## Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 581	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
1	Week 1. "Positioning" and its importance in creating competitive advantage
2	Week 2. "Positioning" strategies, choosing and executing the right strategy for the brand
3	Week 3. Defining the product in various levels
4	Week 4. Product classification, individual product decisions 1) Product attitudes

Week	
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5	Week 5. 2) Branding and branding strategies
6	Week 6. 3) Packaging 4) After sale service
7	Week 7. Mid-term exam
8	Week 8. Product line and product mix decisions
9	Week 9. Service marketing
10	Week 10. PLC strategies and stages I
11	Week 11. PLC strategies and stages II
12	Week 12. Product placing periods
13	Week 13. Distribution channels and logistics
14	Week 14. Competitive strategies.