

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
PM541	Introduction to Marketing	1	3	0	0	3	7

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	<p>Week 1. The Historical Development and Definition of Marketing</p> <p>Week 2. The New Concepts in Marketing</p> <p>Week 3. The New Concepts in Marketing</p> <p>Week 4. The Importance of Marketing</p> <p>Week 5. The Importance of Consumer</p> <p>Week 6. The Importance of Consumer</p> <p>Week 7. Mid-term Exam</p> <p>Week 8.The Market Concept and Segmentation</p> <p>Week 9. The Marketing Environment</p> <p>Week 10. The Marketing Information System</p> <p>Week 11. Marketing Research</p> <p>Week 12. Marketing Planning</p> <p>Week 13. Marketing Strategies</p> <p>Week 14. Marketing Strategies</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	The Historical Development and Definition of Marketing
2	The New Concepts in Marketing
3	The New Concepts in Marketing
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