

Vision:

The AA in E-Commerce and Marketing program aspires to be recognized as a leading provider of accessible, high-quality education in digital business, empowering students with the skills to succeed in the online marketplace and to contribute effectively to the future of global commerce.

Program Objectives:

The Associate of Arts in E-Commerce and Marketing aims to:

- Equip students with essential knowledge of marketing principles and digital commerce.
- Develop technical and practical skills in online platforms, digital marketing tools, and e-business operations.
- Foster creativity and problem-solving abilities for designing and implementing marketing strategies.
- Strengthen communication, teamwork, and customer engagement skills.
- Provide students with professional competencies for immediate employability and academic progression.

Program Learning Outcomes:

1. Upon successful completion of the program, students will be able to:
2. Demonstrate foundational knowledge of marketing, e-commerce, and digital business operations.
3. Apply digital marketing tools and social media platforms to promote products and services.
4. Use e-commerce platforms and technologies to support online business operations.
5. Analyze consumer behavior and apply customer-focused marketing strategies.

6. Communicate effectively with diverse audiences in digital and professional settings.
7. Work collaboratively in teams to develop marketing campaigns or e-business projects.
8. Apply ethical principles and responsible practices in online marketing and commerce.
9. Demonstrate practical skills that prepare them for entry-level roles or further academic study.

Curriculum

1st Semester

| Course Code | Course Name | Credit | ECTS |
|-------------|-----------------------------------|--------|------|
| UFLE01 | FOREIGN LANGUAGE I | 3 | 3 |
| UTEC01 | UNIVERSITY ELECTIVE I (IT COURSE) | 3 | 5 |
| ECOM101 | VISUAL COMMUNICATION DESIGN | 3 | 5 |
| COMN109 | MATHEMATICS | 3 | 5 |
| COMN107 | ECONOMICS | 3 | 6 |
| COMN117 | INTRODUCTION TO SOCIAL SCIENCES | 3 | 6 |

2nd Semester

| Course Code | Course Name | Credit | ECTS |
|-------------|--|--------|------|
| UHTC01 | HISTORY | 2 | 2 |
| UHTC02 | TURKISH | 2 | 2 |
| UFLE02 | FOREIGN LANGUAGE II | 3 | 3 |
| UPEC01 | UNIVERSITY ELECTIVE I (PHILOSOPHY GROUP) | 3 | 5 |
| COMN120 | PRINCIPLES OF LAW | 3 | 6 |
| COMN204 | ETHICS IN PROFESSION | 3 | 5 |
| BUSN102 | INTRODUCTION TO BUSINESS | 3 | 7 |

3rd Semester

| Course Code | Course Name | Credit | ECTS |
|-------------|-------------------------|--------|------|
| ECOM251 | DIGITAL MARKETING | 3 | 5 |
| ECOM207 | USER EXPERIENCE | 3 | 4 |
| BUSM301 | PRINCIPLES OF MARKETING | 3 | 5 |
| COMN253 | STATISTICS | 3 | 6 |
| UFRC01 | UNIVERSITY ELECTIVE I | 3 | 4 |
| BFIN201 | FINANCIAL ACCOUNTING I | 3 | 6 |

4th Semester

| Course Code | Course Name | Credit | ECTS |
|----------------|-------------------------------------|----------|----------|
| UFRC02 | UNIVERSITY ELECTIVE II | 3 | 4 |
| BFIN202 | FINANCIAL ACCOUNTING II | 3 | 6 |
| BUSM220 | PROJECT WORK | 3 | 2 |
| ECOM214 | SOCIAL MEDIA COMMUNICATION | 3 | 6 |
| ECOM212 | SMALL BUSINESS MANAGEMENT | 3 | 6 |
| ECOM216 | BRANDING AND IDENTITY DESIGN | 3 | 6 |

Laboratory and Equipment Capacity (if applicable)

Career Opportunities

Graduates of the AA in E-Commerce and Marketing program are prepared for entry-level roles in the fast-growing digital economy, including:

- E-commerce assistant
- Digital marketing coordinator
- Social media specialist
- Online sales representative
- Customer support associate in digital businesses
- Marketing assistant in agencies or retail firms

The program also serves as a pathway to bachelor's-level studies in Business Administration, Marketing, or related disciplines.

Contact Information

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Course Catalogue Descriptions

1st Semester

ECOM101 Visual Communication Design

This course provides an overview of visual communication as a discipline and profession. Students are introduced to the conceptual and practical aspects of communication through images, typography, symbols, and media. Emphasis is placed on understanding the role of visual design in cultural, social, and technological contexts.

COMN109 Mathematics

Revision of basic algebra, fractions and partial fractions. Linear equations, arithmetic expressions and simplification of algebraic expressions. Operations with surds and indices. Logarithms and methods for solving logarithmic functions. Techniques for solving quadratic functions. Graph sketching for quadratic equations in Cartesian plane. Solving linear, polynomial and rational inequalities. Parallel and perpendicular lines.

COMN107 Economics

This course introduces students to the key concept and topic of microeconomics such as opportunity cost, production possibility frontier, demand and supply, elasticity, utility, preferences, production, costs, perfect competition, monopoly.

