



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Management of Marketing							
Course Code		HIT120		Couese Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	72 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The aim of this lesson to tell the students: what is the marketing phenomenon, what are the basic principles of marketing activities, marketing mix, marketing management and marketing performance, and marketing ethics.							
Course Content		Topics such as marketing concept, consumer markets, marketing management, production management are the subjects of this course.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study					
Name of Lecturer(s)		Ins. Hüseyin Emin KURNAZ							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Öğretim Elemanı Tarafından Önerilen Kaynak
---	--------------------------------------------

Week	Weekly Detailed Course Contents	
1	Theoretical	The Concept, Scope and Development of Marketing
2	Theoretical	Changes in Marketing Understanding
3	Theoretical	Marketing Environment and Information System
4	Theoretical	Markets and Behaviors
5	Theoretical	Consumer Markets and Marketing Behaviors
6	Theoretical	Industrial Markets and Buyer Behavior, Competitor Analysis
7	Theoretical	Product Planning and Product Lifecycle
8	Theoretical	Product Planning and Product Lifecycle
9	Theoretical	Marketing Management
10	Theoretical	Product Management
11	Theoretical	Promotion activities.
12	Theoretical	Management of Price and Price Decisions
13	Theoretical	Distribution and Logistics
14	Theoretical	Marketing Communication Management

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	1	42
Midterm Examination	1	13	1	14
Final Examination	1	15	1	16
Total Workload (Hours)				72
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	
2	
3	
4	



Programme Outcomes (*Public Relations and Publicity*)

1	1. To have theoretical and practical competence on formation in communication field in general and in Public Relations and Advertising field in particular while learning the historical and transformative process about the field.
2	2. To have an ability to determine the contemporary problems about the field and to solve these problems by using the richness of the interdisciplinary property of the communication field.
3	3. To have a competence to carry the accumulation of the interdisciplinary knowledge to the Public Relations and Advertising field and in this context to solve the problems in the field.
4	4. To have a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	5. To widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	6. To be competence on computer softwares about the field and on the other communication technologies.
7	7. Graduates are qualified to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	8. Graduates are qualified to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents on the field.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	4	5	3	4	3
P2	5	4	5	4	5
P3	5	4	4	5	5
P4	4	3	4	3	4
P5	5	5	3	4	5
P6	4	5	5	3	4
P7	3	5	4	4	4
P8	5	4	4	4	5

