Content **Course Code** Course Name Semester Theory Practice Lab Credit ECTS Mİ504 Marketing Principles 3 0 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. 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 5. The Importance of Consumer Week 6. The Importance of Consumer Week 7. Mid-term Exam Content 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 ? Principles of Marketing, Philip Kotler & Gary Armstrong ? Marketing, Jean Pierrre Helfer, Jacques Orsoni References ? Le Marketing Fondements et Pratique, Pierre-Louis Dubois, Alain Jolibert ? Pazarlama İlkeleri, Mehmet Karafakioğlu

Theory Topics

Week **Weekly Contents**

- The Historical Development and Definition of Marketing 1
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- 3 The New Concepts in Marketing
- 4 The Importance of Marketing
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