Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
ML513	Marketing Principles	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	
Content	
References	

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
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.