

Content

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

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Bachelor Degree
Objective	This course aims to teach the fundamental principles and strategies of marketing.
Content	Week 1. The Historical Development and Definition of Marketing Week 2. The New Concepts in Marketing Week 3. The New Concepts in Marketing Week 4. The Importance of Marketing Week 5. The Importance of Consumer Week 6. The Importance of Consumer Week 7. Mid-term Exam Week 8.The Market Concept and Segmentation Week 9. The Marketing Environment Week 10. The Marketing Information System Week 11. Marketing Research Week 12. Marketing Planning Week 13. Marketing Strategies Week 14. Marketing Strategies
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

Theory Topics

Week	Weekly Contents
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