

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
Mİ601	Marketing Management	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	This course aims to teach the fundamental policies related with marketing management.
Content	<div>Week 1. Product Policies</div> <div>Week 2. Product Policies</div> <div>Week 3. Pricing Policies</div> <div>Week 4. Pricing Policies</div> <div>Week 5. Distribution Policies</div> <div>Week 6. Distribution Policies</div> <div>Week 7. Mid-term Exam</div> <div>Week 8.Retailing Management</div> <div>Week 9. Logistic Management</div> <div>Week 10. Promotion Policies</div> <div>Week 11. Sales Management</div> <div>Week 12. Advertising Management</div> <div>Week 13. International marketing</div> <div>Week 14. Marketing Ethics</div>
References	<div>Principles of Marketing, Philip Kotler & Gary Armstrong</div> <div>Marketing, Jean Pierrre Helfer, Jacques Orsoni</div> <div>Le Marketing Fondements et Pratique, Pierre-Louis Dubois, Alain Jolibert</div> <div>Pazarlama İlkeleri, Mehmet Karafakioğlu</div>

Theory Topics

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