

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G341	Principles of Marketing	5	3	0	0	3	5
Prerequisites							
Admission Requirements							
Language of Instruction Turkish							
Course Type	Compulsory						
Course Level	Bachelor Degree						
Objective	This course aims to teach the fundamental principles and strategies of marketing.						
	Week 1. The Historical Development and Definition of Marketing						
	Week 2. The New Concepts in Marketing						
	Week 3. The New Concepts in Marketing						
	Week 4. The Importance of Marketing						
	Week 5. The Importance of Consumer						
	Week 6. The Importance of Consumer						
	Week 7. Mid-term Exam						
Content	Week 8. The Market Concept and Segmentation						
	Week 9. The Marketing Environment						
	Week 10. The Marketing Information System						
	Week 11. Marketing Research						
	Week 12. Marketing Planning						
	Week 13. Marketing Strategies						
	Week 14. Marketing Strategies						
References	? Principles of Marketing, Philip Kotler & Gary Armstrong						
	? Marketing, Jean Pierre Helfer, Jacques Orsoni						
	? Le Marketing Fondements et Pratique, Pierre-Louis Dubois, Alain Jolibert						
	? Pazarlama İlkeleri, Mehmet Karafakioğlu						

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

