

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G342	Marketing Management	6	3	0	0	3	5

Prerequisites	G341
Admission Requirements	G341

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Bachelor Degree
Objective	This course aims to teach the fundamental policies related with marketing management.
Content	Week 1. Product Policies  Week 2. Product Policies  Week 3. Pricing Policies  Week 4. Pricing Policies  Week 5. Distribution Policies  Week 6. Distribution Policies  Week 7. Mid-term Exam  Week 8.Retailing Management  Week 9. Logistic Management  Week 10. Promotion Policies  Week 11. Sales Management  Week 12. Advertising Management  Week 13. International marketing  Week 14. Marketing Ethics
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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