Course Syllabus

Code - Course Title	**PZL547 - Marketing Strategy, Concepts and Practices**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	İngilizce
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. SEVGİ AYŞE ÖZTÜRK

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. However, Principle of Marketing course is suggested before Marketing management.
Courses Recomended	There is no recommended optional programme component for this course.
Recommended Resources	Kotler, P and Armstrong, G. (2012), Principles of Marketing 14. Edition. Pearson Prentice Hall Kotler, P. and Keller, K. (2013) Marketing Management. Global Edition, Pearson
Work Placement	N/A

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Defining the core concepts of marketing	
Week - 2		Managing customer relationship	
Week - 3		Strategic marketing planning	
Week - 4		Product and brand strategies	
Week - 5		New product development and product life cycle	
Week - 6		Pricing products:Pricing strategies	
Week - 7		Distribution channels	
Week - 8		Wholesaling and retailing	
Week - 9		Wholesaling and retailing	
Week - 10		Wholesaling and retailing	
Week - 11		Integrated marketing communication strategy	
Week - 12		Advertising,sales promotion and public relations	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 13		Personal selling and sales management	
Week - 14		International marketing	

Learning Outcomes

#	Learning Outcome
1	explain the marketing strategies
2	evaluate the marketing mix strategies of companies.
3	Can prepare a marketing plan for a product or service

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.