## Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 741	Marketing Theory	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish	
Course Type	Elective	
Course Level	Doctoral Degree	
Objective	This course aims to teach the fundamental principles and strategies of marketing.	
Content	Week 1. The Historical Development of Marketing	
	Week 2. The philosophical approaches to marketing	
	Week 3. The philosophical approaches to marketing	
	Week 4. Innovation and marketing	
	Week 5. The new concepts in marketing	
	Week 6. The Importance of Consumer	
	Week 7. Mid-term Exam	
	Week 8.The Market Concept: Segmentation/target market and positioning	
	Week 9. Marketing planning and marketing strategy	
	Week 10. Marketing Research	
	Week 11. Product policy	
	Week 12. Pricing policy	
	Week 13. Distribution policy	
	Week 14. Communication policy	
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 ? Marketing Theory, Jagdith Sheth ? Marketing Theory, Shelby Hunt	

## **Theory Topics**

Week	Weekly Contents
1	The Historical Development of Marketing

Week	Weekly Contents	
2	The philosophical approaches to marketing	
3	The philosophical approaches to marketing	
4	Innovation and marketing	
5	The new concepts in marketing	
6	The Importance of Consumer	
7	Mid-term Exam	
8	The Market Concept: Segmentation/target market and positioning	
9	Marketing planning and marketing strategy	
10	Marketing Research	
11	Product policy	
12	Pricing policy	
13	Distribution policy	
14	Communication policy	