

Content

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|----------------------|----------|--------|----------|-----|--------|------|
| MI601 | Marketing Management | 1 | 3 | 0 | 0 | 3 | 6 |

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| Prerequisites | |
| Admission Requirements | |

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| 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</p> <p>Week 2. Product Policies</p> <p>Week 3. Pricing Policies</p> <p>Week 4. Pricing Policies</p> <p>Week 5. Distribution Policies</p> <p>Week 6. Distribution Policies</p> <p>Week 7. Mid-term Exam</p> <p>Week 8. Retailing Management</p> <p>Week 9. Logistic Management</p> <p>Week 10. Promotion Policies</p> <p>Week 11. Sales Management</p> <p>Week 12. Advertising Management</p> <p>Week 13. International marketing</p> <p>Week 14. Marketing Ethics</p> |
| References | <p>Principles of Marketing, Philip Kotler & Gary Armstrong</p> <p>Marketing, Jean Pierre Helfer, Jacques Orsoni</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 |
| 2 | Product Policies |
| 3 | Pricing Policies |

| Week | Weekly Contents |
|------|-------------------------|
| 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 |