COMN117 Introduction to Social Sciences

The main purpose of this course is to let students see how seemingly diverse disciplines intermingle — anthropology and economics, for example. In the end, students will be able to approach social issues with unbiased problem-solving skills.

2nd Semester

BUSN102 Introduction to Business

This course aims to provide a comprehensive introduction to the key elements of the business organization addressing competing theories and models of the firm and its environment, to provide a critical perspective on the main functional areas of management, and to develop analytical skills to identify the links between the functional areas in management, organizations, management practices and the business environment.

COMN120 Principles of Law

The course deals with the basics of law. It introduces the students the elements drawn from legal theory, legal philosophy as well as legal practice. It makes special references to Turkish law. It starts with the discussion of what law is and continues with the other rules of social conduct like moral and customary rules. It familiarizes students with legal concepts like “burden of proof” and methods of legal interpretation.

COMN204 Ethics in Profession

The aim of this course is to define ethical principles, to enable students to develop ethical behaviours related to their profession, and to provide information about unethical behaviours that students may encounter in their professions. Within the context of the course, students will demonstrate an understanding of the ethical principles in general or in the application of specialized knowledge, results of research, creative expression, design processes, etc. that are related with their sciences, disciplines and potential professionals.

3rd Semester

ECOM251 Digital Marketing

The course's objective is to provide information on communication and digital marketing, both theoretical and practical. In addition to the theory, real-world examples, and technologies utilised in digital marketing, the student will have the chance to master the ins and outs of communication with a focus on digital marketing and will learn more about the topics that go under the umbrella of Internet marketing.

ECOM207 User Experience

The course explores the fundamental concepts, techniques, practices, workflows, and tools associated with the practice of user interface and user experience design for digital platforms including mobile applications, and interactive web designs. Students will learn to create an online and mobile, experience for an online-based start-up company.

BUSM301 Principles of Marketing

The course introduces the essential principles of marketing (key concepts, methods of analysis, strategies and tactics) critical to managing profitable customer relationships in today's dynamic

and allied environment. This course also stresses the marketing function's contribution to any organization.

COMN253 Statistics

The course covers the key definitions (describing data graphically and numerically), probability, important discrete probability distributions (Binomial, Hypergeometric, Poisson), important continuous probability distributions (Uniform, Normal, Exponential), sampling distributions of sample mean, sample proportion and sample variance, single population estimation (confidence interval estimates for the mean and proportion-Student's t-distribution) and two population estimation (confidence intervals for the paired difference of mean, proportion and variance-Chi-Square test).

BFIN201 Financial Accounting I

The course intends to provide an exposure to basic concepts of accounting. It covers the nature and purpose of accounting, accounting principles, introduction to single entry and double entry system, preparation of journal, ledger and trial balance, simple and complex adjustments, preparation of worksheets related to purchases, sales, receivables, payables, inventories, cash control, property, plant and equipment. The course also includes preparation of final accounts viz. trade/manufacturing account, profit and loss account and balance sheet, simple and complex adjustments.

4th Semester

BFIN202 Financial Accounting II

The course provides the advanced aspects of accounting on the areas of partnership firm accounting viz. formation, admission, withdrawal and dissolution of partnership firms, exposure to corporations stockholders equity, identification of earnings per share, and dividends, long-term liabilities, bonds payables, marketable securities, analysis and interpretation of financial statements, importance of GAAP, exposure to analysis of company reports.

ECOM214 Social Media Communication

This course explores the use of social media as a communication tool in today's digital age. Students will learn the strategies and techniques necessary to create and manage effective social media campaigns, understand audience engagement, and utilize various social platforms for communication and marketing.

ECOM212 Small Business Management

This course provides an introduction to entrepreneurial life, it then focuses on different ways of owning a small business (from scratch or joining an existing business). Furthermore, it examines issues on developing the new venture business plan and focuses on customer related matters. Finally, it draws attention on managing growth in the small businesses.

ECOM216 Branding and Identity Design

This course centers on developing brand identities and visual systems. Students will examine the strategic and emotional components of branding, including brand storytelling, tone of voice, and audience perception. Projects will encompass logo design, color palettes, typography, and the creation of brand guidelines. The course emphasizes the importance of consistency, adaptability, and meaningful design in identity development across both physical and digital platforms.

BUSM220 Project Work

It is an extended exercise in the professional application of the skills and experience gained in the associate program. Students are expected to make a presentation and submit a detailed final report which documents the design, implementation and testing.

UNIVERSITY HTC ELECTIVE COURSES

COMN106 Turkish

To show the characteristics and rules of operation of Turkish language with examples; to give the students the ability and habit to express their feelings and thoughts accurately and effectively; developing vocabulary through written and oral texts; The aim of this course is to teach the rules of reading texts or the programs they listen to correctly. COMN106 course aims to provide basic Turkish reading, speaking and writing skills for international students.

