

Content

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

|                        |  |
|------------------------|--|
| Prerequisites          |  |
| Admission Requirements |  |

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

## 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                    |
| 9    | The Marketing Environment                              |
| 10   | The Marketing Information System                       |
| 11   | Marketing Research                                     |
| 12   | Marketing Planning                                     |
| 13   | Marketing Strategies                                   |
| 14   | Marketing Strategies                                   |