Course Syllabus

Code - Course Title	**PZL551 - Marketing Management**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. MİNE OYMAN

Mode of Delivery	The mode of delivery of this course is distance and online
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	It is suggested for students to take İŞL 543 Customer Relationship Management course.
Work Placement	Not Applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		The concept and the content of marketing management	
Week - 2		Marketing Management Approach and New Trends	
Week - 3		Analysis of Marketing Opportunities: Marketing Environment	
Week - 4		Analysis of Marketing Opportunities: Marketing Information System and Marketing Research	
Week - 5		Strategic planning and the marketing process	
Week - 6		Market types and consumer behavior	
Week - 7		Market segmentation, targeting and positoning strategies	
Week - 8		Product and Service Concept	
Week - 9		New product development and product life-cycle strategies	
Week - 10		Service marketing	
Week - 11		Distribution channels and retailing	
Week - 12		Pricing and pricing strategies	
Week - 13		Promotion	
Week - 14		International Marketing	

Learning Outcomes

#	Learning Outcome
1	Distinguishes the content of marketing and its approaches. -Defines the concept of marketing and its content. - Associates some concepts related to marketing. -Compares basic marketing approaches, -Illustrates new marketing trends.
2	Evaluates hot to determine market opportunities and target market. -Distinguishes environmental factors in marketing. -Explains marketing information system and marketing research. -Defines the types of market and consumer behaviors. -Illustrates market segmentation and strategies of target market selection. -Illustrates positioning strategies. -Defines the process of marketing planning.
3	Classifies the marketing mix offered by the business to the market. -Distinguishes the product and the services. -Illustrates product strategies. -Defines marketing channels and retailing. - Distinguishes the concept of pricing and its strategies. -Illustrates the promotion mix.
4	Describes international marketing. -Illustrates internationalization motives. -Distinguishes theories of internationalization. -Defines the environmental factors in international marketing. - Defines international marketing strategies.

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.