

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G342	Marketing Management	6	3	0	0	3	5

Prerequisites	G341
Admission Requirements	G341

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Bachelor Degree
Objective	This course aims to teach the fundamental policies related with marketing management.
Content	Week 1. Product Policies Week 2. Product Policies Week 3. Pricing Policies Week 4. Pricing Policies Week 5. Distribution Policies Week 6. Distribution Policies Week 7. Mid-term Exam Week 8.Retailing Management Week 9. Logistic Management Week 10. Promotion Policies Week 11. Sales Management Week 12. Advertising Management Week 13. International marketing Week 14. Marketing Ethics
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	Product Policies
2	Product Policies
3	Pricing Policies
4	Pricing Policies
5	Distribution Policies
6	Distribution Policies
7	Mid-term Exam
8	Retailing Management
9	Logistic Management
10	Promotion Policies
11	Sales Management
12	Advertising Management
13	International marketing
14	Marketing Ethics