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	The aim of this course is to teach the changes in the definition of marketing, marketing approaches and principles and policies related to marketing. Within the scope of this course, it is aimed that students will have a marketing perspective by analyzing the basic principles of marketing.			
Content	Week 1. Marketing and Basic Concepts			
	Week 2. Marketing and Basic Concepts			
	Week 3. Strategic Planning and Marketing Process			
	Week 4. Marketing Environment			
	Week 5. Marketing Environment			
	Week 6. Marketing Information System and Marketing Research			
	Week 7. Marketing Information System and Marketing Research			
	Week 8. Consumer Behavior			
	Week 9. Midterm Exam			
	Week 10. Consumer Behavior/ Organizational Customer Behavior			
	Week 11. Marketing Segmentation, Targeting and Positioning			
	Week 12. Marketing Segmentation, Targeting and Positioning			
	Week 13. International Marketing			
	Week 14. Marketing and Ethics			
References	Philip Kotler ve Gary Armstrong, Principles of Marketing, Pearson Education, New Jersey.			

Theory Topics

Week	Weekly Contents
------	-----------------