

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 741	Marketing Theory	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	This course aims to teach the fundamental principles and strategies of marketing.
Content	Week 1. The Historical Development of Marketing Week 2. The philosophical approaches to marketing Week 3. The philosophical approaches to marketing Week 4. Innovation and marketing Week 5. The new concepts in marketing Week 6. The Importance of Consumer Week 7. Mid-term Exam Week 8. The Market Concept: Segmentation/target market and positioning Week 9. Marketing planning and marketing strategy Week 10. Marketing Research Week 11. Product policy Week 12. Pricing policy Week 13. Distribution policy Week 14. Communication policy
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, Jagdith Sheth ? Marketing Theory, Shelby Hunt

Theory Topics

Week	Weekly Contents
1	The Historical Development of Marketing

Week	Weekly Contents
2	The philosophical approaches to marketing
3	The philosophical approaches to marketing
4	Innovation and marketing
5	The new concepts in marketing
6	The Importance of Consumer
7	Mid-term Exam
8	The Market Concept: Segmentation/target market and positioning
9	Marketing planning and marketing strategy
10	Marketing Research
11	Product policy
12	Pricing policy
13	Distribution policy
14	Communication policy