Course Syllabus

Code - Course Title	**PZY504 - Industrial/B2B Marketing Strategies**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. NEZİHE FİGEN ERSOY ARCA

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. Phadtare, Milind T. (2014), Industrial Marketing-Phi, -Edn-22. Selvi Murat Selim, (2007), İlişkisel pazarlama, Detay Yayıncılık, Ankara3. Morris Michael H., (1992), Industrial and organizational marketing, MacMillan publishing Company, 2th.ed., New York4. Brennan Ross, Canning Louise, McDowell Raymond, (2011), Business to Business Marketing, 2th ed., Sage, London5. Weele Arjan J.Van, (2014), Satın alma ve tedarik zinciri yönetimi: analiz, strateji, planlama ve uygulama, 5. Basımdan çeviri, çev. Timuçin Binder, Çev. Editörü: Metin Çancı, Literatür yayınları, Ekim, İstanbul6. Robbins Stephen P., Judge Timothy A., (2013), Örgütsel Davranış, 14. Basımdan çeviri, Çeviri Editörü: Prof. Dr. İnci Erdem, Nobel, Ankara7. Balta Nezihe Figen, (2006), Endüstriyel Pazarlama, Nobel, Ankara8. Ersoy Nezihe Figen (2015) Endüstriyel/B2B Pazarlarda Müşteri Davranışları ve Satın alma Merkezi Analizi, Detay Yayıncılık, Ankara
Work Placement	N/A

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction to Industrial/B2B Marketing	
Week - 2		The Character of Industrial/B2B Marketing	
Week - 3		The Purchasing Function	
Week - 4		Organizational Buyer Behaviour	
Week - 5		Segmentation, Targeting and Positioning in Industrial/B2B Marketing	
Week - 6		Segmentation, Targeting and Positioning in Industrial/B2B Marketing	
Week - 7		Developing and managing products	
Week - 8		Industrial/B2B Marketing Channels	
Week - 9		Creating Customer Dialogue	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 10		Communication via Advertising	
Week - 11		Sales and sales management	
Week - 12		Industrial/B2B Pricing and Bargain/Negotiation	
Week - 13		Evaluating marketing efforts	
Week - 14		Customer retention and loyalty	

Learning Outcomes

#	Learning Outcome
1	define the industrial marketing concepts and principles.
2	analyze the consumer and industrial market.
3	explain the industrial marketing mix strategies that are possible for marketing managers.

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.