

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	<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