

Content

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|----------------------|----------|--------|----------|-----|--------|------|
| G546 | Marketing Strategies | 2 | 3 | 0 | 0 | 3 | 7 |

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

| | |
|-------------------------|--|
| Language of Instruction | Turkish |
| Course Type | Elective |
| Course Level | Masters Degree |
| Objective | This course aims to teach the fundamental policies related with marketing management. |
| Content | <p>Week 1. Product Policies- Theory and Case study discussions</p> <p>Week 2. Product Policies- Theory and Case study discussions</p> <p>Week 3. Pricing Policies- Theory and Case study discussions</p> <p>Week 4. Pricing Policies- Theory and Case study discussions</p> <p>Week 5. Distribution Policies- Theory and Case study discussions</p> <p>Week 6. Distribution Policies- Theory and Case study discussions</p> <p>Week 7. Mid-term Exam</p> <p>Week 8. Retailing Management- Theory and Case study discussions</p> <p>Week 9. Logistic Management- Theory and Case study discussions</p> <p>Week 10. Promotion Policies- Theory and Case study discussions</p> <p>Week 11. Sales Management- Theory and Case study discussions</p> <p>Week 12. Advertising Management- Theory and Case study discussions</p> <p>Week 13. International marketing- Theory and Case study discussions</p> <p>Week 14. Marketing Ethics- Theory and Case study discussions</p> |
| References | <p>? Principles of Marketing, Philip Kotler & Gary Armstrong</p> <p>? Le Marketing Stratégique, Jean Jacques Lambert</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- Theory and Case study discussions |
| 2 | Product Policies- Theory and Case study discussions |
| 3 | Pricing Policies- Theory and Case study discussions |
| 4 | Pricing Policies- Theory and Case study discussions |
| 5 | Distribution Policies- Theory and Case study discussions |
| 6 | Distribution Policies- Theory and Case study discussions |
| 7 | Mid-term Exam |
| 8 | Retailing Management- Theory and Case study discussions |
| 9 | Logistic Management- Theory and Case study discussions |
| 10 | Promotion Policies- Theory and Case study discussions |
| 11 | Sales Management- Theory and Case study discussions |
| 12 | Advertising Management- Theory and Case study discussions |
| 13 | . International marketing- Theory and Case study discussions |
| 14 | Marketing Ethics- Theory and Case study discussions |