

Marmara University
Faculty of Applied Sciences
Department of Hair and Beauty Applications

2025-2026 Course Descriptions

Curriculum

Four years, eight semesters, and a total of 240 ECTS. The program is presented below, semester by semester, with course code, course title, theoretical (T) and practical (P) hours, credits, and ECTS.

Grand Total. T: 111 P: 83 Total Hours: 194 Credits: 240 ECTS: 240

Semester 1

No	Course Code	Course Title	T	P	Credits	ECTS
1	ATA121	Principles of Atatürk and History of the Turkish Revolution I	2	0	2	2
2	SGU1001	Professional Anatomy and Physiology	2	0	4	4
3	SGU1003	Microbiology and Sterilization	2	0	4	4
4	SGU1005	Beauty Technologies	3	0	6	6
5	SGU1007	The Concept of Beauty Through the Ages	2	0	4	4
6	SGU1009	Principles of Design	2	2	6	6
7	TRD121	Turkish Language I	2	0	2	2
8	YDZ121	English I	2	0	2	2
		SEMESTER TOTAL	17	2	30	30

Semester 2

No	Course Code	Course Title	T	P	Credits	ECTS
1	ATA122	Principles of Atatürk and History of the Turkish Revolution II	2	0	2	2
2	SGU1002	Use of Basic Computer Technologies	1	2	4	4
3	SGU1004	Hair and Skin Diseases	3	0	5	5
4	SGU1006	Cosmetic Chemistry	3	0	5	5
5	TRD122	Turkish Language II	2	0	2	2
6	YDZ122	English II	2	0	2	2
7	SGU-US	University Elective Course (1, 2)	3	0	10	10
		SEMESTER TOTAL	16	2	30	30

Semester 3

No	Course Code	Course Title	T	P	Credits	ECTS
1	SGU2001	Makeup Techniques	2	2	4	4
2	SGU2003	Hair Styling Techniques I	2	2	4	4
3	SGU2005	Skin Care Techniques I	2	2	4	4
4	SGU2007	Hand and Foot Care Techniques I	2	2	4	4
5	SGU2009	Research Methods	2	0	3	3
6	SGU2011	Professional English	2	0	3	3

No	Course Code	Course Title	T	P	Credits	ECTS
7	FSS-D1	Departmental Social Elective Course I	2	0	4	4
8	SGU-S1	Elective Course I	2	1	4	4
		SEMESTER TOTAL	16	9	30	30

Semester 4

No	Course Code	Course Title	T	P	Credits	ECTS
1	SGU2002	Stage and Camera Makeup	2	2	4	4
2	SGU2004	Hair Styling Techniques II	2	2	4	4
3	SGU2006	Skin Care Techniques II	2	2	4	4
4	SGU2008	Hand and Foot Care Techniques II	2	2	4	4
5	SGU2010	Occupational Health and Safety	2	0	2	2
6	FSS-D2	Departmental Social Elective Course II	2	0	4	4
7	SGU-S2	Elective Course II	2	1	4	4
8	SGU-S3	Elective Course III	2	0	4	4
		SEMESTER TOTAL	16	9	30	30

Semester 5

No	Course Code	Course Title	T	P	Credits	ECTS
1	SGU3011	Haircutting Techniques I	2	2	4	4
2	SGU3013	Hair Coloring Techniques I	2	2	4	4
3	SGU3015	Epilation Techniques I	2	2	4	4
4	SGU3017	Men's Hairdressing I	2	2	4	4
5	SGU3019	Body Care Techniques	2	2	3	3
6	FSS-D3	Departmental Social Elective Course III	2	0	4	4
7	SGU-S4	Elective Course IV	2	1	4	4
8	SGU-S5	Elective Course V	2	0	3	3
		SEMESTER TOTAL	16	11	30	30

Semester 6

No	Course Code	Course Title	T	P	Credits	ECTS
1	SGU3012	Haircutting Techniques II	2	2	4	4
2	SGU3014	Hair Coloring Techniques II	2	2	4	4
3	SGU3016	Epilation Techniques II	2	2	4	4
4	SGU3018	Men's Hairdressing II	2	2	4	4
5	SGU3020	Medical Hand and Foot Care Techniques	2	2	3	3

No	Course Code	Course Title	T	P	Credits	ECTS
6	FSS-D4	Departmental Social Elective Course IV	2	0	4	4
7	SGU-S6	Elective Course VI	2	2	4	4
8	SGU-S7	Elective Course VII	2	0	3	3
		SEMESTER TOTAL	16	12	30	30

Semester 7

No	Course Code	Course Title	T	P	Credits	ECTS
1	SGU4001	Vocational Training in the Workplace	0	25	30	30
		SEMESTER TOTAL	0	25	30	30

Semester 8

No	Course Code	Course Title	T	P	Credits	ECTS
1	SGU4002	Special-Purpose Skin Care Techniques	2	2	4	4
2	SGU4004	Massage Techniques	2	2	4	4
3	SGU4006	Salon Management	2	1	3	3
4	SGU4008	Community Service Practices	0	2	1	1
5	SGU4010	Three-Dimensional Makeup Techniques	2	2	4	4
6	SGU4012	Graduation Project	2	2	6	6
7	SGU-S8	Elective Course VIII	2	1	4	4
8	SGU-S9	Elective Course IX	2	1	4	4
		SEMESTER TOTAL	14	13	30	30

Elective Course Pools

The elective codes in the curriculum (University Electives, Departmental Social Electives, and field electives) are selected from the pools below.

University Elective Course Pool (SGU-US, Semester 2)

No	Course Code	Course Title	T	P	Credits	ECTS
1	OZE100	Sign Language	3	0	5	5
2	SGU1050	Photography	3	0	5	5
3	SGU1052	Basic Nutrition	3	0	5	5
4	SGU1054	Basic First Aid	3	0	5	5

Departmental Social Elective Course Pool (FSS-D1, FSS-D2, FSS-D3, FSS-D4)

No	Course Code	Course Title	T	P	Credits	ECTS
1	BSSD1001	Color Theory	2	0	4	4
2	BSSD1002	Personal Style Consulting in Beauty	2	0	4	4
3	BSSD1003	Entrepreneurship and Business Start-up in the Beauty Sector	2	0	4	4
4	BSSD1004	Beauty Ethics and Professional Conduct	2	0	4	4
5	BSSD1005	Beauty and Media Literacy	2	0	4	4
6	BSSD1006	Beauty Cultures and Their Social Reflections	2	0	4	4
7	BSSD1007	Beauty Discourse and the Language of Fashion	2	0	4	4
8	BSSD1008	Social Responsibility in the Beauty Industry	2	0	4	4
9	BSSD1009	Mythology and Symbolism in Fashion and Beauty	2	0	4	4
10	BSSD1010	Beauty Writing and Editing	2	0	4	4
11	BSSD1011	Beauty and Appearance in Sociology	2	0	4	4
12	BSSD1012	Labor Law	2	0	4	4
13	BSSD1013	Statistics	2	0	4	4
14	BSSD1014	Innovation Management	2	0	4	4
15	BSSD1015	Creative Thinking	2	0	4	4

Elective Course I Pool (SGU-S1, Semester 3)

No	Course Code	Course Title	T	P	Credits	ECTS
1	SGU2051	Eye Brow and Eyelash Design	2	1	4	4
2	SGU2053	New Media Studies	2	1	4	4
3	SGU2055	Aromatherapy	2	1	4	4
4	SGU2057	Facial Massage	2	1	4	4

Elective Course II Pool (SGU-S2, Semester 4)

No	Course Code	Course Title	T	P	Credits	ECTS
1	SGU2052	Digital Hair and Makeup Design	2	1	4	4
2	SGU2054	Cultural Massage Techniques	2	1	4	4
3	SGU2056	Beauty Photography	2	1	4	4
4	SGU2058	Portfolio Preparation	2	1	4	4

Elective Course III Pool (SGU-S3, Semester 4)

No	Course Code	Course Title	T	P	Credits	ECTS
1	SGU2060	Customer Relationship Management	2	0	4	4
2	SGU2062	History of Adornment	2	0	4	4
3	SGU2064	Entrepreneurship	2	0	4	4
4	SGU2066	Introduction to Psychology	2	0	4	4

Elective Course IV Pool (SGU-S4, Semester 5)

No	Course Code	Course Title	T	P	Credits	ECTS
1	SGU3051	Hair and Makeup in Art Movements	2	1	4	4
2	SGU3053	Perfume Studies	2	1	4	4
3	SGU3055	Tattoo Techniques	2	1	4	4
4	SGU3057	Cosmetic Sales Strategies	2	1	4	4

Elective Course V Pool (SGU-S5, Semester 5)

No	Course Code	Course Title	T	P	Credits	ECTS
1	SGU3059	Quality Management in the Service Sector	2	0	3	3
2	SGU3061	Conflict Management	2	0	3	3
3	SGU3063	Introduction to Sociology	2	0	3	3
4	SGU3065	Workplace Ergonomics	2	0	3	3

Elective Course VI Pool (SGU-S6, Semester 6)

No	Course Code	Course Title	T	P	Credits	ECTS
1	SGU3052	Wig Making (Vigology)	2	2	4	4
2	SGU3054	Advanced Haircutting Techniques	2	2	4	4
3	SGU3056	Character Modeling in Makeup	2	2	4	4
4	SGU3058	Permanent Makeup Techniques	2	2	4	4

Elective Course VII Pool (SGU-S7, Semester 6)

No	Course Code	Course Title	T	P	Credits	ECTS
1	SGU3060	Professional Ethics and Cosmetology Legislation	2	0	3	3
2	SGU3062	Brand Management in Cosmetology	2	0	3	3
3	SGU3064	Visual Examination in Forensic Medicine Cases	2	0	3	3
4	SGU3066	Spa and Wellness	2	0	3	3

Elective Course VIII and IX Pool (SGU-S8, SGU-S9, Semester 8)

No	Course Code	Course Title	T	P	Credits	ECTS
1	SGU4050	Advanced Hair Coloring Techniques	2	1	4	4
2	SGU4052	Personal Image Design	2	1	4	4
3	SGU4054	Nail Art	2	1	4	4
4	SGU4056	Creative Hair Design	2	1	4	4

Course Descriptions

For each course, the course title, code, T-P-credit value, content, and recommended resources are presented below, semester by semester.

Semester 1

Principles of Atatürk and History of the Turkish Revolution I (2-0) 2 ATA121

Course objective: To help students understand, beginning with the modernization movements of the late Ottoman period, the First World War, the Armistice of Mudros, and the process of the National Struggle, as well as the opening of the Grand National Assembly of Turkey and the military, political, and financial dimensions of the War of Independence up to the Lausanne Peace Conference.

Main topics covered: The Turkish revolution; the rise of Western civilization; the founding, rise, and decline periods of the Ottoman State and the 19th-century modernization movement; the Tanzimat period and the proclamation of the First Constitutional Monarchy; the Second Constitutional Monarchy period; the Tripolitanian and Balkan Wars; the First World War; the Armenian question; the Armistice of Mudros and subsequent developments; the beginning of the National Struggle and the period of congresses; the First Grand National Assembly of Turkey period (1920-1923); the Treaty of Sèvres and the front-line battles; the Western Front battles and the Armistice of Mudanya; the Lausanne Peace Conference; the financial resources of the War of Independence.

Textbook(s) and/or Supplementary Resources

- Afetinan, A. (1977). *Türkiye Cumhuriyeti ve Türk Devrimi*.
- Öztürk, C. (Ed.). (2007). *İmparatorluktan Ulus Devlete Türk İnkılap Tarihi*.
- Atatürk Araştırma Merkezi. (2000). *Türkiye Cumhuriyeti Tarihi I ve II*.

Professional Anatomy and Physiology (2-0) 4 SGU1001

Course objective: To enable students, by studying the principles of human anatomy, to grasp fundamental anatomy and physiology knowledge and terminology, and to acquire knowledge and skills regarding the body's basic functions and the characteristics of the structures and organs that make up its systems.

Main topics covered: Definition and history of anatomy and physiology; the general structure of the human body; the nervous system; the endocrine system; the musculoskeletal (locomotor) system; the respiratory system; the digestive system; body fluids and electrolytes; the circulatory system; the excretory system; the reproductive system; the sensory organs.

Textbook(s) and/or Supplementary Resources

- Aktümsek, A. (2020). *Anatomi ve Fizioloji: İnsan Biyolojisi* (12th ed.). Nobel Akademik Yayıncılık.
- Tortora, G. J., & Derrickson, B. (2020). *Principles of Anatomy and Physiology* (16th ed.). Wiley.
- Marieb, E. N., & Hoehn, K. (2019). *Human Anatomy & Physiology* (11th ed.). Pearson.

Microbiology and Sterilization (2-0) 4 SGU1003

Course objective: To convey the history, development, and basic concepts of microbiology; the classification and general characteristics of microorganisms; the diseases they cause; personal hygiene; sterilization and disinfection methods; and the principles of surface disinfection.

Main topics covered: Definition and history of microbiology; classification and general characteristics of microorganisms; nutrition and reproduction of microorganisms; prokaryotic cell structure; bacterial cell structure; nutrition; reproduction; viruses and fungi; parasites and parasitology; chemical disinfection; disinfection by physical methods; sterilization methods; microorganism and host; environmental microbiology; floras and the staining of bacteria; microorganisms related to hair and skin.

Textbook(s) and/or Supplementary Resources

- Taştan, R. (n.d.). *Sağlık Meslekleri için Mikrobiyoloji*.

- Madigan, M. T., Bender, K. S., Buckley, D. H., Sattley, W. M., & Stahl, D. A. (2020). *Brock Biology of Microorganisms* (16th ed.). Pearson.
- Tortora, G. J., Funke, B. R., & Case, C. L. (2018). *Microbiology: An Introduction* (13th ed.). Pearson.

Beauty Technologies (3-0) 6 SGU1005

Course objective: To provide knowledge about the usage characteristics, current types, and mechanisms of action of the technologies used in the beauty industry. Students grasp the contribution of these technologies, which are used to enhance beauty experiences and facilitate applications. Upon completing the course, students understand the importance of continuously evolving beauty technologies for their field of work and acquire the ability to evaluate these technologies. This knowledge forms a foundation for the field courses.

