Course Syllabus

Code - Course Title	**PZL523 - Marketing Management**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. FATMA ZEYNEP ÖZATA

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.
Work Placement	N/A

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Course Intro	
Week - 2		General concept and development of marketing and Marketing and Society	
Week - 3		Relationship Marketing and Customer Value	
Week - 4		Marketing environment and information system	
Week - 5		Customer Behaviour	
Week - 6		Marketing Management and Marketing Plan	
Week - 7		Segmentation and Targeting	
Week - 8		Marketing, Competition and Strategy	
Week - 9		Marketing Tactics-1:Product Development and Management	
Week - 10		Marketing Tactics-2:Price Management	
Week - 11		Marketing Tactics-3:Place Management	
Week - 12		Marketing Tactics-4:Marketing Communication Management	
Week - 13		International Marketing Management	
Week - 14		Marketing Plan Presentations	

Learning Outcomes

#	Learning Outcome
1	explain the elements of marketing mix in detail.
2	evaluate the marketing mix strategies of companies.
3	Appreciate the role of marketing in a firm
4	Comprehend the principles of management for marketing activities
5	Learn marketing strategies
6	Prepare marketing plan
7	Execute marketing tactics
8	Know how to compare and contrast marketing outputs with aims in the plan

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.