

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G341	Principles of Marketing	5	3	0	0	3	5

Prerequisites	
Admission Requirements	

Language of Instruction	French
Course Type	Compulsory
Course Level	Bachelor Degree
Objective	1. To develop an understanding of the fundamental concepts and processes of marketing by questioning them not only in their functional aspects but also in terms of value creation and their social impacts; 2. To develop analytical thinking by examining the environmental factors shaping markets and consumer behavior within their economic, social, and cultural contexts; 3. To develop the ability to interpret marketing strategy decisions (such as segmentation, targeting, and positioning) in light of ethical responsibilities and sustainability principles; 4. To provide an initial perspective for critically evaluating marketing research processes and fostering a data-driven yet responsible decision-making approach; 5. To lay the groundwork for developing more conscious and responsible marketing approaches by evaluating digital transformation and contemporary marketing practices in terms of their social impacts and inclusivity dimensions.
Content	Within the scope of this course, the fundamental concepts of marketing and marketing activities are examined from the perspectives of value creation, ethics, and responsibility. The changing role of marketing is also explored in the context of current issues such as digitalization and sustainability. The course aims to enable students to develop the knowledge and approaches they acquire through practical activities and presentations.
References	Mercator. Baynast, Lévy & Lu, Dunod. Principes de Marketing. Armstrong & Kotler, Pearson. Principles of Marketing. Philip Kotler, Gary Armstrong & Sridhar Balasubramanian, Pearson.

Theory Topics

Week	Weekly Contents
1	Introduction and Fundamental Concepts of Marketing
2	Marketing in the Context of Value Creation, Influence, and Professional Ethics
3	The Concept of the Market and the Marketing Environment
4	Marketing Planning
5	Market Segmentation, Targeting, and Positioning
6	Consumer Research
7	Marketing Information Systems and Marketing Research
8	Midterm
9	Consumer Behavior
10	Consumer Behavior
11	Digitalization and Marketing
12	Sustainability and Responsible Marketing
13	Presentations
14	Presentations