Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G341	Principles of Marketing	5	3	0	0	3	5

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish	
Course Type	Compulsory	
Course Level	Bachelor Degree	
Objective	This course aims to teach the fundamental principles and strategies of marketing.	
Content	Week 1. The Historical Development and Definition of Marketing	
	Week 2. The New Concepts in Marketing	
Week 3. The New Concepts in Marketing Week 4. The Importance of Marketing		
	Week 6. The Importance of Consumer	
	Week 7. Mid-term Exam	
Week 8.The Market Concept and Segmentation		
	Week 9. The Marketing Environment	
	Week 10. The Marketing Information System	
	Week 11. Marketing Research	
	Week 12. Marketing Planning	
	Week 13. Marketing Strategies	
	Week 14. Marketing Strategies	
References	? Principles of Marketing, Philip Kotler & Gary Armstrong	
	? Marketing, Jean Pierrre Helfer, Jacques Orsoni	
	? Le Marketing Fondements et Pratique, Pierre-Louis Dubois, Alain Jolibert ? Pazarlama İlkeleri, Mehmet Karafakioğlu	

Theory Topics

Week	Weekly Contents	
1	The Historical Development and Definition of Marketing	
2	The New Concepts in Marketing	
3	The New Concepts in Marketing	

Week	Weekly Contents
4	The Importance of Marketing
5	The Importance of Consumer
6	The Importance of Consumer
7	Mid-term Exam
8	The Market Concept and Segmentation
9	The Marketing Environment
10	The Marketing Information System
11	Marketing Research
12	Marketing Planning
13	Marketing Strategies
14	Marketing Strategies