Bu derste, yazı dilinin ve yazılı iletişimin temel özellikleri, yazı dili ile sözlü dilin arasındaki farklar, Yazılı ve sözlü anlatım; öznel anlatım, nesnel anlatım, paragraf türleri, metnin tanımı ve metin türleri, yazılı anlatım, yazılı anlatım, planlı yazma aşamaları (konu, konunun sınırlandırılması, amaç, bakış açısı, ana ve yan düşüncelerin belirlenmesi, yazma planı hazırlama, kağıt düzeni) bilgilendirici metinler üzerinde kuramsal bilgiler: örnekler üzerinde çalışmalar ve yazma uygulamaları, bir metnin özetini ve planını çıkarma, yazılı uygulamalardaki dil ve anlatım yanlışlarını düzeltme ve sözlü anlatım uygulamaları işlenmektedir.

COMN108 History

The course provides a detailed exposure on the history of the construction of the Turkish Republic under the light of Kemal Atatürk's principles this course is designed for Turkish speaking students. COM108 is designed for non-Turkish speaking foreign students. The aim of the course is to introduce a brief history of Turkish Republic and Cyprus. Social, economic and political aspects and effects of Western Civilization on Turkey and Cyprus. Relations with Middle East.

Bu derste, Türk Ulusu'nun kurtarıcısı, Cumhuriyetin kurucusu, dünyanın en derin yetiştirdiği asker ve devlet adamı, devrimci ve düşünür Atatürk'ün hayat hikayesinin yanı sıra, bir imparatorluğun çöküşü, Türk Ulusu'nun Atatürk'ün önderliğinde kahramanlık destanları yaratarak bağımsızlığını savunuşu, genç ve dinamik Türkiye Cumhuriyeti'nin kuruluşu ve bu Cumhuriyetin hızla yükselişi "Türk İnkılabı" adı verilen büyük atılım ve değişikliklerin ne kadar zamana sığdırıldığı ve bu inkılapların önemi vurgulanmakta ve Atatürk İlkeleri anlatılmaktadır.

COMN100 Introduction to Computers

Introductory course to computers and their application; the basic components of computers; Random Access Memory (RAM), Read Only Memory (ROM), Central Processing Unit (CPU) and relationship between these hardware are introduced. Operating systems, application software (word processor, power point), Utility Software are introduced. Internet, network connections and the types, digital security and ethics are covered. Social networks and other web-based applications are introduced.

FOREIGN LANGUAGE ELECTIVE COURSES

COMN191 Academic English I

This course is intended for academically oriented students and it aims to bridge the gap between general and academic English. The course aims at developing the skills required for academic study,

including note-taking, essay writing, as well as teaching strategies for undertaking research and dealing with unfamiliar academic vocabulary. The course also aims at teaching the features of guided writing, reading strategies such as predicting, skimming, and scanning. At the end of this course the students are expected to be able to; develop strategies, to improve the ability to comprehend complex academic texts, to develop strategies to produce more coherent writing and, make clear, appropriate, relevant notes from academic texts, and to adopt various approaches to deal with new or unknown vocabulary by practising effective use of dictionaries, and through making effective vocabulary records.

COMN192 Academic English II

This course is the continuation of the COMN191 English I course. Similar issues are focused on as in the former course with a higher tone of language. This course integrates all four language skills and teaches students how to integrate skills and content in real-world academic contexts. High-interest and intellectually-simulating authentic materials are used to familiarize students with academic content. The course also aims at developing the ability to participate in exchanges of information and opinions in the context of the specific field, and to write instructions, descriptions and explanations about topics in the related field. Extra importance is put on teaching student's terminology related to the specific field. (pre-requisite: COMN191)

UNIVERSITY ELECTIVE I COURSES (PHILOSOPHY GROUP)

COMN115 Sociology

The course makes an introduction to the discipline of sociology and provides an outline of the major sociologists, sociological paradigms and areas of sociological inquiry. It aims at developing students' awareness about the society in which they live, with a due emphasis on sociological perspective and sociology as a scientific discipline. Thus, the course helps the students to develop a sociological outlook and understand what such outlook retains in terms of the founding theories, main sociological approaches, and related discussions in those areas ranging from everyday life, culture and globalization to social stratification and mobility.

UNIVERSITY FREE ELECTIVE COURSES

CFE201 Leadership and Management

In this course, an analysis of theoretical and practical knowledge is made. In this context, basic social and psychological factors associated with the concept of leadership and current theories will be explained and how theoretical knowledge can be applied in terms of leadership and management functions in organizations will be emphasized. The aim of the course is to provide students with a deep understanding of leadership and management concepts and to develop their own leadership skills.

CFE202 Environment and Sustainable Development

This course provides information on nature and environment along with sustainability concept, as well as guides students to gain awareness about environmental problems. It aims to inform students about the daily practices that will lead to a more sustainable living. Additionally, knowledge about the global and social effects of all practices on health, environment, safety, and current issues

related to the field of their area of study and awareness of the legal consequences of their specific area of practices to solutions are covered.

OSHE201 Occupational Safety and Health

This course provides information on the theory and history of occupational health and safety, and enforcement of laws that address occupational safety and health globally. It also aims to guide students in understanding the roles and responsibilities of workers, unions and employers. This course also reviews other safety related issues and aspects of recognizing, evaluating, and understanding control of safety and health hazards in the workplace.