

## 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 &amp; Gary Armstrong</p> <p>? Marketing, Jean Pierre 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
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