

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 761	Advanced Techniques in Marketing Research I	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Doctoral Degree
Objective	Dersin amacı, pazarlama araştırması yöntem ve işleyişi hakkında temel bilgilerin edinilmesi, pazarlama araştırması süreci ve her bir aşaması hakkında bilgi kazanılması ve pazarlama araştırması tasarlama becerisinin elde edilmesinin sağlanmasıdır.
Content	Ders kapsamında, etki düzeyi yüksek akademik çalışmalar gerçekleştirebilmek için incelenmesi gereken pazarlama kavramları ile araştırma kavramları üzerinde durulacak; araştırma tasarımı, ikincil veri, kalitatif araştırmalar, kantitatif araştırmalar gibi konular işlenecektir. Dönem boyunca akademik makale okumaları gerçekleştirilecektir.
References	o Marketing Research Applied Insight, Daniel Nunan, David F. Birks and Naresh K Malhotra, Pearson o Multivariate Data Analysis, Joseph F Hair, Barry J. Babin, Rolph E. Anderson, William C. Black, Cengage

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 763	Advanced Techniques in Management Science Research I	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Doctoral Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 731	Accounting Theory	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	Dersin amacı finansal muhasebe ve raporlama ile denetimin esaslarını oluşturan teori ve kavramları sunmak, öğrencilerin bu teori ve kavramlardan hareketle muhasebe ve denetim alandaki bilimsel araştırma yapabilme kabiliyetlerini artırmaktır.
Content	1. Ders: Finansal Muhasebe Teorisine Giriş 2. Ders: Finansal Raporlama Ortamı 3. Ders: Yasal Düzenlemeler 4. Ders: Uluslararası Muhasebe 5. Ders: Normatif Muhasebe Teorileri 6. Ders: Kavramsal Çerçeve Projeleri 7. Ders: Pozitif muhasebe Teorisi 8. Ders: Sistem Yönelimli Teoriler 9. Ders: Sosyal ve Çevresel Faktörlerin Entegrasyonu 10. Ders: Sermaye Piyasalarının Reaksiyonu 11. Ders: Bireylerin Reaksiyonu: Davranışsal Araştırmalar 12. Ders: Muhasebede Kritik Perspektifler 13. Ders: Muhasebede Araştırma Yöntemleri 14. Ders: Muhasebede Araştırma Yöntemleri
References	Deegan Craig and Jeffrey Unerman. Financial Accounting Theory, International Edition, Mc Graw Hill, 2011. Kothari, S.P. (2001) Capital Market Research in Accounting. Journal of Accounting and Economics, 31, 105-231. Mathews, M.R. and Perera, M.H.B., Accounting Theory and Development, Chapman & Hall, London, 1991. Riahi-Belkaoui, Ahmed, Accounting Theory, Fifth Edition, Thomson, 2007. Scott, William S., Financial Accounting Theory, fifth edition, Pearson, Toronto, 2009.

Theory Topics

Week	Weekly Contents
1	1. Introduction to financial accounting theory
2	The financial reporting environment
3	The regulation of financial accounting
4	International accounting
5	Normative theories of accounting: The case of accounting for changing prices
6	The conceptual framework projects
7	Positive accounting theory

Week	Weekly Contents
8	Unregulated corporate reporting decisions: Considerations of systems oriented theories
9	Extended systems of accounting: The incorporation of social and environmental factors within external reporting
10	Reactions of capital markets to financial reporting
11	Reactions of individuals to financial reporting: An examination of behavioural research
12	Critical Perspective of Accounting
13	Research Methods in Accounting
14	Research Methods in Accounting

