Course Syllabus

Code - Course Title	**PZY501 - Marketing Strategy and Management**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	DR. ÖĞR. ÜYESİ DİLŞAD KIRSELİOĞLU

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course
Courses Recomended	no
Work Placement	no

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		The concept and the content of marketing management	
Week - 2		Marketing Environment	
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.