**Content**

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
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| 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<br><br>Week 2: Competitive Strategies<br><br>Week 3: Product Strategies<br><br>Week 4: Product Mix Decisions and New Product Management; Service Strategies<br><br>Week 5: Customer Relationship Management<br><br>Week 6: Brand Management<br><br>Week 7: Midterm Exam<br><br>Week 8: Pricing<br><br>Week 9: Distribution and Supply Chain Management; Retail Management<br><br>Week 10: Marketing Communication; Promotion<br><br>Week 11: Advertisement<br><br>Week 12: Presentation<br><br>Week 13: Presentation<br><br>Week 14: Presentation |
| References | Marketing Management, 13th Ed. by Kotler/Keller, Prentice-Hall<br><br>Principles of Marketing 13th Ed. by Kotler/Armstrong, Pearson Education |

**Theory Topics**

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

| Week | Weekly Contents |
|---|---|
| 8 | Pricing |
| 9 | Distribution and Supply Chain Management; Retail Management |
| 10 | Marketing Communication; Promotion |
| 11 | Advertisement |
| 12 | Presentation |
| 13 | Presentation |
| 14 | Presentation |