Main topics covered: Basic electricity knowledge; usage characteristics of the technologies used in the beauty industry; definition and properties of radiofrequency; use of radiofrequency in beauty technologies; definition, properties, and use of light systems in beauty technologies; definition and properties of faradic current; use of faradic current in beauty technologies; definition and properties of galvanic current; use of galvanic current in beauty technologies; definition, properties, and use of high frequency in beauty technologies; definition, properties, and use of microtherapy in beauty technologies.

Textbook(s) and/or Supplementary Resources

- Nordmann, L. (2010). *Professional Beauty Therapy*.
- Milady. (2019). *Milady Standard Esthetics: Fundamentals* (12th ed.). Milady.

The Concept of Beauty Through the Ages (2-0) 4 SGU1007

Course objective: To provide a comprehensive understanding of the philosophical and scientific interpretations of aesthetics, beauty, and ugliness. This understanding forms a foundation for future field courses. The course also aims to develop students' grasp of how the perception of beauty has transformed over time and how current beauty practices reflect these changes. Upon completing the course, students will be able to examine and evaluate evolving perceptions of beauty and will gain a deeper awareness of the importance of beauty in our daily lives.

Main topics covered: Defining aesthetics and beauty; the importance of beauty; patterns in nature; the universal perception of beauty; the objectivity of beauty; incidental beauty; the perception of averageness and familiarity; symmetry; sexual dimorphism; cultural beauty; the neurological foundations of beauty; the halo effect; the concept of beauty through the ages; the 19th-century understanding of beauty; the 20th-century understanding of beauty; contemporary beauty standards and the media; future beauty trends.

Textbook(s) and/or Supplementary Resources

- Eco, U. (Ed.). (2012). *Güzelliğin tarihi*. Doğan Kitap.
- Vigarello, G., & Ataçay, E. (2013). *Güzelliğin tarihi: Rönesans'tan günümüze beden ve güzelleşme sanatı*. Dost.
- Eco, U., & Gökçe, T. (Ed.). (2009). *Çirkinliğin tarihi*. Doğan Kitap.
- Corson, R. (2005). *Fashions in Hair: The First Five Thousand Years*.
- Corson, R. (2010). *Fashions in Make-Up: From Ancient to Modern Times*. Peter Owen Ltd.

Principles of Design (2-2) 6 SGU1009

Course objective: To teach the fundamental principles that guide the design and development of the practices used in the beauty industry. By addressing topics such as user experience, visual aesthetics, accessibility, and usability, this course aims to help students design beauty practices in an effective and appealing way.

Main topics covered: Elements of design (form, volume); elements of design (line, color); elements of design (texture); principles of hair design (proportion, balance); principles of hair and makeup design (rhythm, emphasis); principles of hair and makeup design (harmony); canons; head and face shapes (oval face); head and face shapes (round face); head and face shapes (square face); head and face shapes (broad/chubby face); head and face shapes (pear-shaped face); head and face shapes (diamond face, heart face); head and face shapes (face profiles).

Textbook(s) and/or Supplementary Resources

- Eco, U. (Ed.). (2012). *Güzelliğin tarihi*. Doğan Kitap.
- Vigarello, G., & Ataçay, E. (2013). *Güzelliğin tarihi: Rönesans'tan günümüze beden ve güzelleşme sanatı*. Dost.
- Forsey, J. (n.d.). *The Aesthetics of Design*.
- Corson, R. (2010). *Fashions in Make-Up: From Ancient to Modern Times*. Peter Owen Ltd.

Turkish Language I (2-0) 2 TRD121

Course objective: To teach the historical development of the Turkish language as well as the linguistic features of Turkey Turkish.

Main topics covered: Language (the language-nation relationship, the language-culture relationship); the languages of the world; language families by origin; language groups by structure; the historical periods of the Turkish language; the historical development of the Turkish written language; Old Turkish; Middle Turkish; New Turkish; Modern Turkish; the current status and distribution areas of the Turkish language; phonetics; morphology (roots, affixes, derivational and inflectional affixes); words in terms of meaning and function; semantics (meaning in words, relationships between words); syntax (characteristics of word groups); types of word groups; sentence elements; sentence types and sentence analysis.

Textbook(s) and/or Supplementary Resources

- Ergin, M. (2009). *Türk Dil Bilgisi*. Bayrak Yayınları.
- Banguoğlu, T. (2011). *Türkçenin Grameri*. Türk Dil Kurumu Yayınları.
- Korkmaz, Z. et al. (2013). *Türk Dili ve Kompozisyon*. Ekin Yayınevi.
- Aksan, D. (2009). *Her Yönüyle Dil: Ana Çizgileriyle Dilbilim*. Türk Dil Kurumu Yayınları.
- Türk Dil Kurumu. (n.d.). *Türkçe Sözlük ve Yazım Kılavuzu*. TDK Yayınları.

English I (2-0) 2 YDZ121

Course objective: To raise students with elementary-level knowledge of English to the pre-intermediate level.

Main topics covered: Verb to be, Possessive adjectives, Questions and negatives, Short answers, Present simple, Present simple: questions and negatives, There is, there are, How many, how much, This, that, Determiners: some, any, these, those, Prepositions of place, Directions, Linking words (and, so, but, because), Can, can't, could, couldn't, Was, wasn't, were, weren't, Was born, were born, Past simple: regular and irregular verbs, Silent letters, Social expressions and informal letter, Formal letter, Special occasions, Revision of previous units.

Textbook(s) and/or Supplementary Resources

- Soars, L., & Soars, J. (2011). *New Headway Elementary English Course Book* (4th ed.). Oxford University Press.
- Soars, L., & Soars, J. (2011). *New Headway Elementary English Exercise Book* (4th ed.). Oxford University Press.
- Azar, B. S. (2014). *Basic English Grammar* (4th ed.). Pearson Education.

Semester 2

Principles of Atatürk and History of the Turkish Revolution II (2-0) 2 ATA122

Course objective: To help students understand the political, legal, educational, cultural, and economic reforms carried out after the proclamation of the Republic; Kemalism and the principles of Atatürk; Turkish foreign policy during the Atatürk era; and the domestic and foreign political developments after Atatürk.

Main topics covered: Political reforms; reactions against the reforms and attempts to transition to a multi-party system; the educational and legal reforms; reforms in the field of culture and social life; efforts in the economic field; Turkish foreign policy in the Atatürk era I; Turkish foreign policy in the Atatürk era II; the definition of Kemalism and the principles of Atatürk I; the principles of Atatürk II; analysis of the Nutuk

(the Great Speech); domestic and foreign political developments after Atatürk; the Cold War period I; the Cold War period II; the Cyprus question.

Textbook(s) and/or Supplementary Resources

- Afetinan, A. (1977). *Türkiye Cumhuriyeti ve Türk Devrimi*.
- Öztürk, C. (Ed.). (2007). *İmparatorluktan Ulus Devlete Türk İnkılap Tarihi*.
- Atatürk Araştırma Merkezi. (2000). *Türkiye Cumhuriyeti Tarihi I ve II*.

Use of Basic Computer Technologies (1-2) 4 SGU1002

Course objective: To teach basic computer use, including fundamental concepts related to information and document management, office software and its application, the types and features of electronic communication, information technologies, and information management.

Main topics covered: Basic concepts related to information and document management; office software and its applications; types and features of electronic communication; information technologies; information management; compilation of information; problems of information access; searching for information; the use and sharing of information; electronic information recording; archiving; archive and document management legislation.

Textbook(s) and/or Supplementary Resources

- *Official user manuals of the Microsoft Office applications (Word, Excel, PowerPoint)*. (n.d.).
- *Textbooks and practice materials for the Use of Basic Information Technologies*. (n.d.).

Hair and Skin Diseases (3-0) 5 SGU1004

Course objective: To provide the ability to diagnose diseases occurring on the hair and skin and to perform the appropriate procedure for each condition.

Main topics covered: Skin diseases; types of lesions; other skin diseases and their characteristics; skin infections caused by bacteria; skin infections caused by viruses; sweat gland diseases; pigmentation disorders; diseases related to abnormal growth; infectious diseases; scalp diseases; hair shaft diseases; viral diseases; hair loss (alopecia); kerion celsi (Tinea capitis profunda); seborrheic dermatitis and psoriasis.

Textbook(s) and/or Supplementary Resources

- Wolff, K., Johnson, R. A., Saavedra, A. P., & Roh, E. K. (2017). *Fitzpatrick's Color Atlas and Synopsis of Clinical Dermatology* (8th ed.). McGraw-Hill Education.
- Habif, T. P. (2016). *Clinical Dermatology: A Color Guide to Diagnosis and Therapy* (6th ed.). Elsevier.

Cosmetic Chemistry (3-0) 5 SGU1006

Course objective: To enable students to grasp the chemistry of the products used in the cosmetics industry by explaining the basic concepts of cosmetic chemistry and the components and chemical structures of cosmetic products. By learning the chemistry of hair dye, shampoo, soap, skin care, and makeup products, students develop the ability to understand the formulation of safe and effective products in the cosmetics industry.

Main topics covered: Introduction to cosmetic chemistry; basic concepts in cosmetic chemistry; the basic components of cosmetic products; atoms, molecules, and ions; chemical compounds and the effect of pH; the chemical structures and functions of carbohydrates and proteins; the chemistry of creams and lotions; the chemistry and composition of hair dye; the chemistry and composition of shampoos; the chemistry and composition of soap; the chemistry and composition of skin care products; the chemistry and composition of makeup products; the chemistry and composition of hand and foot care products; the chemistry and effects of nail care products.

Textbook(s) and/or Supplementary Resources

- Barel, A. O., Paye, M., & Maibach, H. I. (Ed.). (2014). *Handbook of Cosmetic Science and Technology* (4th ed.). CRC Press.
- Schueller, R., & Romanowski, P. (2009). *Beginning Cosmetic Chemistry* (3rd ed.). Allured Publishing.

- Mitsui, T. (Ed.). (1997). *New Cosmetic Science*. Elsevier.
- Draelos, Z. D., & Thaman, L. A. (Eds.). (2006). *Cosmetic Formulation of Skin Care Products*. Taylor & Francis.

Turkish Language II (2-0) 2 TRD122

Course objective: To teach oral and written forms of expression, to provide the ability to express critical thinking constructively and to use initiative, and to develop oral and written communication skills.

Main topics covered: Literary genres (story and novel, poetry, theater, biography, essay, review and newspaper article, travel article and interview, oration, interview and screenplay, article and book review, etc.); scientific research methods; applied written genres (report, official report, and résumé); applied written genres (application letter, letter, business letter, and official letter); oral genres (epic, legend, folktale and folk story, proverb and idiom, riddle, anecdote, tongue twister, lullaby, folk song, prayer and curse).

Textbook(s) and/or Supplementary Resources

- Korkmaz, Z. et al. (2013). *Türk Dili ve Kompozisyon*. Ekin Yayınevi.
- Ergin, M. (2009). *Türk Dil Bilgisi*. Bayrak Yayınları.
- Aksan, D. (2009). *Her Yönüyle Dil: Ana Çizgileriyle Dilbilim*. Türk Dil Kurumu Yayınları.
- Türk Dil Kurumu. (n.d.). *Türkçe Sözlük ve Yazım Kılavuzu*. TDK Yayınları.

English II (2-0) 2 YDZ122

Course objective: To raise students with elementary-level knowledge of English to the pre-intermediate level.

Main topics covered: Past simple tense: negatives and questions, Count and uncount nouns (a, some, much, many), Comparatives and superlatives, Have and have got, Revision of prepositions, Present continuous tense, Going to (future), Question forms (why, which, how much, how many), Present perfect tense, Ever, never, just and yet, Present perfect and simple past tense, Revision of previous units.

Textbook(s) and/or Supplementary Resources

- Soars, L., & Soars, J. (2011). *New Headway Elementary English Course Book* (4th ed.). Oxford University Press.
- Soars, L., & Soars, J. (2011). *New Headway Elementary English Exercise Book* (4th ed.). Oxford University Press.
- Azar, B. S. (2014). *Basic English Grammar* (4th ed.). Pearson Education.

Semester 3

Makeup Techniques (2-2) 4 SGU2001

Course objective: To teach the general definition and importance of makeup, to explain the classification of makeup, and to develop the skills to perform basic makeup applications. Students gain knowledge about the historical development of makeup, color theory, and makeup products. They also learn and become competent in applying different makeup techniques such as natural makeup, daytime makeup, evening makeup, smoky eye makeup, and bridal makeup. In addition to basic makeup techniques, they can also learn and apply advanced techniques such as shimmer makeup, camouflage makeup, and avant-garde and show makeup.

Main topics covered: Introduction to the makeup course; the definition and historical development of makeup; color theory; cosmetics used in makeup; corrective makeup with highlighting and contouring; face, nose, eye, and lip shapes; complexion (foundation) makeup application; eye makeup and its application; daytime makeup and its application; evening makeup and its application; smoky eye makeup and its application; European bridal makeup and its application; bridal makeup in Turkey and its application; avant-garde makeup and its application.

Textbook(s) and/or Supplementary Resources

- Corson, R. (2010). *Fashions in Make-Up: From Ancient to Modern Times*. Peter Owen Ltd.

- Davis, G., & Hall, M. (2017). *The Makeup Artist Handbook: Techniques for Film, Television, Photography, and Theatre* (3rd ed.). Routledge.
- Aucoin, K. (1997). *Making Faces*. Little, Brown and Company.
- Eldridge, L. (2015). *Face Paint: The Story of Makeup*. Abrams.

Hair Styling Techniques I (2-2) 4 SGU2003

Course objective: To teach the conceptual framework of hair styling, hair and scalp analysis, scalp cleansing and care, the selection and use of cosmetic products, and the types and methods of temporary hair styling.

Main topics covered: The conceptual framework of hair styling; hair and scalp analysis; hair and scalp cleansing and care; the tools and equipment needed for hair cleansing; the selection and use of cosmetic products; the types and methods of temporary hair styling; the points to consider when styling hair; performing various blow-dry techniques; applying curling and straightening irons; crimping application; braiding application; dreadlock application; updo (bun) application.