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 733	International Financial Reporting Standards	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	Uluslararası Finansal Raporlama Standartları hakkında öğrencileri bilgilendirmek, UFRS'nin Dünya'da ve ülkemizdeki önemini mevzuattaki yerini irdelemek.
Content	-Finansal Tabloların Sunumu -Bilanço, Gelir Tablosu, Nakit Akım Tablosu -UFRS'nin finansal tablolara uygulanması -Bilanço tarihinden sonra ortaya çıkan olaylar, ilişkili taraflar -Konsolidasyon -Konsolidasyon -Varlıklar (Stoklar, Maddi Duran Varlıklar) -Varlıklar (Maddi olmayan Duran Varlıklar, Yatırım Amaçlı Gayrimenkuller) -Karşılıklar ve Yükümlülükler -Vergi Muhasebesi -Çalışanlara Sağlanan Faydalar -Kar-zarar, özsermaye -Finansal Enstrümanlar -Uygulama Çalışması
References	Financial accounting : international financial reporting standards / Walter T. Harrison Jr. ... [et al.]. Boston : Pearson, 2014 : 9 edition

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 741	Marketing Theory	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	Ders pazarlamanın temel ilkelerini ve stratejilerini öğretmeyi amaçlamaktadır.
Content	1. Hafta: Pazarlamanın Tarihsel Gelişimi 2. Hafta: Pazarlamaya felsefik yaklaşımlar 3. Hafta: Pazarlamaya felsefik yaklaşımlar 4. Hafta: İnnovasyon ve pazarlama 5. Hafta: Pazarlamada yeni kavramlar 6. Hafta: Tüketicinin Önemi 7. Hafta: Ara Sınav 8. Hafta: Pazar kavramı: bölümlendirme, hedef pazar seçimi ve konumlandırma 9. Hafta: Pazarlama planlaması ve stratejik pazarlama 10. Hafta: Pazarlama araştırması 11. Hafta: Ürün politikaları 12. Hafta: Fiyatlandırma politikaları 13. Hafta: Dağıtım politikaları 14. Hafta: İletişim politikaları
References	?? Principles of Marketing, Philip Kotler & Gary Armstrong ? Marketing, Jean Pierre Helfer, Jacques Orsoni ? Le Marketing Fondements et Pratique, Pierre-Louis Dubois, Alain Jolibert ? Pazarlama İlkeleri, Mehmet Karafakioğlu ? Marketing Theory, Jagdith Sheth ? Marketing Theory, Shelby Hunt

Theory Topics

Week	Weekly Contents
1	The Historical Development of Marketing
2	The philosophical approaches to marketing

Week	Weekly Contents
3	The philosophical approaches to marketing
4	Innovation and marketing
5	The new concepts in marketing
6	The Importance of Consumer
7	Mid-term Exam
8	The Market Concept: Segmentation/target market and positioning
9	Marketing planning and marketing strategy
10	Marketing Research
11	Product policy
12	Pricing policy
13	Distribution policy
14	Communication policy

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 743	Integrated Marketing Communication	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	Bütünleşik pazarlama iletişimi sisteminin nasıl işlediğini ve farklı sektör ve işletmelerdeki uygulamalarını açıklamaya çalışmak
Content	1. Hafta BPİ felsefesi 2. Hafta BPİ'nin amaçları 3. Hafta BPİ'nin elemanları ve organizasyonu 4. Hafta Ürün iletişimi 5. Hafta Marka iletişimi 6. Hafta Fiyat iletişimi 7. Hafta Lojistik iletişimi 8. Hafta Perakendecilikte iletişim 9. Hafta Tutundurma stratejileri 10. Hafta Reklamcılık 11. Hafta Halkla İlişkiler 12. Hafta Satış özendirme 13. Hafta Kişisel Satış 14. Hafta E-iletişim ve doğrudan pazarlama
References	1. Tony Yeshin, Integrated Marketing Communication, Butterworth-Heinemann Publish. 2. Yavuz Odabaşı, Mine Oyman, Bütünleşik Pazarlama İletişimi 3. Paul Copley, marketing Communication Manegemet, Elsevier Publish.

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 757	Analysis of Financial Reports	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 745	Strategic Management in Retailing	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	Bu ders perakende yönetiminin temel kavramlarını, ilke ve uygulamalarını ve perakendecilikte yeni eğilimleri ve gelişmeleri öğretmeye yöneliktir. Dersin amaçları şunlardır: - Perakendeciliğe ilişkin temel kavramların öğrenilmesi, - Perakende stratejilerine ilişkin dinamiklerin kavranması, - Perakendeci türlerinin öğrenilmesi, - Perakendecilik faaliyetleri ve politikalarının anlaşılması, - Perakendecilikte yeni trendlerin ve gelişmelerin kavranması.

