Course Syllabus

Code - Course Title	**PZY501 - Marketing Strategy and Management**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. BAYRAM ZAFER ERDOĞAN

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course
Courses Recomended	no
Recommended Resources	“Pazarlama Stratejileri: Yönetsel Bir Yaklaşım”, Editörler: Ömer Torlak ve Remzi Altunışık, 3. Baskı; Beta Basım Yayım Dağıtım, İstanbul.
Work Placement	no

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Strategy and Marketing	
Week - 2		Marketing Strategy and Sustainable Competitive Advantage	
Week - 3		Strategic Marketing Management and Planning	
Week - 4		Business Analysis	
Week - 5		Industry and Competition Analysis	
Week - 6		Customer Analysis	
Week - 7		MIDTERM	
Week - 8		Measuring Market Opportunities and Analysis of Market Attractiveness	
Week - 9		Competition and Positioning Strategies	
Week - 10		Product Life Cycle and Marketing Strategies - I	
Week - 11		Product Life Cycle and Marketing Strategies - II	
Week - 12		Marketing Strategies by Market Position	
Week - 13		Implementation of Marketing Strategies	
Week - 14		Evaluation of Marketing Strategies	

Learning Outcomes

#	Learning Outcome
1	Learn to think strategically about marketing decisions and develop marketing decisions, Customers will be able to implement competitiveness and markets using specialized analytical approaches and tools, Establish relationships between marketing and other functional areas of the business, At the license level, you can create an environment that integrates the information you have acquired in different areas with marketing.

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.