Textbook(s) and/or Supplementary Resources

- Goldsbro, J., & White, E. (2011). *The official guide to foundation learning in hair & beauty*. Cengage Learning.
- Milady. (2013). *Workbook for Milady natural hair care and braiding*. Milady.
- Worthington, C. (2018). *The Complete Book of Hairstyling*. DK.
- Milady. (2021). *Milady Standard Cosmetology* (14th ed.). Milady.
- Robbins, C. R. (2012). *Chemical and Physical Behavior of Human Hair* (5th ed.). Springer.

Skin Care Techniques I (2-2) 4 SGU2005

Course objective: To teach skin structure, skin types, skin problems, and the products used in skin care. It also aims to provide the skills to perform skin analysis, facial massage, and basic skin care applications.

Main topics covered: The structure and properties of the skin; the parameters that determine skin characteristics; skin types; cosmetics used in skin care; facial massages; skin analysis applications; skin massage applications; basic skin care application.

Textbook(s) and/or Supplementary Resources

- Nordmann, L. (2010). *Professional Beauty Therapy*.
- Baumann, L. (2012). *Cildinizi Keşfedin* (Trans. Nezh Karaca).
- Milady. (2019). *Milady Standard Esthetics: Fundamentals* (12th ed.). Milady.
- Baumann, L. (2009). *Cosmetic Dermatology: Principles and Practice* (2nd ed.). McGraw-Hill.

Hand and Foot Care Techniques I (2-2) 4 SGU2007

Course objective: To provide general knowledge and skills regarding nail care application techniques and hand and foot care applications.

Main topics covered: Basic definitions related to nail care; the definition of the nail; its structure and functions; nail and skin diseases that affect nail care; nail care and sanitation rules; cosmetics used in nail care; the tools and equipment used in nail care and points to consider; nail care application techniques; nail care applications; hand and wrist massage techniques and applications; nail care and massage applications.

Textbook(s) and/or Supplementary Resources

- Milady. (2020). *Milady Standard Nail Technology* (8th ed.). Milady.

Research Methods (2-0) 3 SGU2009

Course objective: To acquire basic theoretical knowledge about research methods and techniques and to be able to apply this knowledge in practice.

Main topics covered: The definition and scope of research methods; the purpose of scientific research; the research title; criteria for topic selection and literature review; preparing the abstract of the research;

planning the research; the technical writing rules of research and types of citation; evaluation of the examination; constructing the introduction section of the research; constructing the footnotes and bibliography of the research; ethical elements in scientific work; rules for using visuals, graphs, drawings, etc. in research; constructing the conclusion section of the research; effective research presentation methods.

Textbook(s) and/or Supplementary Resources

- Karasar, N. (2023). *Bilimsel araştırma yöntemi*. Nobel Yayınevi.
- Karasar, N. (2023). *Araştırmalarda rapor hazırlama*. Nobel Yayınevi.
- Büyüköztürk, Ş., Çakmak, E. K., Akgün, Ö. E., Karadeniz, Ş., & Demirel, F. (2023). *Bilimsel araştırma yöntemleri*. Pegem Akademi Yayınevi.
- Büyüköztürk, Ş. (2023). *Sosyal bilimler için veri analizi el kitabı*. Pegem Akademi Yayınevi.

Professional English (2-0) 3 SGU2011

Course objective: To demonstrate how language is used at the targeted level in order to develop students' language skills as well as their knowledge in their fields of work. This course is designed to meet students' academic and professional communication needs and to train professionals who can best apply effective communication theories. The course also aims to teach students to use English effectively, clearly, and correctly in beauty practices.

Main topics covered: English vocabulary in beauty practices; reading basic English texts in beauty practices; producing basic English texts in beauty practices; interpreting basic English texts in beauty practices; presenting basic English texts in beauty practices.

Textbook(s) and/or Supplementary Resources

- Milady. (2010). *Milady's standard professional barbering*. Milady.
- Milady. (2016). *Student workbook for milady standard barbering*. Milady.
- Worthington, C. (2018). *The Complete Book of Hairstyling*. DK.
- Goldsbro, J., & White, E. (2011). *The official guide to foundation learning in hair & beauty*. Cengage Learning.

Semester 4

Stage and Camera Makeup (2-2) 4 SGU2002

Course objective: To teach students makeup applications in settings such as the performing arts, theater, fashion shows, and the runway. It enables them to gain knowledge about the creation of prosthetic (special-effects) makeup and the materials used, as well as cinema and camera makeup. It also includes applications such as lighting in photographic makeup, makeup for color and black-and-white photography, and knowledge of color and tone suited to fashion and runway lighting. In the final part of the course, period (historical) makeup, fantasy makeup, and face- and body-painting work are studied.

Main topics covered: Introduction to stage makeup; types of stage makeup and the materials used; types of cinema/film makeup and the materials used; television and photographic makeup; runway and fashion-show makeup; types of fantasy makeup, their fields of use, and the cosmetics used; types of face- and body-painting makeup and the materials used; character makeup and methods of character creation; photographic makeup and its application; fashion-show makeup and its application; runway makeup and its application; fantasy makeup and its application; face-painting techniques and their application; character makeup and its application; two-dimensional makeup techniques and their application.

Textbook(s) and/or Supplementary Resources

- Corson, R. (2010). *Fashions in Make-Up: From Ancient to Modern Times*. Peter Owen Ltd.
- Davis, G., & Hall, M. (2017). *The Makeup Artist Handbook: Techniques for Film, Television, Photography, and Theatre* (3rd ed.). Routledge.

Hair Styling Techniques II (2-2) 4 SGU2004

Course objective: To teach the conceptual framework, aims, and chemistry of semi-permanent and permanent hair styling; the preparation of the environment and the model/client; the tools and equipment used; the use of cosmetic products; and the types and methods of giving the hair semi-permanent and permanent shape.

Main topics covered: The conceptual framework of semi-permanent and permanent hair styling; the aims of semi-permanent and permanent hair styling; the chemical structure of semi-permanent and permanent hair styling; preparation of the environment and the model/client in the perm process; tools and equipment and points to consider in the perm process; methods of applying the cosmetic in the perm process; the application steps of the perm and care recommendations; preparation of the environment and the model/client in the relaxing (straightening) process; tools and equipment and points to consider in the relaxing process; methods of applying the relaxing cosmetic; the application steps of relaxing and care recommendations; preparation of the environment and the model/client in the Brazilian blow-dry process; tools and equipment and points to consider in the Brazilian blow-dry process; the application steps of the Brazilian blow-dry and care recommendations.

Textbook(s) and/or Supplementary Resources

- Goldsbro, J., & White, E. (2011). *The official guide to foundation learning in hair & beauty*. Cengage Learning.
- Green, M., & Palladino, L. (2014). *Professional Hairdressing*. Cengage Learning.
- Stibbard, R., & Buttle, D. (2012). *The City & Guilds A-Z: Hairdressing*.
- Milady. (2021). *Milady Standard Cosmetology* (14th ed.). Milady.
- Bouillon, C., & Wilkinson, J. (Eds.). (2005). *The Science of Hair Care* (2nd ed.). Taylor & Francis.

Skin Care Techniques II (2-2) 4 SGU2006

Course objective: To provide knowledge and skills regarding the technical information and usage characteristics of the devices used in basic institute (professional) skin care.

Main topics covered: Cosmetics used in care applications performed with electro-aesthetic devices; usage information and their effects on the skin; undesirable conditions caused by cosmetic products in skin care applications; the definition, technical characteristics, methods of use, mechanisms of action, and usage limitations of the electro-aesthetic devices used in skin care; the non-electrical tools and equipment used in institute care; basic care applications by skin type and observation of their effects on the skin; the use of cosmetics and electro-aesthetic devices in the care of dry skin and their effect on the skin; the use of cosmetics and electro-aesthetic devices in the care of oily skin and their effect on the skin; the use of cosmetics and electro-aesthetic devices in the care of combination skin and their effect on the skin; the use of cosmetics and electro-aesthetic devices in the care of sensitive skin and their effect on the skin; the use of cosmetics and electro-aesthetic devices in the care of mature skin and their effect on the skin; the use of cosmetics and electro-aesthetic devices in the care of men's skin and their effect on the skin; skin care applications.

Textbook(s) and/or Supplementary Resources

- Nordmann, L. (2010). *Professional Beauty Therapy*.
- Baumann, L. (2012). *Cildinizi Keşfedin* (Trans. Nezih Karaca).
- Milady. (2019). *Milady Standard Esthetics: Fundamentals* (12th ed.). Milady.
- Draelos, Z. D. (Ed.). (2010). *Cosmetic Dermatology: Products and Procedures*. Wiley-Blackwell.

Hand and Foot Care Techniques II (2-2) 4 SGU2008

Course objective: To provide knowledge and skills in foot anatomy, care, and massage, as well as in nail decoration using various methods while keeping up with new technologies.

Main topics covered: Methods used in hand care; the properties of the products used in gel polish; the tools and equipment used in gel polish and their characteristics; gel polish application; nail decoration with gel polish; the foot and its anatomical structure; conditions that prevent pedicure application; the stages of the pedicure procedure; foot massage in pedicure application; pedicure application.

Textbook(s) and/or Supplementary Resources

- Milady. (2020). *Milady Standard Nail Technology* (8th ed.). Milady.
- Akarsu, Ş. (2024). *Ayak sağlığı ve bakımı*. Yenyüz Yayınları.

Occupational Health and Safety (2-0) 2

SGU2010

Course objective: To teach the laws, statutes, and regulations related to occupational health and safety, and the establishment and duties of occupational health and safety committees.

Main topics covered: The place of occupational health and safety in industry; basic concepts related to occupational safety; occupational accidents and their causes; occupational accidents, their causes, and the loss-control model; the criteria for evaluating occupational safety efforts and accident prediction; the economic dimension of occupational accidents; the occupational health and safety management system; risk groups and risk assessment; factors that threaten environmental safety; occupational disease; personal protective equipment and its characteristics; safe working rules in occupational health and safety; first aid and legal procedures to be carried out following accidents; the preparation of accident reports; legislation related to occupational health and safety; the establishment and duties of occupational health and safety committees.

Textbook(s) and/or Supplementary Resources

- Akpınar, T. (2022). *İş sağlığı ve iş güvenliği*. Beta.
- Selek, H. S. (2022). *İş sağlığı ve güvenliği (İSG) temel konular*. Seçkin.
- Sümer, H. H. (2022). *İş sağlığı ve güvenliği hukuku*. Seçkin.
- Şık, A., & Akar Şahingöz, S. (2022). *Son mevzuatlara göre iş sağlığı ve güvenliği temel eğitimi*. Nobel.

Semester 5

Haircutting Techniques I (2-2) 4

SGU3011

Course objective: To provide basic haircutting knowledge and to teach cutting techniques suited to different hair types and face shapes. To this end, students are expected to be introduced to the art of hair design, to use the basic tools effectively, and to learn various cutting methods. Students are also expected to successfully perform customized haircut applications by analyzing the client's personal features. The course aims to enable students to acquire basic haircutting skills, including understanding and applying blunt (one-length), graduation, increasing-layer, and uniform-layer form-cutting techniques.

Main topics covered: Introduction to haircutting; the art of hair design; basic haircutting tools and equipment; haircutting methods; analysis of hair types and face shapes; blunt and graduation form-cutting techniques; increasing-layer form-cutting techniques; uniform-layer form-cutting techniques; the blunt (one-length) haircut form and its application; the increasing-layer cut form, vertical (non-parallel), and its application; the increasing-layer cut form (horizontal-vertical), notch-slide technique; the increasing-layer cut form (horizontal) and its application; the forward-diagonal blunt haircut form and its application; the graduation haircut form (convex horizontal) and its application; the uniform-layer haircut form and its application.

Textbook(s) and/or Supplementary Resources

- McMichael, A. J. (2018). *Hair and Scalp Diseases: Medical, Surgical, and Cosmetic Treatments*. CRC Press.
- Worthington, C. (2018). *The Complete Book of Hairstyling*. DK.
- Milady. (2021). *Milady Standard Cosmetology* (14th ed.). Milady.

Hair Coloring Techniques I (2-2) 4

SGU3013

Course objective: To provide a broad range of knowledge on hair coloring and to develop the ability to understand, learn, and apply different techniques and applications. By learning the history of hair coloring, basic color theories, and coloring techniques suited to different hair types and colors, students can respond professionally to a variety of client requests.

Main topics covered: The history of hair coloring and the reasons for coloring hair; the effects of colors on one another in hair coloring; root coloring and coloring natural hair; applying dye to white and permed

hair; applying fantasy colors to hair; root-coloring techniques and their application; covering white hair with dye; lightening natural hair with dye; darkening natural hair with dye; techniques and applications for changing hair color; techniques and applications for coloring hair with fashion colors; techniques and applications for lightening all the hair with bleaching powder; two-step methods in hair coloring; highlighting techniques and their application.

Textbook(s) and/or Supplementary Resources

- Milady. (2021). *Milady Standard Cosmetology* (14th ed.). Milady.
- Magtiza, A. (2021). *Hair Colour for Hairstylists: Level 2*. BCcampus.
- Halal, J. (2008). *Hair Structure and Chemistry Simplified* (5th ed.). Milady.

Epilation Techniques I (2-2) 4 SGU3015

Course objective: To provide knowledge and skills regarding the historical development and importance of epilation, the anatomical structure of the hair, the body's hormonal balance, and epilation application.

Main topics covered: The definition of epilation; its history and importance; the anatomical structure of the hair and its growth phases; hormonal balance in women and hormone-related problems; the importance of epilation in special conditions; alternative methods of hair removal; epilation techniques; types of current and needles; conditions to consider during application; before and after application; needle (electrolysis) epilation application.

Textbook(s) and/or Supplementary Resources

- Milady. (2019). *Milady Standard Esthetics: Fundamentals* (12th ed.). Milady.

Men's Hairdressing I (2-2) 4 SGU3017

Course objective: To teach the conceptual framework of beard and mustache shaving, the preparation of the environment and the model/client, the tools and equipment used, the use of cosmetic products, the types and methods of beard and mustache shaving, and post-shave care.