Content	1. Hafta: Perakendeciliğin Tanımı Kapsamı ve Fonksiyonları 2. Hafta: Mağaza Temelli Perakendecilik 3. Hafta: Mağazasız Perakendecilik 4. Hafta: Perakendecilikte Tüketici Davranışı 5. Hafta: Perakendecilikte Pazar Stratejileri 6. Hafta: Lokasyon 7. Hafta: Arasınava 8. Hafta: Perakende Yer Seçimi 9. Hafta: Perakendecilikte Örgüt Yapısı ve İnsan Kaynakları Yönetimi; Bilgi Sistemleri ve Tedarik Zinciri Yönetimi 10. Hafta: Müşteri İlişkileri Yönetimi; Ürün Yönetimi 11. Hafta: Fiyatlandırma 12. Hafta: Perakende İletişim Karması 13. Hafta: Mağaza Yönetimi 14. Hafta: Müşteri Hizmetleri
References	Levy, Micheal ve Weitz, Barton A., Retailing Management, McGraw Hill Inc., NewYork. Journal of Retailing

Theory Topics

Week	Weekly Contents
1	The Definition, Scope and Functions of Retail
2	Store Based Retailing
3	Storeless Retailing
4	Consumer Behavior in Retailing
5	Market Strategies in Retailing
6	Location
7	Midterm Exam
8	Retail Location Selection
9	Organizational Structure and Human Resources Management in Retailing; Information Systems and Supply Chain Management
10	Customer Relationship Management; Product Management
11	Pricing
12	Retail Communication Mix
13	Store Management

Week	Weekly Contents
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14	Customer Service
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 721	Organization Theory	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	Dersin amacı öğrencilerin yönetim kuramındaki temel düşünce akımlarını, kuramları ve tartışmaları öğrenmelerini sağlamaktır.
Content	Temel yönetim kuramları
References	M.J.Hatch (2006) Organization Theory Modern, Symbolic and Postmodern Perspectives Oxford: Oxford University Press, ch 1. W. R. Scott (2003), Organizations: Rational, Natural, and Open Systems (5th edition), Upper Saddle River, NJ: Prentice Hall, ch. 1. M. Reed (1996), 'Organizational theorizing: A historically contested terrain' in S. Clegg, C. Hardy, and W. R. Nord (eds), Handbook of Organization Studies, London: Sage, 31-56. M.J.Hatch (2006) Organization Theory Modern, Symbolic and Postmodern Perspectives Oxford: Oxford University Press, chap 2. Y. Shenhav (2003), 'The historical and epistemological foundations of organization theory: Fusing sociological theory with engineering discourse' in H. Tsoukas and C. Knudsen (eds.), The Oxford Handbook of Organization Theory, Oxford: Oxford University Press, 183-209 W. H. Starbuck (2003), 'The origins of organization theory' in H. Tsoukas and C. Knudsen (eds.), The Oxford Handbook of Organization Theory, Oxford: Oxford University Press, 143-182. W. R. Scott (2003), Organizations: Rational, Natural, and Open Systems (5th edition), Upper Saddle River, NJ: Prentice Hall, chaps. 2 and 3. W. R. Scott (2003), Organizations: Rational, Natural, and Open Systems (5th edition), Upper Saddle River, NJ: Prentice Hall, chap. 4. L. Donaldson (2000), The Contingency Theory of Organizations, Thousand Oaks, CA: Sage, chaps. 1, 2 and 3. Meyer, A.D., Tsui, A.S., Hinings, C.R. 1993. Configurational approaches to organizational analysis. Academy of Management Journal, 36: 1175-1195. L. Donaldson (2000), The Contingency Theory of Organizations, Thousand Oaks, CA: Sage, chap. 5. J. Child (2002), 'Strategic choice' in A. Sorge (ed.), Organization, Thomson Learning, London, 107-126

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J. Pfeffer and G. R. Salancik (1978/2003), *The External Control of Organizations: A Resource Dependence Perspective*, Palo Alto, CA: Stanford University Press, chaps 1, 2, 3 and 10 and the Introduction, xi-xxix (available as e-book)

M. S. Mizruchi and M. Yoo (2002), 'Interorganizational power and dependence' in J. A. C. Baum (ed.), *The Blackwell Companion to Organizations*, Oxford: Blackwell, 599-620.

