Course Syllabus

Code - Course Title	**PZL519 - Marketing Management and Strategies**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	DOÇ. DR. FEYZA AĞLARGÖZ

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	Bryon, S. (2017). Marketing: Theory, evidence, practice. (2nd edition). Oxford University Press. Bryon, S. (2021). Pazarlama - Yeni pazarlama, geleceğin pazarlaması. The Kitap Yayınları.Schlegelmilch, B. B., and Winer, R. S. (Eds.) (2021). The Routledge companion to strategic marketing. Routledge.Palmatier, R. W., and Sridhar, S. (2021). Marketing strategy. Based on first principles and data analytics. Red Globe Press.Ferrell, O.C., Hartline, M. D., and Hochstein, B. W. (2022). Marketing strategy: Text and Cases. (8th Edition). Cengage Learning. HBR's 10 Must Reads on Strategic Marketing (2013). Harvard Business Review Press. Stratejik Pazarlama (2016). Harvard Business Review Press (Çeviren: Melis İnan). Kotler, P., Armstrong, G. & Balasubramanian, S. (2021). Principles of Marketing (19th Global Edition).Pearson.Kotler, P. & Armstrong, G. (2018). Pazarlama İlkeleri (Çev. Ed: Ercan Gegez). Beta Yayınları.
Work Placement	N/A

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Marketing and its role	
Week - 2		History of marketing thought and practice	
Week - 3		Strategic marketing plan	
Week - 4		Collecting and analyzing marketing information	
Week - 5		Developing competitive advantage and strategic focus	
Week - 6		Consumers, market segmentation and target market	
Week - 7		Marketing program	
Week - 8		Branding and positioning	
Week - 9		Services	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 10		Advertising,sales promotion and public relations	
Week - 11		New products and innovation	
Week - 12		Ethics and social responsibility in marketing strategy	
Week - 13		Marketing implementation and control	
Week - 14		Develop and maintain long-term customer relationships	

Learning Outcomes

#	Learning Outcome
1	Defines marketing and marketing management concepts.
2	Recognizes evolution of marketing process.
3	Recognizes functions of marketing management.
4	Explains types and processes of marketing plans.
5	Defines consumer markets and industrial marketing.
6	Defines market analysis, demand forecasting, market segmentation and target marketing.
7	Recognizes demand measurement and demand forecasting.
8	Recognizes market segmentation and market segmentation strategies.
9	Explains 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

AKTS Workload

Activity	Duration (Hour)	Count	Workload
		Calculated ECTS	0

Assessment Method and Passing Requirements

No content has been provided.