

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
------	-----------------