Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
MİI601	Marketing Management	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

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 Week 2: Competitive Strategies Week 3: Product Strategies Week 4: Product Mix Decisions and New Product Management; Service Strategies Week 5: Customer Relationship Management Week 6: Brand Management Week 7: Midterm Exam Week 8: Pricing Week 9: Distribution and Supply Chain Management; Retail Management Week 10: Marketing Communication; Promotion Week 11: Advertisement Week 12: Presentation Week 13: Presentation Week 14: Presentation
References	Marketing Management, 13th Ed. by Kotler/Keller, Prentice-Hall 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