

Content

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

Prerequisites	
Admission Requirements	

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	Week 1. The definition of marketing Week 2. Major concepts in marketing Week 3. The New Concepts in Marketing Week 4. The Importance of Marketing Week 5. Consumer behavior Week 6. Consumer behavior Week 7. Mid-term Exam Week 8.The Market Concept and target market Week 9. Segmentation and positioning Week 10. The Marketing environment Week 11. Marketing Research Week 12. Marketing Planning Week 13. Marketing Strategies Week 14. Marketing and innovation
References	? Principles of Marketing, Philip Kotler & Gary Armstrong ? Marketing, Jean Pierre Helfer, Jacques Orsoni ? Le Marketing Fondements et Pratique, Pierre-Louis Dubois, Alain Jolibert ? Pazarlama İlkeleri, Mehmet Karafakioğlu ? Marketing Theory:Evolution and Evaluation, Jadjish N. Sheth, David M.Gardner, Denis E. Garrett

Theory Topics

Week	Weekly Contents
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