

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	<p>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.</p> <p>Week 1: Marketing and Basic Concepts; Strategic Planning</p> <p>Week 2: Competitive Strategies</p> <p>Week 3: Product Strategies</p> <p>Week 4: Product Mix Decisions and New Product Management; Service Strategies</p> <p>Week 5: Customer Relationship Management</p> <p>Week 6: Brand Management</p> <p>Week 7: Midterm Exam</p> <p>Week 8: Pricing</p> <p>Week 9: Distribution and Supply Chain Management; Retail Management</p> <p>Week 10: Marketing Communication; Promotion</p> <p>Week 11: Advertisement</p> <p>Week 12: Presentation</p> <p>Week 13: Presentation</p> <p>Week 14: Presentation</p>						
Content							
References	<p>Marketing Management, 13th Ed. by Kotler/Keller, Prentice-Hall</p> <p>Principles of Marketing 13th Ed. by Kotler/Armstrong, Pearson Education</p>						

Theory Topics

Week	Weekly Contents
1	Marketing and Basic Concepts; Strategic Planning
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

Week**Weekly Contents**

12 Presentation
13 Presentation
14 Presentation