Main topics covered: Conceptual knowledge related to beard and mustache shaving; types of beard and mustache shaving; shaving methods with a razor and with a machine; sideburn, beard, and mustache shaping; types of sideburns; the tools and equipment used in beard and mustache shaving; compress applications; softening in beard shaving; skin-stretching methods during shaving; post-shave skin care methods; the use of post-shave skin care devices; the care products used by skin type; points to consider in care application by skin type.

Textbook(s) and/or Supplementary Resources

- Milady. (2010). *Milady's standard professional barbering*. Milady.
- Milady. (2016). *Student workbook for milady standard barbering*. Milady.
- Beard, T. (2018). *The mustache bible: Practical tips & tricks to create 40 distinct styles*. Smith Street Books.
- Milady. (2021). *Milady Standard Cosmetology* (14th ed.). Milady.

Body Care Techniques (2-2) 3 SGU3019

Course objective: To teach basic knowledge related to body care and to enable students to perform body care applications using various methods.

Main topics covered: The definition and classification of body care; body care with biologically based systems; body care with manipulative systems; body care with mental systems and energy therapies; body care with solar (natural and artificial) systems and chemical methods; body care with spa and wellness; body care with exercise and fitness systems; body care applications with scent, perfume, and aromatherapy; instrumental (device-based) body care applications.

Textbook(s) and/or Supplementary Resources

- Miller, T. E. (n.d.). *Day SPA Techniques*. Milady Publishing.
- Milady. (2019). *Milady Standard Esthetics: Fundamentals* (12th ed.). Milady.

Semester 6

Haircutting Techniques II (2-2) 4 SGU3012

Course objective: To provide the skills to create creative haircut concepts, use advanced haircutting technologies, produce haircut designs by effectively using digital tools, develop custom cut applications suited to client needs, and perform haircut simulations on virtual platforms. The course objectives also include understanding the effects of fashion and art trends on hair design, evaluating the harmony between hair color and cut, and applying avant-garde haircut strategies. These outcomes aim to provide students with a strong foundation in contemporary haircutting practice.

Main topics covered: Creative haircut concepts; the effect of fashion and art trends on hair design; advanced haircutting equipment and its characteristics; the effect of technology on haircutting; digital tools and applications for haircutting; cutting strategies suited to hair type and personal style; the harmony of hair color with the cut; the bob haircut form and its application; symmetrical cutting techniques and their application; asymmetrical and complex cutting techniques and their application; haircutting techniques with combination forms and their application; avant-garde haircut strategies and their applications; custom cut applications suited to client requests and current trends; virtual haircut simulations.

Textbook(s) and/or Supplementary Resources

- McMichael, A. J. (2018). *Hair and Scalp Diseases: Medical, Surgical, and Cosmetic Treatments*. CRC Press.
- Worthington, C. (2018). *The Complete Book of Hairstyling*. DK.
- Milady. (2021). *Milady Standard Cosmetology* (14th ed.). Milady.

Hair Coloring Techniques II (2-2) 4 SGU3014

Course objective: To provide in-depth knowledge of hair coloring II topics and to convey creative color applications. It aims to enable students to learn advanced techniques such as fashion coloring, root coloring, pastel colors, and the two-step method; to develop color-correction strategies; and to enhance their creativity in the hair coloring process by drawing inspiration from fashion, art, and design trends.

Main topics covered: Basic color theory and the importance of hair coloring; advanced hair coloring application areas; advanced root-coloring techniques and their applications; color-correction strategies and applications; the evolution of pastel colors and application techniques; the practice of creating creative color mixes; artistic fashion-coloring strategies; creative techniques for fashion-coloring applications; details and advanced applications of two-step coloring; the design and application of multi-color compositions; advanced techniques that fundamentally change hair color; advanced strategies in color modifications and special color transitions; fantasy color applications inspired by art, fashion, and design trends; the advanced-level application of creative hair coloring art.

Textbook(s) and/or Supplementary Resources

- Milady. (2021). *Milady Standard Cosmetology* (14th ed.). Milady.
- Magtiza, A. (2021). *Hair Colour for Hairstylists: Level 2*. BCcampus.

Epilation Techniques II (2-2) 4 SGU3016

Course objective: To provide knowledge and skills regarding the history, terminology, and mechanism of action of laser epilation technology; the recognition of the devices and equipment used; and the conditions that must be observed.

Main topics covered: The definition of laser epilation and the development of its technology; the working mechanism of laser epilation; types of lasers and their fields of use; laser-tissue interaction and its advantages; wavelength in lasers and conditions of use; the characteristics of laser devices (body, handpiece, cooling); the parameters affecting the outcome in laser epilation application, individual/machine; the safety principles to be followed in laser epilation application (individual, machine, environment), practical; how to apply laser epilation (dose, session, duration, number, interval), practical; conditions to consider before and after application in laser epilation, practical; laser epilation applications; the characteristics and applications of IPL.

Textbook(s) and/or Supplementary Resources

- Australian Radiation Protection and Nuclear Safety Agency. (2015). *Laser and Intense Pulsed Light (IPL) Sources Used for Cosmetic Purposes*.

- Koç, E., & Dinar, D. (2012). Lasere giriş ve genel bilgi. *Türkderm (Special Issue)*.
- Milady. (2019). *Milady Standard Esthetics: Fundamentals* (12th ed.). Milady.
- Goldberg, D. J. (2008). *Laser Hair Removal* (2nd ed.). CRC Press.

Men's Hairdressing II (2-2) 4 SGU3018

Course objective: To teach the conceptual framework and purpose of men's haircutting, the preparation of the environment and the model/client, the points to consider in haircutting, the tools and equipment used, the use of cosmetic products, the types and methods of men's haircutting, and post-cut hair styling.

Main topics covered: The conceptual structure of men's haircutting; the importance of men's haircutting; men's haircut models; the tools and equipment used in haircutting; the points to consider in haircutting; preparation of the environment and the model/client in haircutting; haircutting techniques; the application steps of haircutting; nape shaving; the method of removing hair from areas such as the nape, ears, nose, and eyebrows; the tools and equipment used in application; the points to consider in application; the steps for cleaning loose hair after the cut; hair styling after the haircut.

Textbook(s) and/or Supplementary Resources

- Milady. (2010). *Milady's standard professional barbering*. Milady.
- Milady. (2016). *Student workbook for milady standard barbering*. Milady.
- Pivetta, G. (2016). *The barber book*. Phaidon Press.
- Centeno, A., & Cubbage, G. (2013). *Classic Hairstyles for Men*. Real Men Real Style.
- Milady. (2021). *Milady Standard Cosmetology* (14th ed.). Milady.

Medical Hand and Foot Care Techniques (2-2) 3 SGU3020

Course objective: To explain the factors affecting hand and foot health, to develop skills for coping with nail and skin diseases, and to provide the ability to effectively use the tools used in medical foot care. Covering advanced topics such as correct nail cutting, sterilization techniques, massage applications, and reflexology, the course aims to provide students with the basic knowledge and skills needed to become a professional medical hand and foot care specialist.

Main topics covered: The importance and scope of medical hand and foot care; the anatomy, structure, and function of the hands and feet; nail and skin diseases that may occur on the hands and feet; contagious skin diseases that may occur in the structure of the hands and feet; hand-nail problems and proposed solutions; usage knowledge of the devices used in medical foot care; sterilization techniques for the devices and tools used in medical foot care; correct nail-cutting and shaping techniques; skin problems related to foot fungus and their prevention; skin problems related to fissures (cracks) and their prevention; ingrown toenail problems and proposed solutions; hand and foot massage application techniques; hand reflexology and other advanced massage techniques; foot reflexology and other advanced massage techniques.

Textbook(s) and/or Supplementary Resources

- Milady. (2020). *Milady Standard Nail Technology* (8th ed.). Milady.
- Bayramoğlu, A., Demiryürek, D., Hayran, M., & Ergün, K. M. (Ed.). (2014). *Anatomi*. Akademisyen Kitabevi.

Semester 7

Vocational Training in the Workplace (0-25) 30 SGU4001

Course objective: To enable students to gain real-life experience and to ensure that the knowledge and skills learned in courses are transferred to professional practice.

Main topics covered: Orientation; occupational health and safety training; serving as an employee within the workplace; reporting; preparing reports; presenting reports.

Textbook(s) and/or Supplementary Resources

- Marmara Üniversitesi. (n.d.). *Marmara Üniversitesi staj yönetmeliği*.
- Milady. (2020). *Milady Standard Nail Technology* (8th ed.). Milady.

Semester 8

Special-Purpose Skin Care Techniques (2-2) 4 SGU4002

Course objective: To provide the skills to determine the appropriate method for eliminating undesirable conditions occurring on the skin, to apply the method according to the identified characteristics, and to evaluate and report the applications carried out.

Main topics covered: The definition, characteristics, and causes of undesirable conditions occurring on the skin surface, and the cosmetic methods that can be applied in these conditions and their discussion; identifying the undesirable condition on the skin surface; determining the appropriate method; its application and evaluation and reporting.

Textbook(s) and/or Supplementary Resources

- Nordmann, L. (2010). *Professional Beauty Therapy*.
- Milady. (2019). *Milady Standard Esthetics: Fundamentals* (12th ed.). Milady.

Massage Techniques (2-2) 4 SGU4004

Course objective: To provide knowledge and skills for applying classical massage techniques by explaining the basic principles of massage and its anatomy and physiology. It also aims for students to learn ethical conduct in massage applications and to examine different types of massage and advanced applications such as aromatherapy, reflexology, and spa massage. This process is designed to support students' professional development and to enable them to work effectively in the field of massage in salons and spa centers.

Main topics covered: The fundamentals and history of massage; the general principles and ethical rules of massage; massage anatomy and physiology; lower-extremity anatomy and classical massage application; trunk anatomy and classical massage application; upper-extremity anatomy and massage application; facial massage application; aromatherapy massage; reflexology; spa massage and advanced applications; mixed massage applications.

Textbook(s) and/or Supplementary Resources

- Aktümsek, A. (2012). *Anatomi ve fizyoloji: İnsan biyolojisi*. Nobel Akademik Yayıncılık.
- Sabah. (2012). *Anatomi Atlası: Human anatomy, cell biology (cytology) tissue biology (histology)*. Sabah Yayıncılık.
- Salvo, S. G. (2016). *Massage Therapy: Principles and Practice* (5th ed.). Elsevier.
- Fritz, S., & Fritz, L. A. (2020). *Mosby's Fundamentals of Therapeutic Massage* (7th ed.). Elsevier.

Salon Management (2-1) 3 SGU4006

Course objective: To teach the history and development of the cosmetology industry; the importance and effects of salon management; business planning; organization; personnel management; time management; customer management; financial management for salons; reporting; digital marketing and social media management; and innovation and continuous improvement processes.

Main topics covered: The history and development of the cosmetology industry; the importance and effects of salon management; the basic principles of business planning and organization in cosmetology salons; personnel management and motivation; time management and establishing an effective work order; customer satisfaction and customer relationship management; communication skills and establishing effective communication with the client; complaint management and solution-oriented approaches; financial management and financial reporting in cosmetology salons; brand building in cosmetology and current trends; digital marketing and the use of social media; the effects of new technologies on salon management; innovation and continuous learning.

Textbook(s) and/or Supplementary Resources

- Alberino, T. (2018). *Salon ownership and management*. This Ugly Beauty Business.
- Tezak, E., & Folawn, T. (2011). *Successful salon and Spa management*. Milady.
- Milady. (2021). *Milady Standard Cosmetology* (14th ed.). Milady.

Community Service Practices (0-2) 1 SGU4008

Course objective: To enable students to grasp the importance of serving the community by learning the relevant legislation, identifying community problems, and developing the skills to prepare, implement, and analyze projects related to their solution.

Main topics covered: Information on the legislation of the community service practices course; information about the course and projects; introduction to non-governmental organizations; non-governmental organizations; meeting with institutions and organizations that have awareness projects; evaluation of project drafts; working with institutions and organizations that have non-governmental-organization awareness projects; presenting and evaluating the work in the form of a report.

Textbook(s) and/or Supplementary Resources

- Aykırı, K. (2020). *Topluma hizmet uygulamalı rehberi*. Eğiten Kitap.
- Çoşkun, H. (2011). *Topluma hizmet uygulamaları*. Anı Yayıncılık.
- Kuzucu, K., & Kamer, S.T. (2009). *Topluma hizmet uygulamaları*. Pegem Akademi.
- Şeker, A. (2009). *Topluma hizmet uygulamaları*. Nobel Yayıncılık.

Three-Dimensional Makeup Techniques (2-2) 4 SGU4010

Course objective: To teach the definition of special-effects makeup, the importance of special-purpose makeup, and its fields of use in the industry. Students also develop the ability to perform applications and makeup designs on film sets using TV and cinema makeup techniques. In the practical stage, students work on special-effects makeup such as cut (laceration) makeup, wound makeup, and facial or skin burn makeup, and gain the ability to change the shape of the face and resemble different characters using cosmetic products such as latex and gum.

Main topics covered: The definition and historical development of three-dimensional special-effects makeup; the fields of use of three-dimensional special-effects makeup in the industry; the basic materials used for three-dimensional special-effects makeup; latex, prosthetics, and other special-effects materials; cinema and TV makeup techniques; working on set and makeup designs; types of three-dimensional special-effects makeup; cut (laceration) makeup techniques; wound effects and application work; creating a bruise effect; burn-appearance makeup; three-dimensional aging makeup; makeup for resembling different characters; makeup work on fantasy and science-fiction themes.

Textbook(s) and/or Supplementary Resources

- Kehoe, V. J. R. (2014). *The Technique of Film and Television Makeup for Color and Black and White*.
- Davis, G., & Hall, M. (2017). *The Makeup Artist Handbook: Techniques for Film, Television, Photography, and Theatre* (3rd ed.). Routledge.

Graduation Project (2-2) 6 SGU4012

Course objective: To enable students to select a graduation project idea in line with their personal interests and, through weekly discussions, to develop this idea from a project proposal into an original and conceptually mature project.

Main topics covered: Creating a graduation project idea in line with personal interests; developing the created project idea in an original and conceptual way; conducting a literature review on the project; preparing a project work plan; collecting data about the project; general information; writing the materials and methods; the project result; writing the recommendations and bibliography.

