

GENEL TANIM / GENERAL DESCRIPTION

Ders Adı / Course Name	Marketing Management / Marketing Management	
Ders Kodu / Course Code	EISL501	
Ders Türü / Course Type		
Ders Seviyesi / Course Level	Master with Thesis / Master with Thesis	
Ders Akts Kredi / ECTS	6.00	
Haftalık Ders Saati (Kuramsal) / Course Hours For Week (Theoretical)	3.00	
Haftalık Uygulama Saati / Course Hours For Week (Objected)	0.00	
Haftalık Laboratuar Saati / Course Hours For Week (Laboratory)	0.00	
Dersin Verildiği Yıl / Year	1	
Öğretim Sistemi / Teaching System	Daytime Class / Daytime Class	
Eğitim Dili / Education Language	English / English	
Ön Koşulu Olan Ders(ler) / Precondition Courses	Yok	None
Amacı / Purpose	The aim of this course is to teach students marketing management concepts, strategies, and techniques, and to equip them with competence in analyzing the marketing environment, market segmentation, target setting, marketing mix, and marketing communication.	The aim of this course is to teach students marketing management concepts, strategies, and techniques, and to equip them with competence in analyzing the marketing environment, market segmentation, target setting, marketing mix, and marketing communication.
İçeriği / Content	The aim of this course is to teach students marketing management concepts, strategies, and techniques, and to equip them with competence in analyzing the marketing environment, market segmentation, target setting, marketing mix, and marketing communication.	The aim of this course is to teach students marketing management concepts, strategies, and techniques, and to equip them with competence in analyzing the marketing environment, market segmentation, target setting, marketing mix, and marketing communication.
Önerilen Diğer Hususlar / Recommended Other Considerations		
Staj Durumu / Internship Status	Yok	None
Kitabı / Malzemesi / Önerilen Kaynaklar / Books / Materials / Recommended Reading	Kotler, P., Keller, K.L., Brady, M., Goodman, M., & Hansen, T. (2021). Marketing Management, 16th Edition. Pearson. Armstrong, G., & Kotler, P. (2021). Marketing: An Introduction, 14th Edition. Pearson.	Kotler, P., Keller, K.L., Brady, M., Goodman, M., & Hansen, T. (2021). Marketing Management, 16th Edition. Pearson. Armstrong, G., & Kotler, P. (2021). Marketing: An Introduction, 14th Edition. Pearson.
Öğretim Üyesi (Üyeleri) / Faculty Member (Members)		

ÖĞRENME ÇIKTILARI / LEARNING OUTCOMES

1	Understand the concept and fundamental principles of marketing management.	Understand the concept and fundamental principles of marketing management.
2	Examine and evaluate marketing strategies and planning processes.	Examine and evaluate marketing strategies and planning processes.
3	Develop the ability to conduct marketing research and analyze data.	Develop the ability to conduct marketing research and analyze data.
4	Plan and implement product, price, distribution, and promotion decisions.	Plan and implement product, price, distribution, and promotion decisions.
5	Develop the ability to monitor and evaluate marketing performance.	Develop the ability to monitor and evaluate marketing performance.

HAFTALIK DERS İÇERİĞİ / DETAILED COURSE OUTLINE

Hafta / Week					
1	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Introduction to Marketing Management				
	Introduction to Marketing Management				
2	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Analysis of the Marketing Environment				
	Analysis of the Marketing Environment				
3	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Market Segmentation and Target Setting				
	Market Segmentation and Target Setting				
4	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Marketing Research				
	Marketing Research				
5	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Marketing Strategy and Planning				
	Marketing Strategy and Planning				

6	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Marketing Mix: Product and Service Management				
	Marketing Mix: Product and Service Management				
7	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Marketing Mix: Pricing and Distribution				
	Marketing Mix: Pricing and Distribution				
8	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Marketing Mix: Marketing Communication				
	Marketing Mix: Marketing Communication				
9	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Marketing Mix: Marketing Communication				
	Marketing Mix: Marketing Communication				
10	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Brand Management				
	Brand Management				
11	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Innovative Marketing Strategies				
	Innovative Marketing Strategies				

12	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	International Marketing				
	International Marketing				
13	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Digital Marketing				
	Digital Marketing				
14	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Marketing Ethics and Social Responsibility				
	Marketing Ethics and Social Responsibility				
15	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Final Exam				
	Final Exam				

DEĞERLENDİRME / EVALUATION

Yarıyıl (Yıl) İçi Etkinlikleri / Term (or Year) Learning Activities	Sayı / Number	Katkı Yüzdesi / Percentage of Contribution (%)
Ara Sınav / Midterm Examination	1	100
Toplam / Total:	1	100
Başarı Notuna Katkı Yüzdesi / Contribution to Success Grade(%):		40

Yarıyıl (Yıl) Sonu Etkinlikleri / End Of Term (or Year) Learning Activities	Sayı / Number	Katkı Yüzdesi / Percentage of Contribution (%)
Final Sınavı / Final Examination	1	100
Toplam / Total:	1	100
Başarı Notuna Katkı Yüzdesi / Contribution to Success Grade(%):		60

Etkinliklerinin Başarı Notuna Katkı Yüzdesi(%) Toplamı / Total Percentage of Contribution (%) to Success Grade:		100
Değerlendirme Tipi / Evaluation Type:		

İŞ YÜKÜ / WORKLOADS

Etkinlikler / Workloads	Sayı / Number	Süresi (Saat) / Duration (Hours)	Toplam İş Yüğü (Saat) / Total Work Load (Hour)
Ara Sınav / Midterm Examination	1	75.00	75.00
Final Sınavı / Final Examination	1	75.00	75.00
Toplam / Total:	2	150.00	150.00
Dersin AKTS Kredisi = Toplam İş Yüğü (Saat) / 25.00 (Saat/AKTS) = 150.00/25.00 = 6.00 ~ 6.00 / Course ECTS Credit = Total Workload (Hour) / 25.00 (Hour / ECTS) = 150.00 / 25.00 = 6.00 ~ 6.00			

PROGRAM VE ÖĞRENME ÇIKTISI / PROGRAM LEARNING OUTCOMES

Öğrenme Çıktıları / Learning Outcomes	Program Çıktıları / Program Outcomes														
	1.1.1	1.1.2	1.1.3	1.1.4	1.1.5	1.1.6	1.1.7	1.1.8	1.1.9	1.1.10	1.1.11	1.1.12	1.1.13	1.1.14	1.1.15
1.Understand the concept and fundamental principles of marketing management. / Understand the concept and fundamental principles of marketing management.	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
2.Examine and evaluate marketing strategies and planning processes. / Examine and evaluate marketing strategies and planning processes.	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5
3.Develop the ability to conduct marketing research and analyze data. / Develop the ability to conduct marketing research and analyze data.	5	5	5	5	5	5	4	4	4	4	4	4	4	4	5
4.Plan and implement product, price, distribution, and promotion decisions. / Plan and implement product, price, distribution, and promotion decisions.	5	4	4	4	4	4	4	4	5	5	5	5	5	5	5
5.Develop the ability to monitor and evaluate marketing performance. / Develop the ability to monitor and evaluate marketing performance.	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5

Katkı Düzeyi / Contribution Level : 1-Çok Düşük / Very low, 2-Düşük / Low, 3-Orta / Moderate, 4-Yüksek / High, 5-Çok Yüksek / Very high