

## Content

| Course Code | Course Name        | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|--------------------|----------|--------|----------|-----|--------|------|
| G448        | Advanced Marketing | 6        | 3      | 0        | 0   | 3      | 5    |

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| Prerequisites          |  |
| Admission Requirements |  |

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| Language of Instruction | French   |
| Course Type             | Elective   |
| Course Level            | Bachelor Degree  |
| Objective               | To allow the student, through the critical acquisition of knowledge from fields related to marketing, to deepen its understanding of marketing, its tools and developments. The course tries, from a critical perspective, to analyze the main contributions of social sciences to marketing. A particular focus is put on social psychology.  |
| Content                 | <p>Course Content</p> <p>Part 1. Consumers' or potential customers' decision</p> <ol style="list-style-type: none"> <li>1. Perception</li> <li>2. Learning and memorizing</li> <li>3. Representations</li> <li>4. Attitudes</li> <li>5. The decision process</li> </ol> <p>Part 2. Consumption and satisfaction</p> <ol style="list-style-type: none"> <li>1. Analysis of the impact of situational factors</li> <li>2. Consumer Experiences</li> <li>3. Satisfaction</li> <li>4. Behavior and post-purchase decisions</li> </ol> <p>Part 3. Firm strategies: towards new analytical perspectives</p> <ol style="list-style-type: none"> <li>1. The market analysis</li> <li>1. Strategic marketing analysis</li> <li>2. Communication policies</li> <li>3. Brand strategies</li> <li>4 From the marketing mix to new analytical perspectives</li> </ol> <p>Part 4. Industrial Marketing Analysis</p> <p>cases</p> |

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| References | <p>The summaries of the courses, complementary informations, articles are at disposal of the student on the website: uni.gsu.edu.tr or on Microsoft Teams</p> <ul style="list-style-type: none"> <li>- the works of Philip Kotler (especially Marketing Management)</li> <li>- For the analysis of consumer's behavior</li> <li>- Derbaix C., Brée J., 2000, Comportement du consommateur, Présentation de textes choisis, Collection Gestion, Economica.</li> <li>- Ladwein R., 1999, Le comportement du consommateur er de l'acheteur, Collection Gestion, Economica.</li> <li>- Darpy D., Volle P., 2003, Comportements du consommateur, concepts et outils, collection Gestion Sup, Dunod.</li> </ul> <p>For marketing understanding</p> <p>Baker M.J. , 2000, Marketing Theory, a student text.</p> <p>Tadajewsky M., Brownlie D. (eds) 2008, Critical Marketing. Issues in contemporary marketing, Wiley.</p> <p>Penaloza, L., Toulouse N., Visconti L.M. (eds), 2011, Marketing Management: A cultural perspective, Routledge.</p> <p>Lehu J.-M. (sous la coordination de), 2011, MBA Marketing, Eyrolles, Editions d'Organisations</p> <p>Marion G., 2004, Idéologie Marketing, Mal du siècle, Edition Eyrolles</p> <p>Badot O., Cova B., 2009, Le néo-marketing, reloaded, Edition EMS Management et Société</p> <p>Marion G. et al., 2003, Antimanuel de Marketing, Editions d'Organisation</p> |
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### Theory Topics

| Week | Weekly Contents |
|------|-----------------|
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