Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
Mİ504	Marketing Principles	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	The aim of this course is to teach the changes in the definition of marketing, marketing approaches and principles and policies related to marketing. Within the scope of this course, it is aimed that students will have a marketing perspective by analyzing the basic principles of marketing.
Content	Week 1. Marketing and Basic Concepts Week 2. Marketing and Basic Concepts Week 3. Strategic Planning and Marketing Process Week 4. Marketing Environment Week 5. Marketing Environment Week 6. Marketing Information System and Marketing Research Week 7. Marketing Information System and Marketing Research Week 8. Consumer Behavior Week 9. Midterm Exam Week 10. Consumer Behavior/ Organizational Customer Behavior Week 11. Marketing Segmentation, Targeting and Positioning Week 12. Marketing Segmentation, Targeting and Positioning Week 13. International Marketing Week 14. Marketing and Ethics
References	Philip Kotler ve Gary Armstrong, Principles of Marketing, Pearson Education, New Jersey.

Theory Topics

Week	Weekly Contents
1	Marketing and Basic Concepts
2	Marketing and Basic Concepts
3	Strategic Planning and Marketing Process
4	Marketing Environment
5	Marketing Environment
6	Marketing Information System and Marketing Research
7	Marketing Information System and Marketing Research
8	Consumer Behavior
9	Midterm Exam
10	Consumer Behavior/ Organizational Customer Behavior
11	Marketing Segmentation, Targeting and Positioning
12	Marketing Segmentation, Targeting and Positioning
13	International Marketing
14	Marketing and Ethics