Textbook(s) and/or Supplementary Resources

- Karasar, N. (2023). *Bilimsel araştırma yöntemi*. Nobel Yayınevi.
- Büyüköztürk, Ş., Çakmak, E. K., Akgün, Ö. E., Karadeniz, Ş., & Demirel, F. (2023). *Bilimsel araştırma yöntemleri*. Pegem Akademi Yayınevi.
- Karasar, N. (2023). *Araştırmalarda rapor hazırlama*. Nobel Yayınevi.
- Büyüköztürk, Ş. (2023). *Sosyal bilimler için veri analizi el kitabı*. Pegem Akademi Yayınevi.

Elective Course Descriptions

University Elective Course Pool (SGU-US)

Sign Language (3-0) 5 OZE100

Course objective: To learn and use the visual language that the hearing-impaired create using hand movements and facial expressions when communicating among themselves.

Main topics covered: The concept of language and communication and the theories affecting language acquisition; the characteristics of language development in hearing and hearing-impaired children; Turkish Sign Language and its features; the letters of Turkish Sign Language; the numbers of Turkish Sign Language; the mathematical signs of Turkish Sign Language; the symbols of Turkish Sign Language and their meanings; forming sentences with Turkish Sign Language; communicating with Turkish Sign Language.

Textbook(s) and/or Supplementary Resources

- Millî Eğitim Bakanlığı. (n.d.). *Türk İşaret Dili Sözlüğü*.
- Çiçek, E. (n.d.). *İşaret Dili Rehberi*. Arel Yayınları.

Photography (3-0) 5 SGU1050

Course objective: To enable students to acquire basic photography competence in topics such as cameras, lenses, shutter speed, aperture, light, exposure, and creating composition in photography.

Main topics covered: Photography; painting with light and basic photography knowledge; cameras and composition; exposure systems; aperture and shutter speed; photography and light with exposure control systems; shutter speed; focusing systems and photo-shooting techniques; lenses and image aesthetics; exposure; color photography; darkroom work in photography; filters; depth of field; light meters; auxiliary equipment in photography and painting with light; panoramic photography.

Textbook(s) and/or Supplementary Resources

- London, B., Stone, J., & Upton, J. (2016). *Photography* (12th ed.). Pearson.

Basic Nutrition (3-0) 5 SGU1052

Course objective: To train individuals who know the basic knowledge and principles of nutrition, healthy nutrition models, basic nutrients, and the nutrition-health interaction; who integrate this knowledge with the roles and functions of the cosmetologist; and who are competent in nutrition plans for different ages, sexes, and special conditions.

Main topics covered: Introduction to basic nutrition; the importance of nutrition; nutrition science; carbohydrates and proteins; lipids; vitamins and minerals; food groups; food additives; nutrition in special conditions; malnutrition and nutritional disorders; patient nutrition; nutritional biochemistry; the obesity-diabetes relationship; nutrition and cancer; the assessment of nutritional status.

Textbook(s) and/or Supplementary Resources

- Baysal, A. (2014). *Beslenme* (15th ed.). Hatiboğlu Yayınları.
- Gürdöl, F. (2015). *Tıbbi Biyokimya*. Nobel Tıp Yayınevi.
- Merdöl, K. (2015). *Temel Beslenme ve Diyetetik*. Güneş Tıp Kitabevleri.

Basic First Aid (3-0) 5 SGU1054

Course objective: To teach the medication-free procedures performed at the scene in situations such as accidents and illnesses that endanger a person's life or health, in order to save life or prevent the situation from worsening until the help of the medical team is available.

Main topics covered: Introduction to first aid and its general features; assessment of basic life functions; basic life support; first aid in shock; first aid in bleeding; first aid in injuries; first aid in burns; first aid in fractures, dislocations, and sprains; first aid in impaired consciousness; first aid in poisoning; first aid in animal bites; first aid in drowning and choking.

Textbook(s) and/or Supplementary Resources

- Süzen, B. (2014). *Temel İlk Yardım*. Nobel Tıp.
- Yüksel, S., & Cücen, Z. (2015). *Temel İlk Yardım Uygulamaları*. Nobel.
- Yılmaz, S. (2020). *İlk Yardım: Olgularla Temel Yaşam Desteği*. EMA Tıp.

Departmental Social Elective Course Pool (FSS)

Color Theory (2-0) 4 BSSD1001

Course objective: To impart knowledge of color and light and to relate it to beauty practices.

Main topics covered: Color theory; pigments and dyes; the effect of light on color; color in makeup; light in photography; skin tone and color-selection applications.

Textbook(s) and/or Supplementary Resources

- Middleton, K. (2010). *Color Theory for the Make-Up Artist*. Routledge.
- Faulkner, E.B. (2021). *Using Pigments in Decorative Cosmetic Formulations*. Wiley.

Personal Style Consulting in Beauty (2-0) 4 BSSD1002

Course objective: To provide the ability to offer beauty consulting based on personal style analysis.

Main topics covered: Color theory and color-analysis methods; seasonal color systems; style types and face-type analysis; body-type analysis; the harmony of clothing and makeup; hairstyle recommendations; image management; communication style and appearance; professional consulting skills; a style consulting simulation; case analysis.

Textbook(s) and/or Supplementary Resources

- Jackson, S. (2012). *Colour Me Beautiful*.
- Westmore, M. (2003). *Makeup Manual*.
- Milady. (2022). *Standard Esthetics*.
- Pilcher, A. (2008). *Fashion and Everyday Life*.

Entrepreneurship and Business Start-up in the Beauty Sector (2-0) 4 BSSD1003

Course objective: To provide knowledge about entrepreneurship culture and the business start-up process in the beauty sector.

Main topics covered: Entrepreneurship and sectoral analysis; business idea development; SWOT analysis; business plan preparation; marketing strategies; financial planning; cost analysis; official procedures; location selection; team management; customer relations; risk analysis; branding.

Textbook(s) and/or Supplementary Resources

- Hisrich, R. (2020). *Entrepreneurship*.
- Scarborough, N. M. (2019). *Essentials of Entrepreneurship*.
- Yüksel, M. (2018). *Girişimcilik ve Küçük İşletmeler*.
- KOSGEB. (n.d.). *KOSGEB Yayınları*.

Beauty Ethics and Professional Conduct (2-0) 4 BSSD1004

Course objective: To instill ethical conduct and a sense of professional responsibility in the beauty sector.

Main topics covered: Ethical and moral values; the responsibilities of the field specialist; client rights; confidentiality and consent; the limits of practice; the ethical decision-making process; ethics in communication; intra-professional competition; manipulation and deception; the use of social media; unethical practices; analysis of real cases; group discussions; examples of ethical reporting.

Textbook(s) and/or Supplementary Resources

- Velasquez, M. (2021). *Business Ethics*.

- Banks, S. (2006). *Ethics and Values in Social Work*.
- Milady. (2022). *Professional Ethics in Beauty*.
- Türk Dil Kurumu. (n.d.). *Etik Sözlüğü*.

Beauty and Media Literacy (2-0) 4 BSSD1005

Course objective: To provide the ability to analyze how the perception of beauty is constructed through the media and to develop critical media literacy.

Main topics covered: Media literacy and beauty myths; advertising analysis techniques; fashion and makeup advertisements; the aesthetic influence of celebrities; the ideal body on social media; filters and digital makeup; realism and fiction; the body-positivity movement; individual perception management; types of interactive media; video content analyses; campaign critique and student campaign reviews; alternative media and beauty.

Textbook(s) and/or Supplementary Resources

- Kilbourne, J. (1999). *Can't Buy My Love*.
- Fuchs, C. (2022). *Social Media: A Critical Introduction*.
- Gauntlett, D. (2008). *Media, Gender and Identity*.
- Baran, S. J. (2021). *Introduction to Mass Communication*.

Beauty Cultures and Their Social Reflections (2-0) 4 BSSD1006

Course objective: To provide the ability to comparatively examine perceptions of beauty and their cultural effects in different societies.

Main topics covered: The relationship between beauty and culture; the historical evolution of beauty; Asian conceptions of beauty; African beauty rituals; European aesthetic norms; beauty in the Middle East and the Islamic world; America and popular culture; the representation of beauty in the media; gender and beauty; modernization and global influences; beauty and socioeconomic status; beauty norms in advertising; cultural conflicts and aesthetics.

Textbook(s) and/or Supplementary Resources

- Etcoff, N. (1999). *Survival of the Prettiest*.
- Bordo, S. (2003). *Unbearable Weight*.
- Sherrow, V. (2006). *Encyclopedia of Hair*.
- Frith, K. (2002). *The Body Reader*.

Beauty Discourse and the Language of Fashion (2-0) 4 BSSD1007

Course objective: To convey the forms of communication in this field by analyzing beauty discourses and the language of fashion.

Main topics covered: The relationship between fashion and language; discourse; fashion text genres; the language of labels and descriptions; fashion magazine analysis; the language of fashion on social media; beauty discourses and their jargon; brand language and marketing; consumer language analysis; the discourse of femininity and masculinity; fashion and identity; advertising copywriting and fashion critique; discourse analyses.

Textbook(s) and/or Supplementary Resources

- Barthes, R. (2006). *Moda Sistemi*.
- Barnard, M. (2002). *Fashion as Communication*.
- McRobbie, A. (1998). *British Fashion Design*.
- Frith, H. (2002). *The Body Reader*.

Social Responsibility in the Beauty Industry (2-0) 4 BSSD1008

Course objective: To introduce the concepts of sustainability, ethical production, and social responsibility specifically within the beauty sector.

Main topics covered: Introduction to social responsibility; the environmental impact of the beauty industry; ethical production and the supply chain; vegan and cruelty-free products; carbon footprint and beauty; packaging and waste management; sustainability reports; brand examples; ethical labels and certifications; building consumer awareness; campaign development; collaborations with NGOs; social impact analysis; project planning.

Textbook(s) and/or Supplementary Resources

- Crane, A. et al. (2019). *Business Ethics*.
- Elkington, J. (1997). *Cannibals with Forks*.
- Milady. (2022). *Sustainable Beauty*.
- Ottman, J. (2011). *The New Rules of Green Marketing*.

Mythology and Symbolism in Fashion and Beauty (2-0) 4 BSSD1009

Course objective: To introduce mythological and symbolic elements in the visual and linguistic narratives of fashion and beauty, and to provide the ability to interpret them.

Main topics covered: Introduction to mythology; symbolism; goddesses and beauty; the origins of beauty rituals; the symbolism of colors; animal and nature symbols; fashion icons and myths; the media language of modern myths; symbols in beauty products; brand logos and their meanings; symbol-analysis techniques; film and advertising examples; symbolic narrative studies; portfolio creation.

Textbook(s) and/or Supplementary Resources

- Cirlot, J. E. (2002). *A Dictionary of Symbols*.
- Campbell, J. (2008). *The Power of Myth*.
- Barthes, R. (1972). *Mythologies*.
- Jung, C. G. (1964). *Man and His Symbols*.

Beauty Writing and Editing (2-0) 4 BSSD1010

Course objective: To provide basic knowledge and skills related to beauty-focused writing, content production, and publishing processes.

Main topics covered: Introduction to beauty writing; magazine and blog genres; content planning; headline writing; editing from an editor's perspective; social media writing; product review writing; preparing interviews; creating campaign language; texts that harmonize with photographs; effective expression techniques; principles of ethical writing; a writing workshop; writing evaluations.

Textbook(s) and/or Supplementary Resources

- Zinsser, W. (2006). *On Writing Well*.
- Clark, R. P. (2006). *Writing Tools*.
- Bly, R. (2010). *The Copywriter's Handbook*.
- Beauty Editors Guild. (2021). *Style Guide*.

Beauty and Appearance in Sociology (2-0) 4 BSSD1011

Course objective: To evaluate the effects of beauty and appearance on social structure and relationships from a sociological perspective.

Main topics covered: Introduction to beauty and sociology; appearance-based inequalities; beauty and social status; the concept of beauty capital; media and appearance standards; gender and beauty; race and beauty norms; class differences and appearance; physical appearance in working life; the effect of appearance in education; fashion and sociological analysis; aesthetic interventions and social acceptance; case studies; group discussions.

Textbook(s) and/or Supplementary Resources

- Bourdieu, P. (1984). *Distinction*.
- Davis, K. (1995). *Reshaping the Female Body*.
- Entwistle, J. (2000). *The Fashioned Body*.

- Goffman, E. (1959). *The Presentation of Self in Everyday Life*.

Labor Law (2-0) 4 BSSD1012

Course objective: To provide basic knowledge of labor law.

Main topics covered: The basic concepts of law and an introduction to law; an introduction to civil law (the first 7 articles) and the principles governing labor law; concepts and definitions; the employer's duty of equal treatment and the transfer of the workplace; fixed-term and indefinite-term employment contracts; part-time and full-time employment contracts; the principle of remote work and employment contracts with a probationary period; the termination of the employment contract and grounds for termination; the consequences attached to termination; the reinstatement lawsuit; the employee's receivables; severance pay; notice pay; overtime pay and the minimum living allowance; weekly leave; annual leave and their wages and the statute of limitations for employee receivables; the mediation procedure; an introduction to labor litigation; service contracts under the Turkish Code of Obligations; the receivable for the remaining contract period.

Textbook(s) and/or Supplementary Resources

- Cevdet, A. (2006). *Hukuka Giriş (Hukukun Temel Kavramları)*. Sentez Yayıncılık.
- Cevdet, A. (2014). *Temel Hukuk İlkeleri ve Kavramlar*. Seçkin Yayıncılık.
- Dinçkol, A. (2011). *Hukuka Giriş (Hukukun Temel Kavramları)*. Der Yayınları.
- Karahan, S. (2014). *İşletme Hukuku*. Seçkin Yayıncılık.

Statistics (2-0) 4 BSSD1013

Course objective: To explain concepts related to statistics and to provide the ability to use statistical methods effectively in the social sciences.

Main topics covered: Statistical concepts; series; graphs and frequency distributions; measures of central tendency (arithmetic mean, etc.); probability theory; distributions; sampling distributions; the organization and analysis of data; estimation for the population mean and variance; hypothesis tests; hypothesis tests and the chi-square distribution; correlation and regression analysis.

