

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	Week 1. Product Policies- Theory and Case study discussions Week 2. Product Policies- Theory and Case study discussions Week 3. Pricing Policies- Theory and Case study discussions Week 4. Pricing Policies- Theory and Case study discussions Week 5. Distribution Policies- Theory and Case study discussions Week 6. Distribution Policies- Theory and Case study discussions Week 7. Mid-term Exam Week 8. Retailing Management- Theory and Case study discussions Week 9. Logistic Management- Theory and Case study discussions Week 10. Promotion Policies- Theory and Case study discussions Week 11. Sales Management- Theory and Case study discussions Week 12. Advertising Management- Theory and Case study discussions Week 13. International marketing- Theory and Case study discussions Week 14. Marketing Ethics- Theory and Case study discussions
References	? Principles of Marketing, Philip Kotler & Gary Armstrong ? Le Marketing Stratégique, Jean Jacques Lambert ? Le Marketing Fondements et Pratique, Pierre-Louis Dubois, Alain Jolibert ? Pazarlama İlkeleri, Mehmet Karafakioğlu

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

Week	Weekly Contents
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