

Content

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|----------------------|----------|--------|----------|-----|--------|------|
| G452 | Behavioral Marketing | 6 | 3 | 0 | 0 | 3 | 5 |

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| Prerequisites | |
| Admission Requirements | |

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|-------------------------|-----------------|
| Language of Instruction | |
| Course Type | |
| Course Level | Bachelor Degree |
| Objective | |
| Content | |
| References | |

Theory Topics

| Week | Weekly Contents |
|------|-----------------|
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