

E-Commerce and Marketing			
Associate	TR-NQF-HE: Level 5	QF-EHEA: Short Cycle	EQF-LLL: Level 5

## Program Information

With the widespread use of internet access in our world, there has been a rapid increase in online sales channels and the retail sector has begun to focus on e-commerce. Thanks to e-commerce, they have faster access to target customer profiles to provide information about their products through their online stores. With the advancement of information technologies day by day, it is inevitable that the share of e-commerce in the market will increase even more. Therefore, it is expected that the workforce needed in the market will be met by e-commerce and marketing program graduates. We ensure that students have graduates who are trained as a result of their 2-year education and are equipped to quickly take their place as a qualified workforce.