Course Syllabus

Code - Course Title	**PZL623 - Marketing Theory**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**7.5**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROF. DR. BAYRAM ZAFER ERDOĞAN

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	-Baker, Michael J. and Saren, Michael (2010). Marketing Theory: A Student Text. 2.Edition, Sage Publications Ltd, London.-Weitz, Barton and Wensley, Robin (2002). Handbook of Marketing, Sage Publications Ltd, Londra Only Chapters-1., 2. & 3.
Work Placement	N/A

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Intro-to-Course, Marketing as a Social Science	
Week - 2		1-Defining Marketing 2-Marketing-Philosophy or Function? 3-Domain of Marketing 4-The Role of Marketing and the Firm	
Week - 3		5-The Need for Theory in Marketing, 6-Marketing Theory, 7-On Rethinking Marketing: Our Discipline, Our Practice, Our Methods	
Week - 4		8-A Generic Concept of Marketing, 9-Marketing as Exchange,	
Week - 5		10-The progress of marketing from historical perspective to future 11-A History of Marketing Thought, 12-How Modern is Modern Marketing? Marketing’s Evolution and the Myth of the “Production Era”, Ronald A. Fullerton	
Week - 6		13-The Economic Basis of Marketing, 14-The Psychological Basis of Marketing, 15-The Sociological Basis of Marketing, 16-Cultural Aspects of Marketing, 17-Symbols for Sale	
Week - 7		18-Marketing-society Relationship, 19-An Institutional Aproach to Sustainable Marketing, 20-Marketing Ethics	
Week - 8		21-From Marketing Mix to Relational Marketing: Towards a Paradigm Shift in Marketing,, 22-Relationship Marketing as a Paradigm Shift: Some Conclusions from the 30R Approach, 23-Theorical Fundamentals of Relational Marketing: Interaction and Network Approaches	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 9		24-The Theoretical and Philosophical Underpinnings of RelationalMarketing, 25-An Alternative View of Relationship Marketing: A Framework for Ethical Analysis,	
Week - 10		26-The Value Concept and Relational Marketing, 27-Conceptualising Value Co-Creation: A Journey to the1970s and Back to the Future, 28-The Co-Creative Practice of Forming a Value Proposition	
Week - 11		29-Exit Services Marketing-Enter Service Marketing, 30-Evolving to a New Dominant Logic for Marketing	
Week - 12		31-Consumer Equity in Relational Marketing, 32-Marketing Myopia, 33-Marketing: Convict or Savior of Global Crises?	
Week - 13		Overview of the Semester	

Learning Outcomes

#	Learning Outcome
1	Comprehends the theories of Marketing
2	Understands the science of marketing and the methods it uses
3	Understands the Interaction of Marketing Science with Business and Society
4	Comprehends different approaches to marketing science
5	Realizes the role of marketing science in the value creation process

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

AKTS Workload

Activity	Duration (Hour)	Count	Workload
		Calculated ECTS	0

Assessment Method and Passing Requirements

No content has been provided.