

## Content

| Course Code | Course Name          | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|----------------------|----------|--------|----------|-----|--------|------|
| G342        | Marketing Management | 6        | 3      | 0        | 0   | 3      | 5    |

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|------------------------|------|
| Prerequisites          | G341 |
| Admission Requirements | G341 |

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|-------------------------|--|
| 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<br>Week 2. Product Policies<br>Week 3. Pricing Policies<br>Week 4. Pricing Policies<br>Week 5. Distribution Policies<br>Week 6. Distribution Policies<br>Week 7. Mid-term Exam<br>Week 8. Retailing Management<br>Week 9. Logistic Management<br>Week 10. Promotion Policies<br>Week 11. Sales Management<br>Week 12. Advertising Management<br>Week 13. International marketing<br>Week 14. Marketing Ethics |
| References              | ? Principles of Marketing, Philip Kotler & Gary Armstrong<br>? Marketing, Jean Pierre Helfer, Jacques Orsoni<br>? Le Marketing Fondements et Pratique, Pierre-Louis Dubois, Alain Jolibert<br>? Pazarlama İlkeleri, Mehmet Karafakioğlu  |

## Theory Topics

| Week | Weekly Contents  |
|------|------------------|
| 1    | Product Policies |
| 2    | Product Policies |
| 3    | Pricing Policies |

| <b>Week</b> | <b>Weekly Contents</b>  |
|-------------|-------------------------|
| 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        |