**Content**

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
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| G341 | Principles of Marketing | 5 | 3 | 0 | 0 | 3 | 5 |

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| Prerequisites | |
| Admission Requirements | |

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| Language of Instruction | French |
| Course Type | Compulsory |
| Course Level | Bachelor Degree |
| Objective | 1. To develop an understanding of the fundamental concepts and processes of marketing by questioning them not only in their functional aspects but also in terms of value creation and their social impacts;<br>2. To develop analytical thinking by examining the environmental factors shaping markets and consumer behavior within their economic, social, and cultural contexts;<br>3. To develop the ability to interpret marketing strategy decisions (such as segmentation, targeting, and positioning) in light of ethical responsibilities and sustainability principles;<br>4. To provide an initial perspective for critically evaluating marketing research processes and fostering a data-driven yet responsible decision-making approach;<br>5. To lay the groundwork for developing more conscious and responsible marketing approaches by evaluating digital transformation and contemporary marketing practices in terms of their social impacts and inclusivity dimensions. |
| Content | Within the scope of this course, the fundamental concepts of marketing and marketing activities are examined from the perspectives of value creation, ethics, and responsibility. The changing role of marketing is also explored in the context of current issues such as digitalization and sustainability. The course aims to enable students to develop the knowledge and approaches they acquire through practical activities and presentations. |
| References | Mercator. Baynast, Lévy & Lu, Dunod.<br><br>Principes de Marketing. Armstrong & Kotler, Pearson.<br><br>Principles of Marketing. Philip Kotler, Gary Armstrong & Sridhar Balasubramanian, Pearson. |

**Theory Topics**

| Week | Weekly Contents |
|---|---|
| 1 | Introduction and Fundamental Concepts of Marketing |
| 2 | Marketing in the Context of Value Creation, Influence, and Professional Ethics |
| 3 | The Concept of the Market and the Marketing Environment |
| 4 | Marketing Planning |
| 5 | Market Segmentation, Targeting, and Positioning |
| 6 | Consumer Research |
| 7 | Marketing Information Systems and Marketing Research |
| 8 | Midterm |
| 9 | Consumer Behavior |
| 10 | Consumer Behavior |
| 11 | Digitalization and Marketing |
| 12 | Sustainability and Responsible Marketing |
| 13 | Presentations |
| 14 | Presentations |