Course Syllabus

Code - Course Title	**PZL619 - Strategic Marketing Decisions**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**7.5**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROF. DR. GÜLFİDAN BARIŞ

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	Literature Review
Work Placement	N/A

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction	
Week - 2		Corporate objectives and marketing planning	
Week - 3		Marketing as a Value Creation Process	
Week - 4		Customer value	
Week - 5		Competitive advantage and strategy	
Week - 6		Product decisons and strategy	
Week - 7		Price decisons and strategy	
Week - 8		Distribution decisons and strategy	
Week - 9		Promotion decisons and strategy	
Week - 10		Midterm exam	
Week - 11		Positioning and Branding	
Week - 12		Value chain and marketing	
Week - 13		Strategies for growth	
Week - 14		Case studies	

Learning Outcomes

#	Learning Outcome
1	Gains individual study characteristics.
2	Gets deeper knowledge about one case that he/she chooses.
3	Reports his/her study.
4	Performs numerous analaysis
5	Writes reports including analysis.

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.