



TARSUS  
UNIVERSITY

VOCATIONAL SCHOOL

MARKETING



Dear students,

In the 21st century world, marketing is one of the factors that supports all institutions, organizations, all businesses from a to z, as well as people's efforts to exist and hold on to life. It is not enough to just improve ourselves, develop the business, and solve problems; The way to come up with solutions and give them meaning is possible by bringing together and using more than one factor. There is a concept among these factors that cannot be ignored; This factor is marketing.

The definitions of terms may be changed, but their meanings never change. The meaning of marketing is gaining value day by day. We want to develop effective and qualified experts who will keep this meaning alive, support it with digital communication and proudly carry the torch to future generations. The sole purpose of Tarsus University Marketing Program is to introduce you to our vision and mission with our expert staff, to develop them and to advance them in the focus of targets.

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