## 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	Week 1. Product Policies	
	Week 2. Product Policies	
	Week 3. Pricing Policies	
	Week 4. Pricing Policies	
	Week 5. Distribution Policies	
	Week 6. Distribution Policies	
	Week 7. Mid-term Exam	
	Week 8.Retailing Management	
	Week 9. Logistic Management	
	Week 10. Promotion Policies	
	Week 11. Sales Management	
	Week 12. Advertising Management	
	Week 13. International marketing	
	Week 14. Marketing Ethics	
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	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