Course Syllabus

Code - Course Title	**PZL548 - Main Approaches to Marketing Science**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROF. DR. BAYRAM ZAFER ERDOĞAN

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-Defining Marketing - (Mithat Üner)2-Domain of Marketing (Michael J. Baker)3-Marketing: Convict or Savior of Global Crises - (B.Zafer Erdoğan)4-A Generic Concept of Marketing (Philip Kotler) 5-Marketing as Exchange (Richard P. Bogazzi) 6-Evolution of the Marketing Concept (Michael J. Baker) 7-How Modern is Modern Marketing? Marketing's Evolution and the Myth of the "Production Era" (Ronald A. Fullerton) 8-Symbols for Sale (Sidney J. Levy) 9-Symbols of Substance, Source and Sorcery (Sidney J. Levy) 10-Social Class and Consumer Behavior (Sidney J. Levy)11- Nufüs Yapısı ve Sosyo-Ekonomik Statü Grupları (B.Zafer Erdoğan)12- Hane Halkı ve Aile Yaşam Döngüsü (AYD) Ölçekleri ile İçecek Tüketimi Harcamalarının Analizi (Şuayip Özdemir ve Celalettin Vatandaş)13-From Marketing Mix to Relationship Marketing Marketing: Towards a Paradigm Shift in Marketing (Christian Grönroos)14-Relationship Marketing as a Paradigm Shift: Some Conclusions from the 30R Approach (Evert Gummesson)15- İlişkisel Pazarlamanın Teorik Temelleri: Etkileşim ve Şebeke Yaklaşımları (Can Erkin Armutlu)16-Relationship Marketing Defined? An Examination of Current Relationship Marketing Definition (Michael John Harker) 17-Exit Services Marketing-Enter Service Marketing (Evert Gummesson) 18-Consumer Equity in Relationship Marketing (Isabelle Szmigin) 19-Is Relationship Marketing for Everyone? (Oliver Yau) 20-Relationship Marketing as an Ethical Approach: Philosophical and Managerial Considerations (Stella Kavalli, vd.)21-Bir İlişkisel Pazarlama Aracı Olarak Sanal Topluluklar (B. Zafer Erdoğan ve Tolga Torun) 22-İlişkisel Pazarlamada Bilgi Teknolojilerinin Kullanılması ve Bağlamsal Pazarlama Stratejisi (Hicran Özgüner Kılıç ve B. Zafer Erdoğan)23-Marketing Myopia (Theodore Levitt)24-Facts and Fallacy in Retention Marketing (Robert East)
Work Placement	N/A

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Intro-to-Class and Being Social Scientist	
Week - 2		1-Defining Marketing, 2-Domain of Marketing, 3-Marketing: Convict or Savior of Global Crises,	
Week - 3		4-A Generic Concept of Marketing, 5-Marketing as Exchange	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 4		6-Evolution of the Marketing Concept , 7-How Modern is Modern Marketing? Marketing's Evolution and the Myth of the "Production Era"	
Week - 5		8-Symbols for Sale, 9-Symbols of Substance, Source and Sorcery	
Week - 6		10-Social Class and Consumer Behavior , 11-Demographics and Socio-Economic Status Groups	
Week - 7		Midterms	
Week - 8		13-From Marketing Mix to Relationship Marketing Marketing: Towards a Paradigm Shift in Marketing 14-Relationship Marketing as a Paradigm Shift: Some Conclusions from the 30R Approach 15- Foundations of Relationship Marketing: Interaction and Network Approaches	
Week - 9		16-Relationship Marketing Defined? An Examination of Current Relationship Marketing Definition , 17-Exit Services Marketing-Enter Service Marketing	
Week - 10		18-Consumer Equity in Relationship Marketing), 19-Is Relationship Marketing for Everyone? , 20-Relationship Marketing as an Ethical Approach: Philosophical and Managerial Considerations	
Week - 11		21-Social Networks as A Tool for Relationship Marketing , 22-Using Information Technology in Relationship Marketing and Contextual Marketing	
Week - 12		23-Marketing Myopia , 24-Facts and Fallacy in Retention Marketing	
Week - 13		Overal Review of the Semester	
Week - 14		Final Exams	

Learning Outcomes

#	Learning Outcome
1	Comprehends the Main Approaches to Marketing Theory

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload

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.