

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G541	Marketing Theory	1	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 principles and strategies of marketing.
Content	<p>Week 1. The definition of marketing</p> <p>Week 2. Major concepts in marketing</p> <p>Week 3. The New Concepts in Marketing</p> <p>Week 4. The Importance of Marketing</p> <p>Week 5. Consumer behavior</p> <p>Week 6. Consumer behavior</p> <p>Week 7. Mid-term Exam</p> <p>Week 8.The Market Concept and target market</p> <p>Week 9. Segmentation and positioning</p> <p>Week 10. The Marketing environment</p> <p>Week 11. Marketing Research</p> <p>Week 12. Marketing Planning</p> <p>Week 13. Marketing Strategies</p> <p>Week 14. Marketing and innovation</p>
References	<p>? Principles of Marketing, Philip Kotler & 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:Evolution and Evaluation, Jagdish N. Sheth, David M.Gardner, Denis E. Garrett</p>

Theory Topics

Week	Weekly Contents
1	The definition of marketing
2	Major concepts in marketing
3	The New Concepts in Marketing
4	The Importance of Marketing
5	Consumer behavior
6	Consumer behavior
7	Mid-term Exam
8	The Market Concept and target market
9	Segmentation and positioning
10	The Marketing environment
11	Marketing Research
12	Marketing Planning
13	Marketing Strategies
14	Marketing and innovation