

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
ML513	Marketing Principles	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	Bu dersin amacı pazarlamanın tanımındaki değişimleri, pazarlama yaklaşımlarını ve pazarlamaya ilişkin ilke ve politikaları öğretmektir. Bu ders kapsamında öğrencilerin pazarlamaya ilişkin temel prensipleri analiz ederek bir pazarlama bakış açısına sahip olabilmeleri hedeflenmektedir.
Content	1. hafta Pazarlama ve Temel Kavramlar 2. hafta Pazarlama ve Temel Kavramlar Stratejik Planlama ve Pazarlama Süreci 3. hafta TATİL 4. hafta Pazarlama Çevresi (Mikro Çevre) 5. hafta Pazarlama Çevresi (Makro Çevre) 6. hafta Pazarlama Bilgi Sistemi ve Pazarlama Araştırmaları 7. hafta Pazarlama Bilgi Sistemi ve Pazarlama Araştırmaları 8. hafta Tüketici Davranışı 9. hafta Ara sınav 10. hafta Örgütsel Müşteri Davranışı Pazar Bölümlendirme, Hedef Pazar ve Konumlandırma 11. hafta Pazar Bölümlendirme, Hedef Pazar ve Konumlandırma 12. hafta Uluslararası Pazarlama 13. hafta Uluslararası Pazarlama 14. hafta Pazarlama ve Ahlak
References	Philip Kotler ve Gary Armstrong, Principles of Marketing, Pearson Education, New Jersey İşmet Mucuk, Pazarlama İlkeleri, Literatür Kitabevi, İstanbul Mehmet Karafakioğlu, Pazarlama İlkeleri, Literatür Yayınevi, İstanbul Harvard Business Review Articles MIT Sloan management Review Articles

Theory Topics

Week	Weekly Contents
1	Marketing and Basic Concepts
2	Marketing and Basic Concepts / Strategic Planning and Marketing Process
3	Holiday
4	Marketing Environment (micro environment)
5	Marketing Environment (macro environment)
6	Marketing Information System and Marketing Research
7	Marketing Information System and Marketing Research
8	Consumer Behavior
9	Midterm
10	Organizational Customer Behavior / Marketing Segmentation, Targeting and Positioning
11	Marketing Segmentation, Targeting and Positioning
12	International Marketing
13	International Marketing
14	Marketing and Ethics

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
ML512	Management and Organization	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	
Content	1. Hafta : Yönetim ile İlgili Temel Kavramlar 2. Hafta : Yönetim Düşüncesinin Tarihsel Gelişimi: Klasik ve neoklasik teoriler 3. Hafta : Yönetim Düşüncesinin Tarihsel Gelişimi: Modern teoriler 4. Hafta : Yönetimin Fonksiyonları: PLANLAMA, ÖRGÜTLEME 5. Hafta : Yönetimin Fonksiyonları: YÖNELTME (Motivasyon Teorileri) 6. Hafta : Yönetimin Fonksiyonları: YÖNELTME (Liderlik Teorileri), DENETİM 7. Hafta : Vize 8. Hafta : Yönetimde Güncel Yaklaşımlar: Toplam Kalite Yönetimi 9. Hafta : Yönetimde Güncel Yaklaşımlar: Örgütsel Değişim 10. Hafta : Yönetimde Güncel Yaklaşımlar: Yönetişim 11. Hafta : Yönetimde Güncel Yaklaşımlar: Çatışma Yönetimi 12. Hafta : Yönetimde Güncel Yaklaşımlar: İşletmelerin Sorumlulukları ve Sürdürülebilirlik 13. Hafta : Yönetimde Güncel Yaklaşımlar: Etik ve İtibar Yönetimi 14. Hafta : FİNAL
References	• İşletme Yöneticiliği, Tamer Koçel, Beta Yayınevi (son baskı)

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
ML522	Strategic Retail Management	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	- Learning the basic concepts of retailing, - Understanding the dynamics of retail strategies, - Learning the types of retailers, - Understanding retailing activities and policies, - Understanding of new trends and developments in retailing
Content	Week 1: The Definition, Scope and Functions of Retailing Week 2: Store Based Retailing Week 3: Online Retailing Week 4: Multi-Channel Retailing Week 5: Consumer Behavior in Retailing Week 6: Market Strategies in Retailing Week 7: Location Week 8: Retail Site Selection Week 9: Midterm Week 10: Organizational Structure and Human Resources Management in Retail Information Systems and Supply Chain Management Week 11: Customer relationship management Week 12: Merchandise Management Week 13: Retail Pricing Week 14: Store Management
References	Levy, Micheal ve Weitz, Barton A. (2004), Retailing Management, McGraw Hill Inc. New York. (Ders Kitabı)

Theory Topics

Week	Weekly Contents
1	The Definition, Scope and Functions of Retailing
2	Store Based Retailing
3	Online Retailing
4	Multi-Channel Retailing
5	Consumer Behavior in Retailing
6	Market Strategies in Retailing
7	Location
8	Retail Site Selection
9	Midterm
10	Organizational Structure and Human Resources Management in Retail / Information Systems and Supply Chain Management
11	Customer relationship management
12	Merchandise Management
13	Retail Pricing
14	Store Management

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
ML525	International Marketing Management	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

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

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
ML523	Logistics Planning and Supply Chain Management	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

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

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
ML516	Marketing Management	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

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

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
ML527	Warehouse Management	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

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

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
ML514	Contemporary Approaches to Managerial Accounting	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

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

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
ML524	International Commerce	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

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

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
ML511	Logistics Management	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

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

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
ML526	E-Marketing and E-Logistics	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

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

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
ML517	Quantitative Methods	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

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

Theory Topics

Week	Weekly Contents
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