## Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
Mİ601	Marketing Management	1	3	0	0	3	6

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	
	Week 2. Product Policies	
	Week 3. Pricing Policies	
	Week 4. Pricing Policies	
	Week 5. Distribution Policies	
	Week 6. Distribution Policies	
	Week 7. Mid-term Exam  Week 8.Retailing Management	
	Week 9. Logistic Management	
	Week 10. Promotion Policies	
Week 11. Sales Management  Week 12. Advertising Management		
	Week 14. Marketing Ethics	
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 İkeleri, Mehmet Karafakioğlu	

## **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