

Content

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|----------------------|----------|--------|----------|-----|--------|------|
| ML516 | Marketing Management | 2 | 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 | Marketing is one of the core activities for businesses. Today, the meaning of marketing has transformed from a logistics-based concept in the 1920s to a concept that includes and affects the stakeholders of the business—customers, employees, shareholders, intermediaries, and even society. This course covers marketing strategies and marketing mix policies. |
| Content | Week 1: Marketing and Basic Concepts; Strategic Planning Week 2: Competitive Strategies Week 3: Product Strategies Week 4: Product Mix Decisions and New Product Management; Service Strategies Week 5: Customer Relationship Management Week 6: Brand Management Week 7: Midterm Exam Week 8: Pricing Week 9: Distribution and Supply Chain Management; Retail Management Week 10: Marketing Communication; Promotion Week 11: Advertisement Week 12: Presentation Week 13: Presentation Week 14: Presentation |
| References | Marketing Management, 13th Ed. by Kotler/Keller, Prentice-Hall Principles of Marketing 13th Ed. by Kotler/Armstrong, Pearson Education |

Theory Topics

| Week | Weekly Contents |
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| 1 | Marketing and Basic Concepts; Strategic Planning |

| Week | Weekly Contents |
|-------------|--|
| 2 | Competitive Strategies |
| 3 | Product Strategies |
| 4 | Product Mix Decisions and New Product Management; Service Strategies |
| 5 | Customer Relationship Management |
| 6 | Brand Management |
| 7 | Midterm Exam |
| 8 | Pricing |
| 9 | Distribution and Supply Chain Management; Retail Management |
| 10 | Marketing Communication; Promotion |
| 11 | Advertisement |
| 12 | Presentation |
| 13 | Presentation |
| 14 | Presentation |