

## Content

| Course Code | Course Name             | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|-------------------------|----------|--------|----------|-----|--------|------|
| RPP314      | Principles of Marketing | 6        | 2      | 0        | 0   | 2      | 3    |

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|------------------------|--|
| Prerequisites          |  |
| Admission Requirements |  |

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| Language of Instruction | Turkish                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Course Type             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Course Level            | Bachelor Degree                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Objective               | The definition of purchasing will be given and the importance of “Positioning” in sustaining competitive advantage will be explained on detail. Positioning strategies and their executional areas will be presented via cases. Levels of “product” will be defined and so called levels will be explained on detail. Strategic importance of product line and product line extension decisions will be explained. PLC (product line cycle) stages will be explained in detail: product pricing policies will be defined in general will be explained and their importance in marketing decision will be discussed via cases. Competitive strategies will be defined in general.                                                  |
| Content                 | Week 1. “Positioning” and its importance in creating competitive advantage<br>Week 2. “Positioning” strategies, choosing and executing the right strategy for the brand<br>Week 3. Defining the product in various levels.<br>Week 4. Product classification, individual product decisions 1)<br>Product attitudes.<br>Week 5. 2) Branding and branding strategies<br>Week 6. 3) Packaging 4) After sale service<br>Week 7. Mid-term exam<br>Week 8. Product line and product mix decisions<br>Week 9. Service marketing<br>Week 10. PLC strategies and stages I<br>Week 11. PLC strategies and stages II<br>Week 12. Product placing periods<br>Week 13. Distribution channels and logistics<br>Week 14. Competitive strategies. |
| References              | Kotler, P., Armstrong, G. (2017). Principles of Marketing, New Jersey: Prentice Hall.<br>related academic articles                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

## Theory Topics

| Week | Weekly Contents                                                                           |
|------|-------------------------------------------------------------------------------------------|
| 1    | Week 1. "Positioning" and its importance in creating competitive advantage                |
| 2    | Week 2. "Positioning" strategies, choosing and executing the right strategy for the brand |
| 3    | Week 3. Defining the product in various levels                                            |
| 4    | Week 4. Product classification, individual product decisions 1) Product attitudes         |
| 5    | Week 5. 2) Branding and branding strategies                                               |
| 6    | Week 6. 3) Packaging 4) After sale service                                                |
| 7    | Week 7. Mid-term exam                                                                     |
| 8    | Week 8. Product line and product mix decisions                                            |
| 9    | Week 9. Service marketing                                                                 |
| 10   | Week 10. PLC strategies and stages I                                                      |
| 11   | Week 11. PLC strategies and stages II                                                     |
| 12   | Week 12. Product placing periods                                                          |
| 13   | Week 13. Distribution channels and logistics                                              |
| 14   | Week 14. Competitive strategies.                                                          |