Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
ML513	Marketing Principles	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	This course aims to teach the fundamental principles and strategies of marketing.
Content	Week 1. The Historical Development and Definition of Marketing Week 2. The New Concepts in Marketing Week 3. The New Concepts in Marketing Week 4. The Importance of Marketing Week 5. The Importance of Consumer Week 6. The Importance of Consumer Week 7. Mid-term Exam Week 8.The Market Concept and Segmentation Week 9. The Marketing Environment Week 10. The Marketing Information System Week 11. Marketing Research Week 12. Marketing Planning Week 13. Marketing Strategies Week 14. Marketing Strategies
References	? Principles of Marketing, Philip Kotler & Gary Armstrong ? Marketing, Jean Pierrre Helfer, Jacques Orsoni ? Le Marketing Fondements et Pratique, Pierre-Louis Dubois, Alain Jolibert ? Pazarlama İlkeleri, Mehmet Karafakioğlu

Theory Topics

Week	Weekly Contents
1	The Historical Development and Definition of Marketing
2	The New Concepts in Marketing
3	The New Concepts in Marketing
4	The Importance of Marketing
5	The Importance of Consumer
6	The Importance of Consumer
7	Mid-term Exam
8	The Market Concept and Segmentation

Week	Weekly Contents
9	The Marketing Environment
10	The Marketing Information System
11	Marketing Research
12	Marketing Planning
13	Marketing Strategies
14	Marketing Strategies