



2025-2026 Academic Year
List of Courses Offered in Foreign Language
2025-2026 Akademik Yılı
Yabancı Dilde Açılacak Dersler Listesi

Kemer Faculty of Maritime
Kemer Denizcilik Fakültesi

| | Department <i>Bölüm</i> | Course Code <i>Ders Kodu</i> | ECTS <i>AKTS</i> | Course Title <i>Dersin Adı</i> | Semester <i>Dönem</i> | Course Content <i>Dersin İçeriği</i> | Academic Staff <i>Dersi Veren Öğretim Elemanı</i> | Online Available <i>Çevrimiçi</i> |
|---|------------------------------------|--|----------------------------|--|---------------------------------|--|---|---|
| 1 | Maritime Administration Management | DİY 205 | 5 | Marketing Management | Fall | The Marketing Management course covers fundamental concepts that explain how businesses deliver value to target markets and gain competitive advantage. Topics include the marketing mix (product, price, promotion, place), market segmentation, targeting, and positioning strategies. The course also addresses customer needs analysis, brand management, and digital marketing practices. Students reinforce their understanding through case studies focused on developing marketing strategies and decision-making processes. | Assoc. Prof. Dr. Duygu Aydın Ünal | Yes The course may be either face to face or online |