

## Content

| Course Code | Course Name      | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|------------------|----------|--------|----------|-----|--------|------|
| G565        | Marketing Theory | 1        | 3      | 0        | 0   | 3      | 6    |

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| Prerequisites          |  |
| Admission Requirements |  |

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| Language of Instruction | Turkish   |
| Course Type             | Compulsory  |
| Course Level            | Masters Degree  |
| Objective               | This course aims to teach the fundamental principles and strategies of marketing.   |
| Content                 | <p>Week 1. The definition of marketing</p> <p>Week 2. Major concepts in marketing</p> <p>Week 3. The New Concepts in Marketing</p> <p>Week 4. The Importance of Marketing</p> <p>Week 5. Consumer behavior</p> <p>Week 6. Consumer behavior</p> <p>Week 7. Mid-term Exam</p> <p>Week 8.The Market Concept and target market</p> <p>Week 9. Segmentation and positioning</p> <p>Week 10. The Marketing environment</p> <p>Week 11. Marketing Research</p> <p>Week 12. Marketing Planning</p> <p>Week 13. Marketing Strategies</p> <p>Week 14. Marketing and innovation</p> |
| References              | <p>? Principles of Marketing, Philip Kotler &amp; Gary Armstrong</p> <p>? Marketing, Jean Pierre Helfer, Jacques Orsoni</p> <p>? Le Marketing Fondements et Pratique, Pierre-Louis Dubois, Alain Jolibert</p> <p>? Pazarlama İlkeleri, Mehmet Karafakioğlu</p> <p>? Marketing Theory:Evolution and Evaluation, Jagdish N. Sheth, David M.Gardner, Denis E. Garrett</p>  |

## Theory Topics

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