

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G448	Advanced Marketing	8	3	0	0	3	5

Prerequisites

Admission Requirements

Language of Instruction French

Course Type Elective

Course Level Bachelor Degree

Objective To allow the student, through the critical acquisition of knowledge from fields related to marketing, to deepen its understanding of marketing, its tools and developments. The course tries, from a critical perspective, to analyze the main contributions of social sciences to marketing. A particular focus is put on social psychology.

Course Content

Part 1. Consumers' or potential customers' decision

1. Perception
2. Learning and memorizing
3. Representations
4. Attitudes
5. The decision process

Part 2. Consumption and satisfaction

1. Analysis of the impact of situational factors
2. Consumer Experiences
3. Satisfaction
4. Behavior and post-purchase decisions

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Part 3. Firm strategies: towards new analytical perspectives

1. The market analysis
1. Strategic marketing analysis
2. Communication policies
3. Brand strategies
- 4 From the marketing mix to new analytical perspectives

Part 4. Industrial Marketing Analysis

cases

The summaries of the courses, complementary informations, articles are at disposal of the student on the website: uni.gsu.edu.tr

- the works of Philip Kotler (especially Marketing Management)
- For the analysis of consumer's behavior
- Derbaix C., Brée J., 2000, Comportement du consommateur, Présentation de textes choisis, Collection Gestion, Economica.
- Ladwein R., 1999, Le comportement du consommateur er de l'acheteur, Collection Gestion, Economica.
- Darpy D., Volle P., 2003, Comportements du consommateur, concepts et outils, collection Gestion Sup, Dunod.

References

For marketing understanding

Baker M.J. , 2000, Marketing Theory, a student text.
Tadajewsky M., Brownlie D. (eds) 2008, Critical Marketing. Issues in contemporary marketing, Wiley.
Penaloza, L., Toulouse N., Visconti L.M. (eds), 2011, Marketing Management: A cultural perspective, Routledge.
Lehu J-.M. (sous la coordination de), 2011, MBA Marketing, Eyrolles, Editions d'Organisations
Marion G., 2004, Idéologie Marketing, Mal du siècle, Edition Eyrolles
Badot O., Cova B., 2009, Le néo-marketing, reloaded, Edition EMS Management et Société
Marion G. et al., 2003, Antimanuel de Marketing, Editions d'Organisation

Theory Topics

Week

Weekly Contents