

Content

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------------------|---|----------|--------|----------|-----|--------|------|
| GE 741 | Marketing Theory | 1 | 3 | 0 | 0 | 3 | 7 |
| Prerequisites | | | | | | | |
| Admission Requirements | | | | | | | |
| Language of Instruction | Turkish | | | | | | |
| Course Type | Elective | | | | | | |
| Course Level | Doctoral Degree | | | | | | |
| Objective | This course aims to teach the fundamental principles and strategies of marketing. | | | | | | |
| Content | <p>Week 1. The Historical Development of Marketing</p> <p>Week 2. The philosophical approaches to marketing</p> <p>Week 3. The philosophical approaches to marketing</p> <p>Week 4. Innovation and marketing</p> <p>Week 5. The new concepts in marketing</p> <p>Week 6. The Importance of Consumer</p> <p>Week 7. Mid-term Exam</p> <p>Week 8. The Market Concept: Segmentation/target market and positioning</p> <p>Week 9. Marketing planning and marketing strategy</p> <p>Week 10. Marketing Research</p> <p>Week 11. Product policy</p> <p>Week 12. Pricing policy</p> <p>Week 13. Distribution policy</p> <p>Week 14. Communication policy</p> | | | | | | |
| References | <p>? Principles of Marketing, Philip Kotler & Gary Armstrong</p> <p>? Marketing, Jean Pierrre Helfer, Jacques Orsoni</p> <p>? Le Marketing Fondements et Pratique, Pierre-Louis Dubois, Alain Jolibert</p> <p>? Pazarlama İlkeleri, Mehmet Karafakioğlu</p> <p>? Marketing Theory, Jagdith Sheth</p> <p>? Marketing Theory, Shelby Hunt</p> | | | | | | |

Theory Topics

| Week | Weekly Contents |
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| 1 | The Historical Development of Marketing |

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|------|--|
| 2 | The philosophical approaches to marketing |
| 3 | The philosophical approaches to marketing |
| 4 | Innovation and marketing |
| 5 | The new concepts in marketing |
| 6 | The Importance of Consumer |
| 7 | Mid-term Exam |
| 8 | The Market Concept: Segmentation/target market and positioning |
| 9 | Marketing planning and marketing strategy |
| 10 | Marketing Research |
| 11 | Product policy |
| 12 | Pricing policy |
| 13 | Distribution policy |
| 14 | Communication policy |