Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 581	Marketing Principles	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	The definition of purchasing will be given and the importance of “Positioning” in sustaining competitive advantage will be explained on detail. Positioning strategies and their executional areas will be presented via cases. Levels of “product” will be defined and socalled levels will be explained on detail. Strategic importance of product line and product line extention decisions will be explained. PLC (product line cycle) stages will be explained in detail: product pricing policies will be defined in general will be explained and their importance in marketing decision will be discussed via cases. Competitive strategies will be defined in general.
Content	Week 1. “Positioning” and its importance in creating competitive advantage Week 2. “Positioning” strategies, choosing and executing the right strategy for the brand Week 3. Defining the product in various levels. Week 4. Product classification, individual product decisions 1) Product attitudes. Week 5. 2) Branding and branding strategies Week 6. 3) Packaging 4) After sale service Week 7. Mid-term exam Week 8. Product line and product mix decisions Week 9. Service marketing Week 10. PLC strategies and stages I Week 11. PLC strategies and stages II Week 12. Product placing periods Week 13. Distribution channels and logistics Week 14. Competitive strategies.
References	Kotler, P., Armstrong, G. (2012). Principles of Marketing, New Jersey: Prentice Hall. related academic articles

Theory Topics

Week	Weekly Contents
1	Week 1. “Positioning” and its importance in creating competitive advantage
2	Week 2. “Positioning” strategies, choosing and executing the right strategy for the brand
3	Week 3. Defining the product in various levels
4	Week 4. Product classification, individual product decisions 1) Product attitudes
5	Week 5. 2) Branding and branding strategies
6	Week 6. 3) Packaging 4) After sale service
7	Week 7. Mid-term exam
8	Week 8. Product line and product mix decisions
9	Week 9. Service marketing

Week	Weekly Contents
10	Week 10. PLC strategies and stages I
11	Week 11. PLC strategies and stages II
12	Week 12. Product placing periods
13	Week 13. Distribution channels and logistics
14	Week 14. Competitive strategies.