

Content

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

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| Prerequisites | |
| Admission Requirements | |

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| 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, Jagdish N. Sheth, David M. Gardner, Denis E. Garrett |

Theory Topics

| Week | Weekly Contents |
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