Content

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|----------------------|----------|--------|----------|-----|--------|------|
| Mİ504 | Marketing Principles | 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 principles and strategies of marketing. | |
| Content | Week 1. The Historical Development and Definition of Marketing | |
| | Week 2. The New Concepts in Marketing | |
| | Week 3. The New Concepts in Marketing | |
| | Week 4. The Importance of Marketing | |
| | Week 5. The Importance of Consumer | |
| | Week 6. The Importance of Consumer | |
| | Week 7. Mid-term Exam | |
| | Week 8.The Market Concept and Segmentation | |
| | Week 9. The Marketing Environment | |
| | Week 10. The Marketing Information System | |
| | Week 11. Marketing Research | |
| | Week 12. Marketing Planning | |
| | Week 13. Marketing Strategies | |
| | Week 14. Marketing Strategies | |
| References | ? Principles of Marketing, Philip Kotler & Gary Armstrong | |
| | ? Marketing, Jean Pierrre Helfer, Jacques Orsoni | |
| | ? Le Marketing Fondements et Pratique, Pierre-Louis Dubois, Alain Jolibert ? Pazarlama İlkeleri, Mehmet Karafakioğlu | |

Theory Topics

| Week | Weekly Contents | |
|------|--|--|
| 1 | The Historical Development and Definition of Marketing | |
| 2 | The New Concepts in Marketing | |
| 3 | The New Concepts in Marketing | |

| Week | Weekly Contents |
|------|-------------------------------------|
| 4 | The Importance of Marketing |
| 5 | The Importance of Consumer |
| 6 | The Importance of Consumer |
| 7 | Mid-term Exam |
| 8 | The Market Concept and Segmentation |
| 9 | The Marketing Environment |
| 10 | The Marketing Information System |
| 11 | Marketing Research |
| 12 | Marketing Planning |
| 13 | Marketing Strategies |
| 14 | Marketing Strategies |