

Content

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|--------|----------|-----|--------|------|
| G342 | Marketing Management | 6 | 3 | 0 | 0 | 3 | 5 |
| Prerequisites | G341 | | | | | | |
| Admission Requirements | G341 | | | | | | |
| Language of Instruction | Turkish | | | | | | |
| Course Type | Compulsory | | | | | | |
| Course Level | Bachelor Degree | | | | | | |
| Objective | This course aims to teach the fundamental policies related with marketing management. | | | | | | |
| Content | <p>Week 1. Product Policies</p> <p>Week 2. Product Policies</p> <p>Week 3. Pricing Policies</p> <p>Week 4. Pricing Policies</p> <p>Week 5. Distribution Policies</p> <p>Week 6. Distribution Policies</p> <p>Week 7. Mid-term Exam</p> <p>Week 8. Retailing Management</p> <p>Week 9. Logistic Management</p> <p>Week 10. Promotion Policies</p> <p>Week 11. Sales Management</p> <p>Week 12. Advertising Management</p> <p>Week 13. International marketing</p> <p>Week 14. Marketing Ethics</p> | | | | | | |
| References | <p>? Principles of Marketing, Philip Kotler & 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 | Product Policies |
| 2 | Product Policies |
| 3 | Pricing Policies |

| Week | Weekly Contents |
|-------------|-------------------------|
| 4 | Pricing Policies |
| 5 | Distribution Policies |
| 6 | Distribution Policies |
| 7 | Mid-term Exam |
| 8 | Retailing Management |
| 9 | Logistic Management |
| 10 | Promotion Policies |
| 11 | Sales Management |
| 12 | Advertising Management |
| 13 | International marketing |
| 14 | Marketing Ethics |