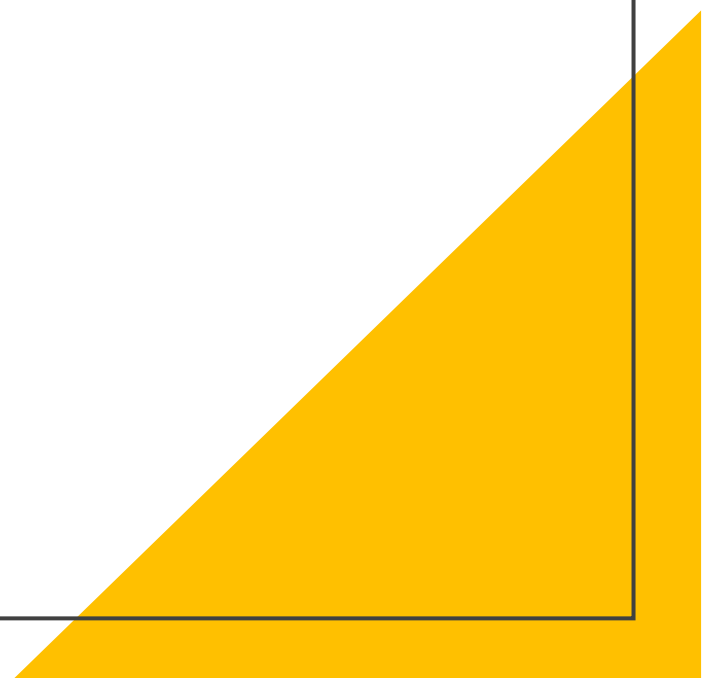


MARKETING MAJOR



Marketing



What my friends think I do



What my mom thinks I do



What my boss thinks I do



What society thinks I do



What I think I do



What I really do

Skills of a Good Marketer

Analytical thinking

Ability to conduct market analysis

Good statistics knowledge

Ability to develop strategy

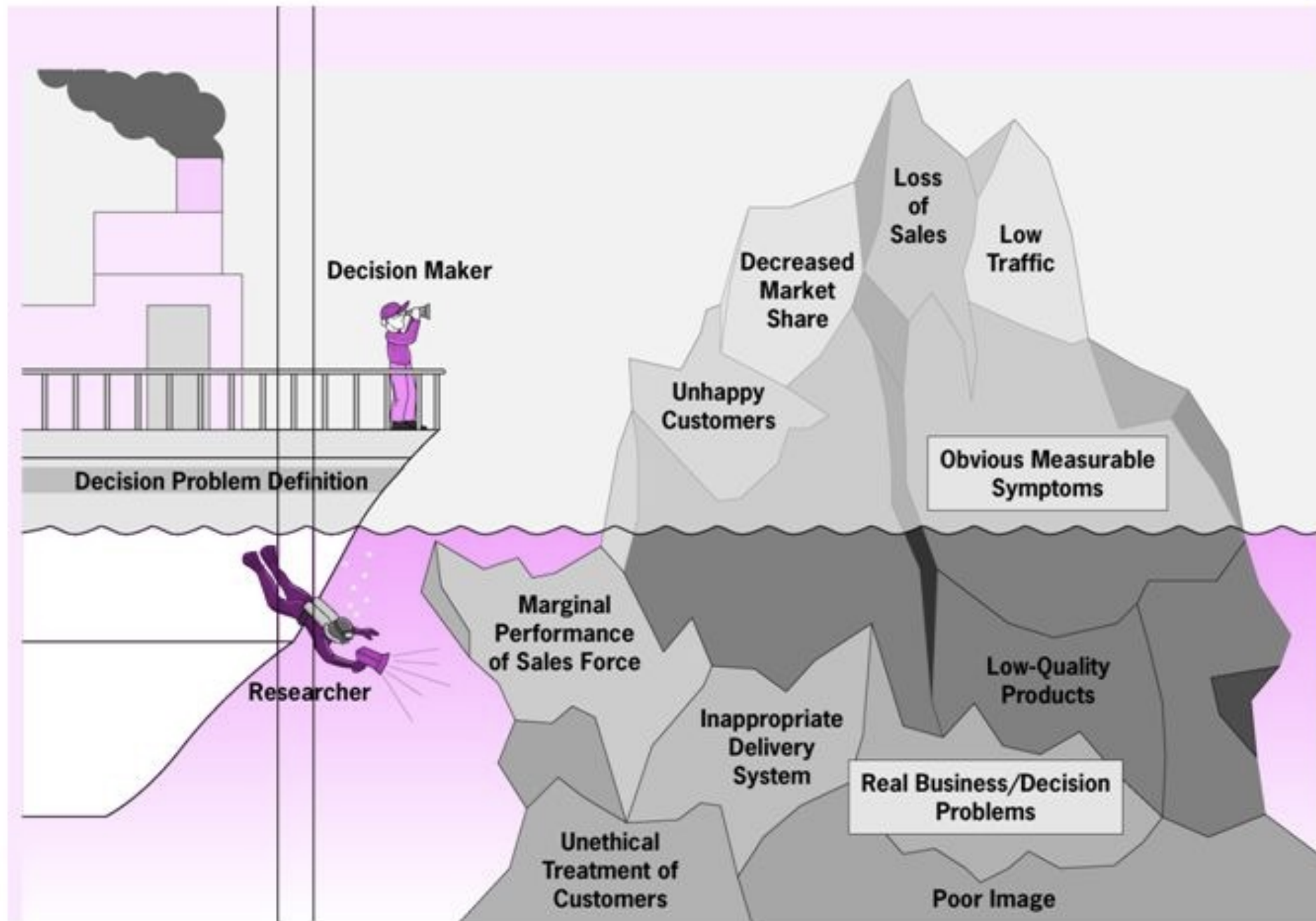
Ability to take actions that can touch the heart of the target audience



Learning Outcomes

- Industry Analysis
- Creating a Marketing Plan
- Conducting a Marketing Research
- Creating Brand Architecture
- Product Matrices and Analysis
- Brand Development Methods
- Brand Audit
- Integrated Marketing Communications Planning





Fields of Our Graduates

Some of the fields in which our graduates can work:

- Research, consulting, branding
- Digital marketing, e-commerce
- Informatics, data mining
- Telecommunications, communications, media
- Advertising, promotion, public relations,
- Retailing, store management
- Sales, dealer organization



COURSES OFFERED

Course List

- MRK 3051 Consumer Behavior
- MRK 3059 Services Marketing
- MRK 3050 Marketing Decision Making
- MRK3056 Organizational Marketing
- MRK 4051 Marketing Research
- MRK 4055 Marketing Communications
- MRK 4052 Marketing Research Project
- MRK 4062 Brand Management



Prof. İrem ERDOĞMUŞ
Prof. Emine ÇOBANOĞLU
Prof. Özalp VAYVAY
Assoc. Prof. Taşkın DİRSEHAN
Assoc. Prof Ceyda AYSUNA TÜRKYILMAZ
Ekin KARAPINAR, PhD.
Melisa KARAKAYA ARSLAN, Res. Assit.



You can contact melisa.karakaya@marmara.edu.tr for your questions