

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 581	Marketing Principles	2	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.

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

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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
- 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.