Textbook(s) and/or Supplementary Resources

- Serper, Ö. (2004). *Uygulamalı İstatistik 1*. Ezgi Kitabevi.
- Serper, Ö. (2004). *Uygulamalı İstatistik 2*. Ezgi Kitabevi.
- Spiegel, M. R., & Stephens, L. J. (1999). *İstatistik (Schaum's Outlines)*. Nobel Yayın.

Innovation Management (2-0) 4 BSSD1014

Course objective: To teach the basic concepts in the field of change, novelty, and innovation. Examples and application areas of the concept of innovation, which should be used especially in the field of entrepreneurship both in the world and in our country, are discussed.

Main topics covered: The concept of change; the concept of novelty; the concept of creativity; creative destruction; introduction to innovation; bottom-of-the-market innovation; product innovation; experience innovation; business model; process innovation; service innovation; social innovation; innovation management in the world and examples; Turkey's innovation record and examples.

Textbook(s) and/or Supplementary Resources

- Kırım, A. (n.d.). *İnovasyon*.
- Christensen, C. M. (1997). *The Innovator's Dilemma*. Harvard Business School Press.
- Osterwalder, A., & Pigneur, Y. (n.d.). *İş Modeli Üretimi*.
- Gibson, R. (n.d.). *İnovasyonun 4 Merceği*.

Creative Thinking (2-0) 4 BSSD1015

Course objective: To develop flexible problem-solving skills in working life and to have students find and apply creative solutions accordingly.

Main topics covered: Creativity and related concepts; creative thinking and conventional thinking; brain functions in creativity; basic ways of thinking; the characteristics of the creative person; mental exercises that make thinking flexible; creative thinking in working life; problem solving; attitudes that develop creative thinking; behaviors that develop creative thinking; attitudes that hinder creative thinking; behaviors that hinder creative thinking; a creative-thinking case study.

Textbook(s) and/or Supplementary Resources

- Psikoloji ve Psikiyatri Derneği. (2017). *Yaratıcı drama sertifika programı ders notları*.
- Junkins, R. (2017). *Yaratıcı Düşünme Sanatı*.
- Robinson, K. (2017). *Yaratıcılık: Aklın Sınırlarını Aşma*.
- Cox, D. (2020). *Creative Thinking for Dummies*.

Elective Course I Pool (SGU-S1, Semester 3)

Eyebrow and Eyelash Design (2-1) 4 SGU2051

Course objective: To provide individuals with the knowledge and skills to perform contour eyebrow design and eyelash shaping applications in accordance with hygiene and health rules.

Main topics covered: Factors affecting the shape of the eyebrows; eyebrow shaping; methods of eyebrow removal; eyelash and eyebrow tinting; conditions in which tinting eyebrows and eyelashes is not appropriate; eyelash perm; the tools and equipment used; the eyelash perm application method; false eyelashes; strip lashes; individual lashes; silk lashes; hygiene rules; eyebrow and eyelash diseases; new trends in eyebrow and eyelash design.

Textbook(s) and/or Supplementary Resources

- Milady. (2019). *Milady Standard Esthetics: Fundamentals* (12th ed.). Milady.
- Corson, R. (2010). *Fashions in Make-Up: From Ancient to Modern Times*. Peter Owen Ltd.

New Media Studies (2-1) 4 SGU2053

Course objective: To address the basic features of new media in their sociological, economic, and political dimensions on a broad historical scale. The question of the social effects of digital technologies is discussed within the framework of daily life, cultural change, and economic structure.

Main topics covered: What is digital media/new media? basic concepts and definitions; the historical development of the internet; quantitative research: social media trends in Turkey; digital culture 1: the assumptions of the digital native/immigrant distinction; digital culture 2: creativity in digital culture; digital culture 3: the ethnography of digital culture; ethical issues in internet research; the political economy of new/digital media 1: the surveillance economy; the political economy of new/digital media 2: the Google case; the political economy of new/digital media 3: the Wikipedia case; surveillance and privacy; the right to be forgotten; predictions and speculations about the future of technology.

Textbook(s) and/or Supplementary Resources

- Fuchs, C. (2016). *Sosyal Medya: Eleştirel Bir Giriş* (Trans. D. Saraçoğlu & İ. Kalaycı). Nota Bene.
- Lokke, E. (2018). *Mahremiyet: Dijital Toplumda Özel Hayat* (Trans. D. Başak). KÜY.
- Bridle, J. (2020). *Yeni Karanlık Çağ: Teknoloji ve Geleceğin Sonu* (Trans. K. Güleç). İstanbul: Metis.
- Dijk, J. V. (2016). *Ağ Toplumu* (Trans. Ö. Sakin). Kafka Yayınevi.
- Polat, İ. H. (2016). *Dijital-Siber-Sosyal: Yeni bir medyadan yeni bir yaşam alanına dönüşüm*. TRT Akademi, 1(2), 408-424.

Aromatherapy (2-1) 4 SGU2055

Course objective: To inform students about the concepts and definitions related to aromatherapy, the natural products used in aromatherapy, the application methods and fields of aromatherapy, formulations, and effects and side effects.

Main topics covered: The definition of aromatherapy; the history of aromatherapy; the application methods of aromatherapy; the essential oils used in aromatherapy and their general properties; the fixed oils used in aromatherapy and their general properties; the crude drugs used in aromatherapy; essential-

oil drugs; fixed-oil drugs; drugs of animal origin; aromatherapy massage and the preparation of essential-oil blends; the sources, effects, and compositions of the essential oils used in aromatherapy; the safe use of aromatherapy; the therapeutic index and recommended aromatherapy prescriptions; aromatherapy in children and infants.

Textbook(s) and/or Supplementary Resources

- Tisserand, R., & Young, R. (2014). *Essential Oil Safety: A Guide for Health Care Professionals* (2nd ed.). Churchill Livingstone.
- Price, S., & Price, L. (2011). *Aromatherapy for Health Professionals* (4th ed.). Churchill Livingstone.
- Battaglia, S. (2018). *The Complete Guide to Aromatherapy* (3rd ed.). Black Pepper Creative.

Facial Massage (2-1) 4 SGU2057

Course objective: To teach protective, rejuvenating, and beautifying applications for the skin through pressure points and massage techniques on the skin.

Main topics covered: Facial anatomy; the facial muscles; the aims of facial massage; facial massage application methods; conditions in which facial massage should not be applied; introduction to face yoga; the history of face yoga and types of massage; face yoga equipment and preparation for massage; the effects of face yoga and massage movements; general principles in face yoga application; new methods in facial massage; facial massage applications; face yoga applications; pseudosciences in the beauty sector.

Textbook(s) and/or Supplementary Resources

- Yüksel, İ. (Ed.). (2018). *Masaj Teknikleri*. Hipokrat Yayınevi.
- Milady. (2019). *Milady Standard Esthetics: Fundamentals* (12th ed.). Milady.

Elective Course II Pool (SGU-S2, Semester 4)

Digital Hair and Makeup Design (2-1) 4 SGU2052

Course objective: To provide students with the basic knowledge and skills related to digital design in hair and makeup applications.

Main topics covered: Photography and light knowledge; photo correction on the computer; the digital darkroom; image processing on the computer; digital design programs; computer-aided hair design programs; computer-aided makeup design programs; selecting a photo in the program; uploading a photo; editing; makeup tools in the program; hairstyles; color tools in the program; hair-accessory tools in the program; selecting a product in the program; mannequin analysis for a personalized hairstyle application; digital hair and makeup design techniques; mannequin analysis for a personalized makeup design application; digital hair design application; digital makeup design application.

Textbook(s) and/or Supplementary Resources

- Corson, R. (2010). *Fashions in Make-Up: From Ancient to Modern Times*. Peter Owen Ltd.
- Davis, G., & Hall, M. (2017). *The Makeup Artist Handbook: Techniques for Film, Television, Photography, and Theatre* (3rd ed.). Routledge.

Cultural Massage Techniques (2-1) 4 SGU2054

Course objective: To teach the massage practices of different cultures and to enable students to understand the effects of cultural diversity on massage therapy. This course offers students the opportunity to explore not only basic massage skills but also the massage traditions, rituals, and techniques of various cultures around the world.

Main topics covered: The importance of cultural massage; the history of cultural massage; basic massage concepts and principles; intercultural interaction and communication; massage traditions in different cultures; East Asian massages; the history and importance of massage in East Asian cultures; Shiatsu massage; Thai massage; Indian massages; the Indian massage tradition and philosophy; Ayurvedic massage; Marma therapy; Middle Eastern massages; massage rituals in Middle Eastern cultures; the Turkish bath and massage; African massage techniques; rituals and symbols; traditional massage techniques in America and Europe and practical applications; spa and wellness culture.

Textbook(s) and/or Supplementary Resources

- Salvo, S. G. (2016). *Massage Therapy: Principles and Practice* (5th ed.). Elsevier.
- Afrika, L. (2012). *African Holistic Health*.

Beauty Photography (2-1) 4 SGU2056

Course objective: To provide students with the basic knowledge and skills in the field of beauty photography, offering practical knowledge on topics such as portrait composition, lighting, model management, and makeup artistry, starting from basic photography techniques.

Main topics covered: The definition of beauty photography and basic concepts; basic photography techniques and equipment; portrait composition and lighting; lighting techniques and different light sources; the importance of correct composition in beauty photographs; communication with the model and management in beauty photography; skills for working with models and guiding them in posing; teamwork and intra-team communication; makeup techniques and applications for photo shoots; planning and carrying out beauty editorial shoots; color theory and the use of color; toning and color adjustment in beauty photographs; basic editing techniques with software such as Photoshop and Lightroom; advanced techniques in beauty photography; personal projects and portfolio creation.

Textbook(s) and/or Supplementary Resources

- Rojas, J. (2016). *Photographing Women: Posing, Lighting, and Shooting Techniques for Portrait and Fashion Photography*.
- Barnbaum, B. (2017). *The Art of Photography: A Personal Approach to Artistic Expression*.
- Adler, L. (n.d.). *Güzellik ve Moda Fotoğrafçılığı*.
- Corson, R. (2010). *Fashions in Make-Up: From Ancient to Modern Times*. Peter Owen Ltd.
- London, B., Stone, J., & Upton, J. (2016). *Photography* (12th ed.). Pearson.

Portfolio Preparation (2-1) 4 SGU2058

Course objective: To teach the printed and digital presentation formats for introducing, preserving and storing, and exhibiting designs in the beauty sector, as well as original portfolio and catalog designs.

Main topics covered: What is personal presentation; personal presentation techniques; monogram and business card design; preparing a résumé and a letter of intent; job interview techniques; body language; promotional objects; participation in competitions and exhibitions; ways of personal presentation on social media; portfolios and types of portfolio; the digital portfolio; digital portfolio media; digital portfolio software; preparing a presentation; digital portfolio design processes; selecting the digital portfolio medium; selecting work for the presentation; the formats and technical features of the works; creating the digital portfolio flowchart; grouping the works; digital portfolio interface design; typography in the digital portfolio; the use of color and image elements in the digital portfolio; the use of sound elements in the digital portfolio; multimedia features in the digital portfolio; the presentation of the prepared catalogs.

Textbook(s) and/or Supplementary Resources

- Uçar, T. F. (n.d.). *Görsel İletişim ve Grafik Tasarım*.
- Bennun, I. (n.d.). *Self Promotion Online*.
- Berryman, G. (n.d.). *Designing Creative Portfolios*.
- Linton, H. (n.d.). *Portfolio Design*.
- Marquand, E. (n.d.). *Graphic Design Presentations*.

Elective Course III Pool (SGU-S3, Semester 4)

Customer Relationship Management (2-0) 4 SGU2060

Course objective: To teach the definition and purpose of customer relationship management, the role of customer satisfaction and loyalty, types of customers, the creation of customer profiles, understanding customer expectations, effective communication tools and strategies, customer management, and future customer expectations and trends.

Main topics covered: The definition and importance of customer relationship management; the role of customer satisfaction and loyalty; types of customers and identifying the target audience; the creation of customer profiles; market research and understanding customer expectations; effective communication strategies and tools; the effective use of language in customer interaction; managing customer feedback effectively; the relationship between service quality and customer satisfaction; problem solving and complaint management; customer relationship management on digital platforms; the use of social media and customer interaction; future customer expectations and trends.

Textbook(s) and/or Supplementary Resources

- Demirel, Y. (2017). *Müşteri ilişkileri yönetimi*. Seçkin Yayıncılık.
- Bakırtaş, H. (2012). *Müşteri ilişkileri yönetimi*. Ekin Kitabevi Yayınları.
- Kocabaş, İ. (2011). *Müşteri ilişkileri yönetimi perspektifinden modern tüketici*. Eğitim Yayınevi.
- Ertemel, A.V. (2018). *Nesnelerin interneti dünyasında müşteri ilişkileri yönetimi*. Kriter Yayınevi.

History of Adornment (2-0) 4 SGU2062

Course objective: To understand and evaluate people's adornment practices in different cultures and time periods and the historical, social, cultural, and aesthetic contexts of these practices. By examining the evolution of cultural forms of expression such as adornment and body modification, this course aims to help students grasp the significance of these processes at the social, artistic, and individual levels.

Main topics covered: The definition and history of adornment; the cultural, social, and individual importance of adornment; the first adornment practices; adornment in the first human communities; adornment practices with natural materials; the role of adornment in rituals; adornment fashion in antiquity; adornment in Ancient Egypt, Greece, and Rome; the relationship between adornment and social classes in antiquity; adornment in the Middle Ages; the adornment habits of nobles and common people; the influence of Renaissance fashion; adornment in the 18th and 19th centuries; fashion trends in the Baroque, Rococo, and Neoclassical periods; the effect of the Industrial Revolution on fashion and adornment; adornment in the Victorian era; 20th-century fashion and radical changes; fashion movements from the Belle Époque to Art Deco; fashion icons and the effect of adornment habits on the media; the war periods; postmodern fashion and adornment; sustainability and ethical fashion movements.