D. J. Brass (2002), 'Intraorganizational power and dependence' in J. A. C. Baum (ed.), *The Blackwell Companion to Organizations*, Oxford: Blackwell, 138-157.

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H. Aldrich (1999), *Organizations Evolving*, London: Sage, chaps. 2 and 3.

T. L. Amburgey and J. V. Singh (2002), 'Organizational Evolution' in J. A. C. Baum (ed.), *The Blackwell Companion to Organizations*, Oxford, Blackwell, 327-343.

H. R. Greve (2002), 'Interorganizational evolution' in J. A. C. Baum (ed.), *The Blackwell Companion to Organizations*, Oxford, Blackwell, 557-578.

S.Clegg and D.Dunkerly (2005) *Critical issues in Organizations* in C. Grey and H. Willmott (eds) *Critical Management Studies* Oxford:Oxford University Press, 46-50.

M.Alvesson and S. Deetz (2005) *Critical theory and postmodernism: Approaches to organizational studies* in C. Grey and H. Willmott (eds) *Critical Management Studies* Oxford:Oxford University Press,60-106

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Theory Topics

Week	Weekly Contents
1	Introduction
2	Overview: Organizations and organization theory
3	Foundations and origins of organization theory

Week	Weekly Contents
4	Systems theory and the contingency perspective
5	Critiques, controversies and debates
6	The resource dependence perspective
7	Power perspectives
8	Social Networks
9	Transaction Costs, Agency Theory and the Resource-based view
10	Institutional Theory
11	Societal effects and national business systems
12	Population Ecology
13	Organizational Evolution
14	Critical perspectives and postmodernism

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 770	Advanced Topics In Accounting And Finance	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 752	Corporate Management	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective

Course Level	Doctoral Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 732	Strategic Management Accounting	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	Yönetim muhasebesinde kullanılan güncel maliyet ve performans ölçüm yöntemleri hakkında öğrencileri bilgilendirmek
Content	Geleneksel Maliyet Yöntemleri Geleneksel Performans Ölçüm Yöntemleri Çağdaş Maliyet Yöntemlerine Giriş Faaliyet Tabanlı Maliyetleme Faaliyet Tabanlı Yönetim Faaliyet Tabanlı Bütçeleme Hedef Maliyetleme ve Fiyatlandırma Kararları Tam Zamanında Üretim Kısıtlar Teorisi Kalite Maliyetleri Müşteri Odaklı Yönetim ve Yönetim Muhasebesi Balanced Scorecard ve Performans Ölçümü Stratejik Yönetim Muhasebesi
References	* Maliyet Muhasebesinde Güncel Yaklaşımlar-Rüstem Hacırüstemoğlu, Münir Şakrak. ** Cost Management: A Strategic Emphasis-Edward Blocher, David E. Stout, Gary Cokins, Kung Chen.

Theory Topics

Week	Weekly Contents
1	Traditional cost accounting techniques
2	Traditional performance measurement techniques
3	Introduction to contemporary cost accounting techniques
4	Activity based costing
5	Activity based costing
6	Activity based budgeting

Week	Weekly Contents
7	Target costing and pricing decisions
8	Just in time production
9	Just in time production
10	Theory of constraints
11	Quality costs
12	Quality costs
13	Balanced scorecard and performance measurement
14	Strategic management accounting

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 758	Consumer Psychology and Consumption Behavior	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	Bu dersin amacı tüketici psikolojisi ve tüketim davranışına ilişkin temel teorileri öğretmek ve bu alanda araştırma yapmak için bir temel oluşturmaktır.

