

1. Title of the certificate (tr) (1)

Pazarlama 4.0 Sertifika Programı

⁽¹⁾ in original language.

2. Translated title of the certificate (en) (1)

Marketing 4.0 Certificate Program

⁽¹⁾ This translation has no legal status

3. Profile of skills and competences

Holder of the certificate is eligible to:

- Development of marketing
- Difference between sales and marketing
- Increased marketing PSs
- Marketing communication
- Integrated marketing communication
- Postmodern marketing
- Digital marketing
- Use of social media
- Marketing 3.0 and marketing 4.0

4. Range of occupations accessible to the holder of the certificate (1)

- Sales Department
- Marketing Department

⁽¹⁾ if applicable

⁽¹⁾Explanatory notes

This document is designed to provide additional information about the specified certificate and does not have any legal status in itself. The format of the description is based on the following texts: Council Resolution 93/C 49/01 of 3 December 1992 on the transparency of qualifications, Council Resolution 96/C 224/04 of 15 July 1996 on the transparency of vocational training certificates, and Recommendation 2001/613/EC of the European Parliament and of the Council of 10 July 2001 on mobility within the community for students, persons undergoing training, volunteers, teachers and trainers.

5. Official basis of the certificate

Name and status of the body awarding the certificate Ondokuz Mayıs Üniversitesi Uzaktan Eğitim Uygulama ve Araştırma Merkezi Kurupelit Kampüsü Atakum/SAMSUN Tel: 0362.312 1920 E-posta: irtibat@uzem.omu.edu.tr https://uzem.omu.edu.tr/	Name and Status of the national / regional authority providing accreditation / recognition of the certificate Ondokuz Mayıs University
Level of the certificate (national or international)	Grading scale/Pass requirements Must be 50 points or above.
Access to next level of education/training This training is not additional duration of another study.	International agreements There is no any international agreement.
Legal Basis	

6. Official recognised ways of acquiring the certificate

Explanations about the education	Percentage of total programme (%)	Duration (hours / weeks / months / years)
Theory training based	71	30 hours
Project based	29	12 hours
Duration of the certificate		42 hours
Entry requirements Business administration Marketing For further information: http://www.myk.gov.tr Europass http://www.europass.gov.tr For further information about our training: https://uzem.omu.edu.tr/		

