Course Syllabus

Code - Course Title	**PZL310 - Marketing Management**
Course Type	VI. SEMESTER
Laboratory + Practice	3+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROF. DR. FATMA ZEYNEP ÖZATA, PROF. DR. NEZİHE FİGEN ERSOY ARCA

Mode of Delivery	The mode of delivery of this course is Face to face
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course.
Recommended Resources	1- P. Kotler, G. Armstrong, (2016), \"Pazarlama İlkeleri\", Beta, İstanbul (Cev. Edt: A. Ercan Gegez) 2- P. Kotler, K.L. Keller, (2015), \"Pazarlama Yönetimi\", Beta, İstanbul, (Cev. Edt: İbrahim Kırcova)3- J.P.Peter, J.H. Donnelly, Jr., (2016), \"Pazarlama Yönetimine Giriş\", Nobel, Ankara, (Cev. Edt: Aykan Candemir)4- A.H. İslamoğlu, (2013), \"Pazarlama Yönetimi:Stratejik Yaklaşım\", Beta, İstanbul5- Ö. Torlak, R. Altunışık, (2012), \"Pazarlama Stratejileri: Yönetsel Bir Yaklaşım\", Beta, İstanbul6- M. Karafakioğlu, (2005), \"Pazarlama İlkeleri\", Litertaür yayınları, İstanbul7- S. Kingsnorth, (2017), \"Dijital Pazarlama Stratejisi\", (Cev:Edt: Fahri Apaydın), Nobel, Ankara8- M. Solomon, \"(2020), \"Tüketici Davranışları\", (Cev: Edt: Nurettin Parıltı, Elif Akagün Ergin), Nobel, Ankara9- K.L. Keller, (2019), \"Stratejik Marka Yönetimi\", (Cev. Edt: Aykan Candemir), Nobel Ankara10- W.D. Perreault, Jr., J.P. Cannon, E.J.McCarthy, (2013), \"Pazarlamanın Temelleri\", (Cev. Edt:Asım Günal Önce), Nobel, Ankara11- N.F. Balta, (2006), \"Endüstriyel Pazarlama\", Nobel, Ankaraminate Markets, Apr 19, 2014, by Philip KotlerMarketing Jan 15, 2014, by Roger Kerin and Steven Hartley

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		A review of marketing principles and introduction to the marketing mix elements	
Week - 2		Introduction to product and service strategy	
Week - 3		New product development and product life cycle	
Week - 4		Brand and several aspects of branding	
Week - 5		Pricing products:Pricing considerations and approaches	
Week - 6		Pricing products:Pricing strategies	
Week - 7		Distribution channels management and strategies	
Week - 8		Distribution channels management and strategies	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 9		Integrated marketing communication strategy	
Week - 10		Advertising,sales promotion and public relations	
Week - 11		Personal selling and sales management	
Week - 12		Social Media	
Week - 13		Relationship Marketing	
Week - 14		Experimental Marketing	

Learning Outcomes

#	Learning Outcome
1	Define marketing and marketing management concepts;
2	Explain types and processes of marketing plans.
3	Explain product, price, place and promotion issues.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.