Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G448	Advanced Marketing	6	3	0	0	3	5

Prerequisites	
Admission Requirements	

Language of Instruction	French
Course Type	Elective
Course Level	Bachelor Degree
Objective	To allow the student, through the critical acquisition of knowledge from fields related to marketing, to deepen its understanding of marketing, its tools and developments. The course tries, from a critical perspective, to analyze the main contributions of social sciences to marketing. A particular focus is put on social psychology.
Content	Course Content Part 1. Consumers' or potential customers' decision 1. Perception 2. Learning and memorizing 3. Representations 4. Attitudes 5. The decision process Part 2. Consumption and satisfaction 1. Analysis of the impact of situational factors 2. Consumer Experiences 3. Satisfaction 4. Behavior and post-purchase decisions Part 3. Firm strategies: towards new analytical perspectives 1. The market analysis 1. Strategic marketing analysis 2. Communication policies 3. Brand strategies 4 From the marketing mix to new analytical perspectives Part 4. Industrial Marketing Analysis cases
References	The summaries of the courses, complementary informations, articles are at disposal of the student on the website: uni.gsu.edu.tr - the works of Philip Kotler (especially Marketing Management) - For the analysis of consumer's behavior - Derbaix C., Brée J., 2000, Comportement du consommateur, Présentation de textes choisis, Collection Gestion, Economica. - Ladwein R., 1999, Le comportement du consommateur er de l'acheteur, Collection Gestion, Economica. - Darpy D., Volle P., 2003, Comportements du consommateur, concepts et outils, collection Gestion Sup, Dunod. For marketing understanding Baker M.J. , 2000, Marketing Theory, a student text. Tadajewsky M., Brownlie D. (eds) 2008, Critical Marketing. Issues in contempory marketing, Wiley.

	Penaloza, L., Toulouse N., Visconti L.M. (eds), 2011, Marketing Management: A cultural perspective, Routledge. Lehu J-.M. (sous la coordination de), 2011, MBA Marketing, Eyrolles, Editions d'Organisations Marion G., 2004, Idéologie Marketing, Mal du siècle, Edition Eyrolles Badot O., Cova B., 2009, Le néo-marketing, reloaded, Edition EMS Management et Société Marion G. et al., 2003, Antimanuel de Marketing, Editions d'Organisation

Theory Topics

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