Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 741	Marketing Theory	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	The aim of this course is to examine the foundational and contemporary concepts and theories that have emerged throughout the historical development of the marketing discipline, to explore the theoretical and intellectual transformations that marketing has undergone since its emergence as an academic discipline, and to enable students to critically evaluate marketing theories.
Content	Week 1 Introduction Week 2 The Concept of Marketing and the Historical Development of Marketing Thought Week 3 Marketing Theory Week 4 Marketing Theory Week 5 Marketing Theory Week 6 Service-Dominant Logic Week 7 Assignment Presentation Week 8 Midterm Week 9 Consumption and Consumer Behavior Week 10 Interpretive and Critical Approaches Week 11 Interpretive and Critical Approaches Week 12 Interpretive and Critical Approaches Week 13 Assignment Presentation Week 14 Project Presentation
References	Principles of Marketing, Philip Kotler, Gary Armstrong & Sridhar Balasubramanian, Pearson. Marketing Management, A Cultural Perspective, Second Edition, Edited by Luca M. Visconti, Lisa Penaloza & Nil Toulouse Marketing Theory, Evalution and Evaluation, Jagdish N. Seth, Atul Parvatiyar & Can Uslay.

Theory Topics

Week	Weekly Contents
1	Introduction
2	The Concept of Marketing and the Historical Development of Marketing Thought
3	Marketing Theory
4	Marketing Theory
5	Marketing Theory
6	Service-Dominant Logic
7	Assignment Presentation
8	Midterm
9	Consumption and Consumer Behavior
10	Interpretive and Critical Approaches
11	Interpretive and Critical Approaches
12	Interpretive and Critical Approaches
13	Assignment Presentation

Week	Weekly Contents
14	Project Presentation