Course Syllabus

Code - Course Title	**PZL310 - Marketing Management**
Course Type	IV. SEMESTER
Laboratory + Practice	3+0
ECTS	**5.0**
Language of Instruction	İngilizce
Course Type	Required Courses

Mode of Delivery	The mode of delivery of this course is face to face
Prerequisites	Principle of Marketing course is prerequisite for Marketing Management.
Courses Recomended	There is no recommended optional programme component for this course.
Recommended Resources	Kotler, P. & Armstrong, G. (2018). Principles of Marketing (17th global edition). Harlow: PearsonÖztürk ve diğerleri (2018) Principles of Marketing (Ed: Öztürk, S. A) Eskişehir: T.C. Anadolu
Work Placement	N/A

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		A review of marketing principles and introduction to the marketing mix elements	
Week - 2		Product and service strategy	
Week - 3		Brand and several aspects of branding	
Week - 4		New product development and product life cycle	
Week - 5		Pricing products:Pricing considerations and approaches	
Week - 6		Pricing products:Pricing strategies	
Week - 7		Midterm week	
Week - 8		Marketing Channels	
Week - 9		Wholesaling and retailing	
Week - 10		Wholesaling and retailing	
Week - 11		Integrated marketing communication strategy	
Week - 12		Advertising,sales promotion and public relations	
Week - 13		Personal selling and sales management	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Evaluation of the semestre	

Learning Outcomes

#	Learning Outcome
1	explain the elements of marketing mix in detail.
2	evaluate the marketing mix strategies of companies.

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.