Textbook(s) and/or Supplementary Resources

- Wilson, E. (2003). *Adorned in Dreams: Fashion and Modernity*.
- Vigarello, G., & Ataçay, E. (2013). *Güzelliğin tarihi: Rönesans'tan günümüze beden ve güzelleşme sanatı*. Dost.
- Eco, U. (Ed.). (2012). *Güzelliğin tarihi*. Doğan Kitap.
- Corson, R. (2005). *Fashions in Hair: The First Five Thousand Years*.
- Corson, R. (2010). *Fashions in Make-Up: From Ancient to Modern Times*. Peter Owen Ltd.

Entrepreneurship (2-0) 4 SGU2064

Course objective: To introduce the concept of entrepreneurship, to provide information about small businesses, to explain their role in the economy, to motivate students about entrepreneurship, and to give them self-confidence in this area.

Main topics covered: The concepts of entrepreneurship and entrepreneur; revenue and business model; creating a business canvas; entrepreneurship culture; the gender factor in entrepreneurship and entrepreneurial ethics; entrepreneurship in Turkey and the organizations that provide support to entrepreneurs; franchising; project management in entrepreneurship; creating a project portfolio; the entrepreneurial leader and manager; cost estimation and budget; project scheduling; resource planning; preparing a project plan.

Textbook(s) and/or Supplementary Resources

- Çatı, K. (2021). *Girişimcilik ve inovasyon yönetimi*. Nobel Akademik Yayıncılık.
- Çelik, A. (2018). *Uygulamalı girişimcilik*. Eğitim Yayınevi.
- Tekin, E. (2019). *Girişimcilik*. Eğitim Yayınevi.
- Yaman, S., & Çelik, H. (2022). *Teoriden uygulamaya girişimcilik eğitimi*. Pegem Akademi.

Course objective: To provide a basic understanding of the field of psychology.

Main topics covered: Psychology; the history of psychology; the scope of psychology; introduction to the dynamic foundations of behavior; the dynamic foundations of behavior: the psychic apparatus; the dynamic foundations of behavior: the structural theory; the dynamic foundations of behavior: defense mechanisms; the basic concepts of psychosexual personality development theory; the psychosexual personality development stages; the self; self-esteem; body image.

Textbook(s) and/or Supplementary Resources

- Morgan, C.T. (2023). *Psikolojiye giriş*. Eğitim Yayınevi.
- Plotnik, R. (2020). *Psikolojiye giriş*. Kaknüs Yayınları.
- Karaman, M.A. (2021). *Psikolojiye giriş*. Vizetek Yayınları.
- Aytaç, S., Yıldız Bağdoğan, S., & Dursun S. (2020). *Psikolojiye giriş*. Dora Yayıncılık.

Elective Course IV Pool (SGU-S4, Semester 5)

Hair and Makeup in Art Movements (2-1) 4 SGU3051

Course objective: To convey the aesthetic values and cultural interactions of different art movements and, by explaining the effects of these movements on the art of hair and makeup, to enrich students in terms of creative thinking, historical perspective, and aesthetics. By equipping students with creative and historical knowledge, it aims for them to gain the ability to interpret various art movements and adapt this to their own hair and makeup designs.

Main topics covered: Art movements and their effects; the role of hair and makeup in works of art; the characteristic features of Gothic and Renaissance art; the hair and makeup conceptions of Gothic and Renaissance art; the aesthetics of Baroque and Rococo art; the ornate hair and makeup evolution of Baroque and Rococo art; the features of the Romanticism and Realism movements; natural and realistic hair and makeup approaches; the characteristics of Impressionist and Symbolist art; the distinctive styles of hair and makeup in the Impressionism and Symbolism movements; the aesthetic principles of Fauvism and Cubism; the use of geometric forms and colors in hair and makeup; the importance of Futurism and Surrealism in hair and makeup; the reflections of the Pop Art movement in hair and makeup.

Textbook(s) and/or Supplementary Resources

- Dereboy, J. E. (2004). *Kostüm ve Moda Tarihi*. Format Matbaacılık.
- Buchholz, E. L. (2009). *Art: A World History*. Thames & Hudson.
- Gombrich, E. H. (2016). *The Story of Art*. Phaidon.
- Gardner, H. (2020). *Art Through the Ages*. Cengage Learning.
- Newall, D., & Pooke, G. (2012). *Art History: The Basics*. Routledge.

Perfume Studies (2-1) 4 SGU3053

Course objective: To define perfume, to introduce the essential-oil-bearing plants that are the most important active components in perfumery, and to provide theoretical knowledge about the industrial production of perfume from these plants.

Main topics covered: The definition of perfume and its historical development; the classification of scents; the basic scent families and subgroups; the scent pyramid and the use of notes; cosmetics and cosmetology; essences (essential oils); natural essence oils and their sources; synthetic scent components; the industrial perfume production method; the personal perfume production method; introduction to perfume plants; important species that contain perfume plants; perfume bottle design and marketing strategies; sustainable perfume materials; important perfume houses around the world; the use of perfume in different cultures; local and global perfume markets; career opportunities in the perfume industry.

Textbook(s) and/or Supplementary Resources

- Baydar, H. (n.d.). *Tıbbi, Aromatik ve Keyfi Bitkiler Bilimi ve Teknolojisi*.
- Baytop, T. (2021). *Türkiye’de Bitkilerle Tedavi* (3rd ed.). Ankara Nobel Tıp Kitabevleri.

- Ellena, J. (2011). *Perfume: The Alchemy of Scent*. Arcade Publishing.
- Uçar, Ö. (2013). *Ankara ili üniversite öğrencileri koku profilinin belirlenmesi* (Thesis No. 356670) [Doctoral dissertation, Gazi Üniversitesi]. National Thesis Center.

Tattoo Techniques (2-1) 4 SGU3055

Course objective: To teach the basic principles of the art of tattooing and to provide the skills necessary to perform safe, aesthetic, and professional tattoo applications.

Main topics covered: The history and evolution of the art of tattooing; tattoo machines and equipment; basic sterilization and hygiene principles; skin layers and skin structure; the conformity of tattoo design to anatomy; skin reactions and the healing process; the basic art principles of the art of tattooing; color theory and tattoo color selection; different tattoo machines and their use; composition and design elements; line, shading, and coloring techniques; different tattoo styles: traditional, neo-traditional, geometric, watercolor; cultural tattoo applications and their meanings; career opportunities and advanced training in the tattoo industry; popular tattoo trends.

Textbook(s) and/or Supplementary Resources

- *Tattoo Bible: Book Two*. (2010). Wolfgang Publications.
- Eco, U. (Ed.). (2012). *Güzelliğin tarihi*. Doğan Kitap.
- Corson, R. (2010). *Fashions in Make-Up: From Ancient to Modern Times*. Peter Owen Ltd.
- Akarsu, Ş. (2013). *Türkiye’de vücut dövme (tattoo) sanatı ve uygulamalarının mevcut durumunun belirlenmesi* (Thesis No. 339878) [Doctoral dissertation, Gazi Üniversitesi]. National Thesis Center.

Cosmetic Sales Strategies (2-1) 4 SGU3057

Course objective: To provide students with the knowledge and skills necessary to understand sales strategies in the cosmetics sector, to manage customer relations effectively, and to run successful marketing campaigns.

Main topics covered: A general assessment of the cosmetics industry; market trends and developments; sustainability and demand for natural products; basic cosmetic product categories; ingredient knowledge and the effects of components; product differentiation strategies; identifying target customer groups; understanding customer needs and segmentation; customer loyalty and brand commitment; effective communication; answering questions correctly and a solution-oriented sales approach; new product launches and effective marketing campaigns; social media and digital marketing strategies; cosmetic brand strategies; sales analysis and performance evaluation; legal regulations regarding cosmetic products; ethical marketing and sales strategies; customer satisfaction and complaint management.

Textbook(s) and/or Supplementary Resources

- Vincent, J. H. (n.d.). *Beauty Selling: A Guide to Opening Doors & Closing Deals*.
- Morozova, V. (n.d.). *Beauty Business Basics: The Guide to Beauty, Wellness, and Health Retail*.
- Shields, R. (n.d.). *The Art of Selling Beauty: What It Takes to Succeed in the Business of Beauty*.
- Begoun, P. (n.d.). *The Beauty Buyble: The Best Beauty Products of 2020*.
- Lotz, S. (n.d.). *Selling Esthetics: How to Sell Spa, Beauty, and Wellness*.

Elective Course V Pool (SGU-S5, Semester 5)

Quality Management in the Service Sector (2-0) 3 SGU3059

Course objective: To teach students the principles and applications of quality management in the service sector. Critical topics such as customer satisfaction, continuous improvement, and employee participation are emphasized in the general structure of the course.

Main topics covered: The definition and basic principles of quality management; the importance of quality in the service sector; the importance of customer satisfaction; customer feedback and its analysis; customer-focused quality strategies; quality control and assurance tools; process mapping and improvement; employee training and motivation; the analysis of service processes; Kaizen and continuous improvement principles; the role of technology in service quality; quality management software; digital service quality; innovation and technological developments; performance measurement

and key performance indicators (KPIs); quality evaluation and audit techniques; comparative quality analysis.

Textbook(s) and/or Supplementary Resources

- Fitzsimmons, J. A., Fitzsimmons, J., & Bordoloi, S. (n.d.). *Service Management: Operations, Strategy, Information Technology*.
- Mok, C., & Tsang, H. C. H. (n.d.). *Service Quality Management in Hospitality, Tourism, and Leisure*.
- Zeithaml, V. A., Parasuraman, A., & Berry, L. L. (1990). *Delivering Quality Service*. Free Press.
- Oakland, J. S., & Simonetti, M. (n.d.). *Quality Management in Services*.
- Gronroos, C. (n.d.). *Service Management and Marketing: Managing the Moment of Truth in Service Competition*.

Conflict Management (2-0) 3 SGU3061

Course objective: To provide knowledge and analyses about conflict and conflict-resolution management in organizations, to contribute to the development of conflict management skills for managers and staff, and to raise awareness.

Main topics covered: Introduction to the concept of conflict; the characteristics of conflict; conflict management strategies; controlling anger in conflict; the feeling of anger; communication in the conflict process; mediation; discussing disputes; critical incident analysis; presentation of case-study analyses.

Textbook(s) and/or Supplementary Resources

- Durmuş, S. (2020). *Çatışma yönetim sistemi- işyeri çatışmaları*. Sola Unitas.
- Girgin, S. (2020). *Öğretmenlerin algılarına göre okul yöneticilerinin çatışma yönetim tarzları ile öğretmenlerin örgütsel sessizlik düzeyleri arasındaki ilişki (Doktora Tezi)*. İstanbul Okan Üniversitesi.
- Girgin, S. (2022). *Eğitimde örgütsel davranış*. Efe Akademi Yayınları.
- Karip, E. (2022). *Çatışma yönetimi*. Pegem Akademi Yayıncılık.

Introduction to Sociology (2-0) 3 SGU3063

Course objective: To enable students to develop a sociological perspective on the social world.

Main topics covered: The field and importance of the discipline of sociology; the importance of the sociological perspective and sociological thinking; the emergence of sociology; the theorists who played a role in its institutionalization as a modern discipline; economy; globalization; culture; religion; family; gender and patriarchy; education; media; social stratification and inequality.

Textbook(s) and/or Supplementary Resources

- Atkinson, S. (2015). *Sosyoloji kitabı*. Alfa Yayınları.
- Özkalp, E. (2023). *Sosyolojiye giriş*. Ekin Yayınevi.
- Browne, K. (2015). *Sosyolojiye giriş*. Say Kitap.
- Kılıç, M. (2021). *Sosyolojiye giriş*. Eğitim Yayınevi.

Workplace Ergonomics (2-0) 3 SGU3065

Course objective: To learn the basic concepts of ergonomics and work physiology, to grasp the ergonomic conditions that should exist in work environments in terms of occupational safety and health, to acquire the knowledge needed to make the necessary ergonomic arrangements accordingly, and to gain knowledge about the design of work environments.

Main topics covered: The historical development of ergonomics; basic concepts in ergonomics; the ergonomic approach and applied ergonomics; human anatomy and physiology; ergonomic arrangement in workplaces; anthropometry in workplace arrangement; working postures in the workplace; noise, vibration, lighting, and climate control in the workplace; control and command mechanisms; loading and strain; work energy and the energy requirements of tasks.

Textbook(s) and/or Supplementary Resources

- Aşkın, A. (2021). *Çalışma ortamı koşulları ve ergonomi*. Efe Akademi Yayınları.
- Dul, J., & Weerdmeester, B. (2007). *Ergonomi, Ne, Neden, Nasıl?* Seçkin Yayıncılık.

- Sabancı, A., & Sümer, S.K. (2013). *Ergonomi*. Nobel Akademik Yayıncılık.
- Üçüncü, K., & Acar, H. (2020). *Ergonomi*. Nobel Akademik Yayıncılık.

Elective Course VI Pool (SGU-S6, Semester 6)

Wig Making (Vigology) (2-2) 4 SGU3052

Course objective: To provide expertise in hair design, hairpiece (prosthetic hair) applications, coloring, and styling, enabling students to develop into effective and creative professionals in the hairpiece industry.

Main topics covered: The definition and history of wigology; basic concepts: wig, hair extension, hairpiece techniques; the current state of the industry and developments; hair types and their characteristics; types of wigs and their characteristics; hair extension techniques: bonding, weft, sewing, micro-ring; hair transplantation and prosthetic hair applications; introduction to the materials used in hairpiece production; the characteristics of synthetic hair and natural hair; materials and technology; coloring hairpieces and wig-dyeing techniques; hairpiece styling techniques: curling iron, straightener, braiding; hair accessories; hairpiece care, washing, and protection; hairpiece designs suited to fashion and trends; wigs in the performing arts.

Textbook(s) and/or Supplementary Resources

- Ruskai, M., & Lowery, A. (n.d.). *Wig Making and Styling: A Complete Guide for Theatre & Film*.
- Hightower, P. (n.d.). *The Complete Book of Wigs, Weaves, and Extensions*.
- Jones, R. (n.d.). *The Art of Hair: The Ultimate DIY Guide to Braids, Buns, Curls, and More*.
- Hunt, P. (n.d.). *Wig Making Made Simple*.