Content	1. Hafta: Tüketici Psikolojisi ve Tüketim Davranışı: Giriş 2. Hafta: Temel Teoriler 3. Hafta: Algılama 4. Hafta: Öğrenme 5. Hafta: Güdülenme 6. Hafta: Benlik 7. Hafta: Kişilik, Yaşam Stili ve Değerler 8. Hafta: Ara Sınav 9. Hafta: Tutum ve Niyet 10. Hafta: Karar Verme 11. Hafta: Satın Alma Sonrası Davranış 12. Hafta: Sosyal Medya 13. Hafta: Kültür 14. Hafta: Etik
References	Okuma Listesi Kitaplar: Micheal R. Solomon, Consumer Behavior: Buying, Having, and Being, Pearson, 2018, Harlow Richard H. Thaler and Cass R. Sunstein, Nudge (Dürtme), Penguin Books, 2009, NY Dan Ariely, Predictably irrational : the hidden forces that shape our decisions, Harper Perennial, 2010, NY Daniel Kahneman, Thinking Fast and Slow, Farrar, Straus and Giroux, 2013, NY Makaleler: 1. ve 2. Hafta Thaler, R. H. (2018). From cashews to nudges: The evolution of behavioral economics. American Economic Review, 108(6), 1265-87. Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. Journal of business research, 22(2), 159-170. Algılama Krishna, A. (2012). An integrative review of sensory marketing: Engaging the senses to affect perception, judgment and behavior. Journal of consumer psychology, 22(3), 332-351.

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Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 734	International Auditing Standards	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree

Objective	Ce cours destiné aux étudiants de doctorat en gestion est principalement axé sur l'audit externe des états financiers de l'entreprise, l'éthique professionnelle et des responsabilités légales. Les séminaires présentent la théorie et la pratique d'audit dans le perspective des normes internationales d'audit. Le cours vise également initier l'étudiant à identifier et développer un sujet de recherche, définir une problématique de recherche, décrire le but de l'étude de recherche, et établir des questions de recherche associées.
Content	1. Introduction à la théorie de comptabilité et d'audit 2. Objectifs généraux de l'auditeur indépendant 3. Contrôle qualité d'un audit d'états financiers 4. Principes généraux et responsabilité 5. Evaluation des risques 6. Eléments de réponse aux risques identifiés 7. Eléments probants : Confirmations externes 8. Procédures analytiques 9. Utilisation des travaux d'autres professionnels 10. Conclusion de l'audit et rapport 11. Projet des normes clarifiées 12. Perspectives critiques en audit 13. Méthodes de Recherche en Audit
References	International Auditing and Assurance Standards. Deegan, Craig and Jeffrey Unerman, Financial Accounting Theory, European Edition, Mc Graw Hill, London, 2006.

Theory Topics

Week	Weekly Contents
1	Introduction to Financial Accounting and Auditing Theory
2	Overall Objectives of the Independent Auditor
3	Quality Control for an Audit of Financial Statements
4	General Principles and Responsibilities
5	Risk evaluation
6	The Auditor's Responses to Assessed Risks
7	External Confirmations
8	Analytical Procedures
9	Using the Work of an Auditor's Expert
10	Forming an Opinion and Reporting on Financial Statements
11	Clarity Project
12	Critical Perspectives of Auditing
13	Research Methods in Auditing
14	Research Methods in Auditing

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 742	Brand Strategies	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	Marka yaratma stratejilerinin incelenmesi, dersin temel amacını oluşturmaktadır. Bu ana amaç kapsamında, marka stratejileri alanındaki yeni gelişmelerin ve trendlerin irdelenmesi dersin diğer yan amaçlarıdır.
Content	1. hafta Marka Kavramı 2. hafta Markanın Önemi 3. hafta Marka Yönetimi 4. hafta Marka İletişimi 5. hafta Marka Yapılandırma 6. hafta Marka Stratejileri 7. hafta Marka Kimliği 8. hafta Marka Değeri 9. hafta Marka Denklığı 10. hafta Stratejik Marka Yönetimi Süreci 11. hafta Marka Konumlandırma 12. hafta Marka Genişletme 13. hafta Marka Performansı 14. hafta Bütünleşik Pazarlama İletişimi ve Marka
References	Richard Elliott, Larry Percy, Strategic Brand Management, Second Edition, Oxford University Press, 2011.

