

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G546	Marketing Strategies	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters Degree
Objective	This course aims to teach the fundamental policies related with marketing management.
Content	<p>Week 1. Product Policies- Theory and Case study discussions</p> <p>Week 2. Product Policies- Theory and Case study discussions</p> <p>Week 3. Pricing Policies- Theory and Case study discussions</p> <p>Week 4. Pricing Policies- Theory and Case study discussions</p> <p>Week 5. Distribution Policies- Theory and Case study discussions</p> <p>Week 6. Distribution Policies- Theory and Case study discussions</p> <p>Week 7. Mid-term Exam</p> <p>Week 8. Retailing Management- Theory and Case study discussions</p> <p>Week 9. Logistic Management- Theory and Case study discussions</p> <p>Week 10. Promotion Policies- Theory and Case study discussions</p> <p>Week 11. Sales Management- Theory and Case study discussions</p> <p>Week 12. Advertising Management- Theory and Case study discussions</p> <p>Week 13. International marketing- Theory and Case study discussions</p> <p>Week 14. Marketing Ethics- Theory and Case study discussions</p>
References	<p>? Principles of Marketing, Philip Kotler & Gary Armstrong</p> <p>? Le Marketing Stratégique, Jean Jacques Lambert</p> <p>? Le Marketing Fondements et Pratique, Pierre-Louis Dubois, Alain Jolibert</p> <p>? Pazarlama İlkeleri, Mehmet Karafakioğlu</p>

Theory Topics

Week	Weekly Contents
1	Product Policies- Theory and Case study discussions
2	Product Policies- Theory and Case study discussions
3	Pricing Policies- Theory and Case study discussions
4	Pricing Policies- Theory and Case study discussions
5	Distribution Policies- Theory and Case study discussions
6	Distribution Policies- Theory and Case study discussions
7	Mid-term Exam
8	Retailing Management- Theory and Case study discussions
9	Logistic Management- Theory and Case study discussions
10	Promotion Policies- Theory and Case study discussions
11	Sales Management- Theory and Case study discussions
12	Advertising Management- Theory and Case study discussions
13	. International marketing- Theory and Case study discussions
14	Marketing Ethics- Theory and Case study discussions