Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
ML513	Marketing Principles	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	This course aims to develop students' analytical and critical thinking skills in marketing science by introducing the fundamental principles of marketing.
Content	Within the scope of the course, topics such as marketing concepts, marketing strategy, the marketing environment, marketing information systems, marketing research, and consumer behavior, which need to be understood to develop effective marketing strategies, will be covered. Particular emphasis will also be placed on prominent subfields of marketing, such as international marketing and sustainable marketing.
References	o Philip Kotler & Gary Armstrong, Principles of Marketing, Pearson. o Mehmet Karafakıoğlu, Pazarlama İlkeleri, Beta.

Theory Topics

Week	Weekly Contents
1	Introduction and Concepts
2	Fundamental Concepts in Marketing
3	The Role and Importance of Marketing Strategy in Businesses
4	Marketing Environment
5	Marketing Information Systems and Marketing Research
6	Marketing Research
7	Marketing Environment Analysis
8	Consumer Behavior
9	Consumer Behavior
10	Midterm exam
11	Market Segmentation, Targeting, and Positioning
12	Current Subfields of Marketing
13	Student presentations
14	Student presentations