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 744	Distribution Decisions and Competitive Strategies	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	Bu dersin amacı genel dağıtım stratejilerini açıklamak ve teoriyi genel rekabet stratejileri çerçevesinde değerlendirmektir.
Content	1- İleri dağıtım stratejileri- genel kavramlar 2- İleri dağıtım stratejileri- genel kavramlar 3- İleri dağıtım stratejileri- genel kavramlar 4- Dağıtım stratejilerine ilişkin vaka çalışmaları 5- Dağıtım stratejilerine ilişkin vaka çalışmaları 6- Dağıtım stratejilerine ilişkin vaka çalışmaları 7- VİZE SINAVI 8- İleri Rekabet Stratejileri 9- İleri Rekabet Stratejileri 10- İleri Rekabet Stratejileri 11- Dağıtım ve rekabet stratejileri üzerine vaka çalışmaları 12- Dağıtım ve rekabet stratejileri üzerine vaka çalışmaları 13- Dağıtım ve rekabet stratejileri üzerine vaka çalışmaları 14- FINAL SINAVI
References	Öğretim Üyesi Ders Notları ve Sunumlar Logistics Management, Stock and Lambert, Pearson Publishing, 2000

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 764	Advanced Techniques in Management Science Research II	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Doctoral Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 762	Advanced Techniques in Marketing Research II	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Doctoral Degree
Objective	Dersin amacı, pazarlama araştırmasında veri analizi hakkında temel bilgilerin edinilmesi, pazarlama araştırmalarında veri analizi sürecinin her bir aşaması hakkında bilgi kazanılması ve pazarlama araştırmaları uygulama ve raporlama becerisinin elde edilmesinin sağlanmasıdır.
Content	Ders kapsamında, ilk olarak veri hazırlığı ve veriye yönelik ilk incelemeler üzerinde durulacak; parametrik ve parametrik olmayan testler genel olarak aktarılacak, sonrasında varyans, kovaryans analizleri, korelasyon ve regresyon analizi hakkında detaylı incelemeler gerçekleştirilecektir. Takiben, yapısal eşitlik modellemesine giriş yapılacak ve farklı türleri çalışılacaktır. Nitel araştırmalarda veri analizi incelemesi yapıldıktan sonra ise, tüm bu analizler kapsamında raporlama ve pazarlama araştırmalarına “bilimsel makale üretimi” perspektifinden bakılarak uygulamaya dönük çıktılar elde edilmesi üzerine çalışılacaktır.
References	- o Marketing Research Applied Insight, Daniel Nunan, David F. Birks and Naresh K Malhotra, Pearson - o Multivariate Data Analysis, Joseph F Hair, Barry J. Babin, Rolph E. Anderson, William C. Black, Cengage - o A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM), Joseph F Hair, Jr., G. Thomas M. Hult, Christian M. Ringle and Marko Sarstedt, Sage. - o Discovering statistics using IBM SPSS statistics, Andy Field, Sage. - o Qualitative research methods: Collecting evidence, crafting analysis, communicating impact, Sarah J. Tracy, John Wiley & Sons. - o Pazarlamada Araştırma Teknikleri, Mahir Nakip ve Eyyup Yaraş, Seçkin. - o Sosyal Bilimlerde Araştırma Yöntemleri, Ahmet Hamdi İslamoğlu ve Ümit Alınacı, Beta. - o Sosyal Bilimlerde Araştırma Yöntemleri, Recai Coşkun, Remzi Altunışık ve Engin Yıldırım, Sakarya. - o ...

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 714	Seminar	2	3	0	0	0	8

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Doctoral Degree
Objective	

Content	
References	

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 759		2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents
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