Advanced Haircutting Techniques (2-2) 4 SGU3054

Course objective: To provide haircutting skills based on advanced haircutting techniques, international hair design standards, and digital applications. Students will be able to create hair designs on virtual platforms using advanced cutting tools and digital design tools, and to produce original and personalized haircuts in line with global trends. They will also gain the ability to create hair designs inspired by art, fashion, and cross-cultural interaction, and will develop the competence to create special haircut designs for performances and shows.

Main topics covered: A historical perspective on developments in haircutting techniques; international hair design standards and trend analysis; advanced cutting tools and their features; the use of digital applications in hair design; 3D haircut simulations and design tools; haircut training on virtual platforms; hair design trends at fashion weeks; hair design inspired by the worlds of art and fashion; advanced haircutting with the influence of various cultures; creating original and personalized designs; designing haircuts for performances and shows; designing haircuts using art movements; cut modeling using computer-aided programs; AI-assisted haircut analytics.

Textbook(s) and/or Supplementary Resources

- McMichael, A. J. (2018). *Hair and Scalp Diseases: Medical, Surgical, and Cosmetic Treatments*. CRC Press.
- Worthington, C. (2018). *The Complete Book of Hairstyling*. DK.
- Milady. (2021). *Milady Standard Cosmetology* (14th ed.). Milady.

Character Modeling in Makeup (2-2) 4 SGU3056

Course objective: Students are expected to gain basic and advanced knowledge and skills in character modeling. Starting from the character creation process, students gain in-depth knowledge in areas such as makeup design, planning, prosthetic applications, and fantasy character design. Students also gain the competence to successfully carry out makeup design suited to the needs of the script and the actor, and to conduct creative character modeling applications. By allowing students to specialize in character modeling in the art of makeup, this course aims to help them develop an artistic and professional approach.

Main topics covered: The definition and historical development of character modeling; the character creation process; determining the character's personality traits and story; makeup design and planning;

the types and properties of prosthetic materials; face molds and prosthetic application techniques; techniques for taking molds from the face and body; creating and designing fantasy characters; monster prosthetics and application; designing a horror character; designing special-effects makeup for war films; makeup design according to the script; makeup design according to the actor's needs; character modeling applications.

Textbook(s) and/or Supplementary Resources

- Kehoe, V. J. R. (2014). *The Technique of Film and Television Makeup for Color and Black and White*.
- Davis, G., & Hall, M. (2017). *The Makeup Artist Handbook: Techniques for Film, Television, Photography, and Theatre* (3rd ed.). Routledge.
- Debrececi, T. (2023). *Special Makeup Effects for Stage and Screen: Making and Applying Prosthetics* (4th ed.). Routledge.

Permanent Makeup Techniques (2-2) 4 SGU3058

Course objective: To teach the basic principles of semi-permanent or permanent makeup applications, safe application methods, and how to achieve aesthetically successful results.

Main topics covered: Facial anatomy; color theory and basic cosmetology concepts; the basic principles of microblading application; microblading tools and equipment; lip contour and coloring techniques; color selection and lip symmetry; eyeliner and eye-area applications; the properties of pigments and color selection; color adjustments; hygiene and safety rules in permanent makeup applications; hygienic practices in the workplace; application work on a lifeless mannequin and in a clinical setting; the general evaluation of the course and a look at future trends.

Textbook(s) and/or Supplementary Resources

- Morris, P. (n.d.). *Permanent Makeup Tips and Techniques*.
- Vigarello, G., & Ataçay, E. (2013). *Güzelliğin tarihi: Rönesans'tan günümüze beden ve güzelleşme sanatı*. Dost.
- Walker, M. (n.d.). *Micropigmentation: Technology, Methodology, and Practice*.
- Bullock, C. (n.d.). *A Comprehensive Guide to Micropigmentation: Learn the Art of Semi-Permanent Makeup*.
- Corson, R. (2010). *Fashions in Make-Up: From Ancient to Modern Times*. Peter Owen Ltd.

Elective Course VII Pool (SGU-S7, Semester 6)

Professional Ethics and Cosmetology Legislation (2-0) 3 SGU3060

Course objective: To ensure that professionals working in the field of cosmetology understand and apply the rules of ethical conduct, to ensure that they provide services in accordance with professional standards, and to ensure that they know, understand, and apply the regulations in the sector, thereby developing a professional practice compliant with legal regulations. In this way, students will have the competencies to provide services in the cosmetology sector in a manner committed to ethical values, compliant with professional standards, and conversant with legal regulations.

Main topics covered: Cosmetology and the introduction of the sector; ethics concepts and professional ethics principles, and professional ethical norms and values; rules of professional conduct and customer relations; communication strategies and customer communication; legal regulations related to cosmetology; the regulation of cosmetic products and inspection processes; hygiene and safety standards; workplace hygiene rules; customer and employee safety and infection control; career development and professional advancement, and career opportunities in the cosmetology sector; professional development and continuing education, and professional networks and associations; professional responsibility and risk management; customer satisfaction and expectations, and work ethics and responsibilities; the prevention of errors and risk management.

Textbook(s) and/or Supplementary Resources

- Nordmann, L. (n.d.). *Professional Beauty Therapy: The Official Guide to Level 3*.
- Milady. (2019). *Milady Standard Esthetics: Fundamentals* (12th ed.). Milady.
- Milady. (2021). *Milady Standard Cosmetology* (14th ed.). Milady.
- Nordmann, L. (n.d.). *SalonOlogy: The Study of Beauty Business*.
- Nordmann, L. (n.d.). *Professional Beauty Therapy: The Official Guide to Level 4*.

Course objective: To enable students to understand, evaluate, and interpret the concepts, approaches, and methods related to brand management in cosmetology, both theoretically and in practice.

Main topics covered: Introduction to brand management; branding and trademark registration; brand equity and branding-related decisions; branding strategies; brand loyalty; brand awareness; case analyses; perceived quality and branding; brand associations and positioning strategies; the measurement of brand associations and the process of creating them; the brand name, symbol, and slogan; brand renewal strategy; global branding.

Textbook(s) and/or Supplementary Resources

- Atıgan, F. (2018). *Marka yönetimi*. Nobel Akademik Yayıncılık.
- Baş, M. (2015). *Marka yönetimi*. Detay Yayıncılık.
- Karchin, L., & Horvath, D. (2023). *Cosmetics Marketing*. Bloomsbury Publishing.
- Karpat Aktuğlu, I. (2004). *Marka yönetimi*. İletişim Yayınları.

Course objective: To teach visual examination techniques in forensic medicine cases and to convey how injuries, cuts, burns, post-explosion effects, and other traumatic conditions are simulated through makeup. By combining forensic medicine reports with the art of makeup, students learn to approach cases professionally and to make a detailed assessment.

Main topics covered: Basic terms and concepts used in forensic medicine; the role of visual examination in forensic medicine; forensic medicine reports and the art of makeup; the object and tools that cause the wound; injuries related to mechanical and physical trauma; blunt traumatic injuries; sharp-instrument wounds; sharp- and piercing-instrument injuries; sharp- and crushing-instrument injuries; firearm and explosive-object wounds; heat, light, and electrical injuries; chemical injuries; biological injuries; fatal injuries.

Textbook(s) and/or Supplementary Resources

- Polat, O. (2020). *Adli Tıp El Kitabı*. Seçkin Yayıncılık.
- Özer, M. T., & Kırımlıoğlu, H. (2019). *Adli Tıp*. Seçkin Yayıncılık.
- Demirci, M. (2021). *Adli Tıp Ansiklopedisi*. Pelikan Yayıncılık.
- Yıldırım, R. (2018). *Adli Bilimlerde Temel Konular*. Adli Tıp Uzmanları Derneği Yayınları.
- Goral, V. (2017). *Adli Tıpta Güncel Gelişmeler*. Legal Yayıncılık.

Course objective: To provide knowledge and skills across a broad range including the basic concepts, services, and business strategies of the spa and wellness industry; effective communication skills for increasing customer satisfaction; sustainability and ethical principles; and spa design and architecture. In this way, students gain the competencies to lead in the spa and wellness sector, to provide services in accordance with ethical rules, and to keep up with current trends in the sector.

Main topics covered: The introduction of the spa and wellness concepts; the history and development of the spa industry; the basic principles of the wellness approach; spa services and applications; massage techniques and types, and skin care and facial applications; spa therapeutic applications (hot stone massage, aromatherapy, hydrotherapy); holistic health and wellness concepts, and healthy nutrition and diet; the effects of exercise and sport on wellness; spa facility management and organization; natural and organic spa products; current trends in the spa industry; the design principles of spa facilities, and spa architecture and creating atmosphere; ergonomics and comfort in spa facilities, and sustainability applications.

Textbook(s) and/or Supplementary Resources

- Crebbin-Bailey, J. (n.d.). *The Spa Book: The Official Guide to Spa Therapy*.
- Chiharu, I. (n.d.). *The Complete Book of Spa & Wellness: Body, Mind & Soul*.
- Smith, M., & Puczó, L. (n.d.). *Wellness Tourism: Mind, Body, Spirit*.

- Defforey, C., & Blondel, H. (n.d.). *The Spa Business: Management and Operation*.
- Bauer, B. A. (n.d.). *Sustainable Wellness: An Integrative Approach to Transform Your Mind, Body, and Spirit*.

Elective Course VIII and IX Pool (SGU-S8, SGU-S9, Semester 8)

Advanced Hair Coloring Techniques (2-1) 4 SGU4050

Course objective: To teach creative and advanced techniques that go beyond traditional hair coloring practice. By emphasizing color theory, the course provides students with color selection and design skills. It aims to examine and develop original color applications inspired by art, fashion, and design. It also provides students with competence in modern coloring processes by teaching the use of advanced technology and digital tools. The course enables students to understand the hair coloring process as a form of artistic expression.

Main topics covered: The effects of color psychology on hair coloring; understanding and using the emotional connections between hair colors; bionic hair coloring concepts and advanced applications; the integration of technology into the art of hair coloring; the integration of color therapy applications into the hair coloring process; the effects of colors on energy and emotional balance; the design of holographic color applications; the advanced-level application of the art of hair coloring with the effect of light; color expressionism using the hair as a canvas; hair coloring projects inspired by works of art and the works of painters; hair coloring design with the watercolor technique; creating soft color transitions and a water effect; hair coloring performance art and stage applications; foreseeing and designing future hair coloring trends.

Textbook(s) and/or Supplementary Resources

- Milady. (2021). *Milady Standard Cosmetology* (14th ed.). Milady.
- Magtiza, A. (2021). *Hair Colour for Hairstylists: Level 2*. BCcampus.

Personal Image Design (2-1) 4 SGU4052

Course objective: To teach individuals how to manage their own image in order to create effective communication and a positive perception in their personal and professional lives. This course aims to understand and apply how to create a strong image using clothing style, body language, communication skills, posture, and other elements. It also aims to guide students on how to be represented effectively in different social and professional settings.

Main topics covered: The definition and importance of image design; basic concepts associated with fashion, style, and beauty; color theory and the use of color in clothing; individual color analysis and determining a personal color palette; style analysis and determining personal style; the evolution of fashion and style, and following trends and updating personal style; the role of the fine arts in image design; the use of painting, graphic design, and other art forms in image creation; visual storytelling and narration techniques; professional image in the business world and social settings; appropriate behavior and dress in job interviews, meetings, and professional events; personal brand value and recognition, and personal brand building and marketing strategies; the effect of social media on the personal brand.

Textbook(s) and/or Supplementary Resources

- Thomas, B. (n.d.). *The Power of Style: Everything You Need to Know Before You Get Dressed Tomorrow*.
- Vigarello, G., & Ataçay, E. (2013). *Güzelliğin tarihi: Rönesans'tan günümüze beden ve güzelleşme sanatı*. Dost.
- Zoe, R. (n.d.). *Style A to Zoe: The Art of Fashion, Beauty, & Everything Glamour*.
- Corson, R. (2010). *Fashions in Make-Up: From Ancient to Modern Times*. Peter Owen Ltd.

Nail Art (2-1) 4 SGU4054

Course objective: To provide comprehensive training in nail care and decoration. Starting from basic anatomical knowledge, it aims to develop the core competencies related to art and decoration techniques in manicure and pedicure. By becoming familiar with the tools and equipment used in nail decoration, students learn basic nail art techniques. It also covers advanced topics such as different nail decoration techniques in manicure and pedicure, 3D nail art, and artificial nail application techniques. The course aims to provide students with the ability to gain expertise in nail art and to pursue a career in this field.

Main topics covered: Basic anatomical knowledge and nail structure; art and decoration techniques in nail shaping; the tools and equipment used in nail decoration; basic nail art techniques; 3D nail art; different nail decoration techniques in manicure; advanced manicure and pedicure nail shaping and painting; artificial nail materials and tools; artificial nail application techniques (tips and form techniques); artificial nail application techniques (gel, poly, acrylic); artificial nail design and decoration; artificial nail care and repair.

Textbook(s) and/or Supplementary Resources

- Schoon, D. (2015). *Nail Structure and Product Chemistry*. Cengage Learning.
- Poole, M. (2013). *Nails, 25 Creative DIY Nail Art Projects*.
- Biggs, H. (2013). *Nail Art: Inspiring Designs by the World's Leading Technicians*.
- *Artificial nail application booklets: IBD, TUYA, NSI, Young Geil, VIP Master*. (n.d.).
- Milady. (2020). *Milady Standard Nail Technology* (8th ed.). Milady.

Creative Hair Design (2-1) 4 SGU4056

Course objective: To convey to students the basic concepts of hair design and the effects of art and fashion trends on hair design, and to provide advanced skills in different hair accessories, special updo designs, fantasy hairstyles, and hair extension techniques.

Main topics covered: The meaning and importance of creative hair design; basic concepts in hair design; creative hairstyles and forms; the effects of art and fashion on hair design; creative trend analysis and examples; different hair accessories and techniques for their use; the effect of hair accessories on hair design; different updo techniques and designs; the combination of updo and temporary hair styling; fantasy updo design techniques and applications; developing hairstyles using hair extension techniques and designs; developing hair designs for fashion shows and photo shoots; creating hairstyles and concepts for performances and shows; creative hairstyle application.

Textbook(s) and/or Supplementary Resources

- Milady. (2021). *Milady Standard Cosmetology* (14th ed.). Milady.