## Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G546	Marketing Strategies	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish	
Course Type	Elective	
Course Level	Masters Degree	
Objective	This course aims to teach the fundamental policies related with marketing management.	
Content	Week 1. Product Policies- Theory and Case study discussions	
	Week 2. Product Policies- Theory and Case study discussions	
Week 3. Pricing Policies- Theory and Case study discussions		
	Week 4. Pricing Policies- Theory and Case study discussions	
	Week 5. Distribution Policies- Theory and Case study discussions	
	Week 6. Distribution Policies- Theory and Case study discussions	
	Week 7. Mid-term Exam	
	Week 8.Retailing Management- Theory and Case study discussions	
	Week 9. Logistic Management- Theory and Case study discussions	
	Week 10. Promotion Policies- Theory and Case study discussions	
	Week 11. Sales Management- Theory and Case study discussions	
	Week 12. Advertising Management- Theory and Case study discussions	
	Week 13. International marketing- Theory and Case study discussions	
	Week 14. Marketing Ethics- Theory and Case study discussions	
References	? Principles of Marketing, Philip Kotler & Gary Armstrong	
	? Le Marketing Stratégique, Jean Jacques Lambert	
	? Le Marketing Fondements et Pratique, Pierre-Louis Dubois, Alain Jolibert ? Pazarlama İlkeleri, Mehmet Karafakioğlu	

## **Theory Topics**

Week	Weekly Contents
1	Product Policies- Theory and Case study discussions
2	Product Policies- Theory and Case study discussions
3	Pricing Policies- Theory and Case study discussions

Week	Weekly Contents
4	Pricing Policies- Theory and Case study discussions
5	Distribution Policies- Theory and Case study discussions
6	Distribution Policies- Theory and Case study discussions
7	Mid-term Exam
8	Retailing Management- Theory and Case study discussions
9	Logistic Management- Theory and Case study discussions
10	Promotion Policies- Theory and Case study discussions
11	Sales Management- Theory and Case study discussions
12	Advertising Management- Theory and Case study discussions
13	. International marketing- Theory and Case study discussions
14	Marketing Ethics- Theory and Case study discussions