

## Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
ML516	Marketing Management	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	Marketing is one of the core activities for businesses. Today, the meaning of marketing has transformed from a logistics-based concept in the 1920s to a concept that includes and affects the stakeholders of the business—customers, employees, shareholders, intermediaries, and even society. This course covers marketing strategies and marketing mix policies.
Content	Week 1: Marketing and Basic Concepts; Strategic Planning  Week 2: Competitive Strategies  Week 3: Product Strategies  Week 4: Product Mix Decisions and New Product Management; Service Strategies  Week 5: Customer Relationship Management  Week 6: Brand Management  Week 7: Midterm Exam  Week 8: Pricing  Week 9: Distribution and Supply Chain Management; Retail Management  Week 10: Marketing Communication; Promotion  Week 11: Advertisement  Week 12: Presentation  Week 13: Presentation  Week 14: Presentation
References	Marketing Management, 13th Ed. by Kotler/Keller, Prentice-Hall  Principles of Marketing 13th Ed. by Kotler/Armstrong, Pearson Education

## Theory Topics

Week	Weekly Contents
1	Marketing and Basic Concepts; Strategic Planning

<b>Week</b>	<b>Weekly Contents</b>
2	Competitive Strategies
3	Product Strategies
4	Product Mix Decisions and New Product Management; Service Strategies
5	Customer Relationship Management
6	Brand Management
7	Midterm Exam
8	Pricing
9	Distribution and Supply Chain Management; Retail Management
10	Marketing Communication; Promotion
11	Advertisement
12	Presentation
13	Presentation
14	Presentation