



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

|  |   |   |                      |  |   |                                  |   |            |   |
|--|---|---|----------------------|--|---|----------------------------------|---|------------|---|
| Course Title                                     |   | Principles of Marketing   |                      |  |   |                                  |   |            |   |
| Course Code                                      |   | PAR103  |                      | Course Level                           |   | Short Cycle (Associate's Degree) |   |            |   |
| ECTS Credit                                      | 7 | Workload  | 175 ( <i>Hours</i> ) | Theory                                 | 4 | Practice                         | 0 | Laboratory | 0 |
| Objectives of the Course                         |   | <p>The class enables students (a) To analyze the current marketing approach and (b) to analyze the external environment in accordance with the industry and the target market and (c) to be able to determine the factors that are out of control and to value the appropriate segments in the market. However, by examining the product life curves, determining the measures to increase sales, creating positioning strategies, in the light of the market structure and competitiveness. Understanding the product differentiation according to the characteristics of the target market and forming positioning strategies, determining product life periods are the part of the course goals.</p> <p>Determination of the price according to the structure of the business, management of the uncontrollable variables, creation of the promise mix, determination of the relation in the marketing channels through the marketing mix are in the context of the course objectives.</p> |                      |  |   |                                  |   |            |   |
| Course Content                                   |   | <p>By analyzing the present marketing concept, it is possible to determine marketing understanding according to business and market conditions, in order to determine the variables that cannot be controlled, evaluate market segments. To make the determinants of the price, to contribute to the change of the price, to determine the most suitable ones by determining the marketing channels are all in the context of the course.</p>   |                      |  |   |                                  |   |            |   |
| Work Placement                                   |   | N/A   |                      |  |   |                                  |   |            |   |
| Planned Learning Activities and Teaching Methods |   |   |                      | Explanation (Presentation), Discussion |   |                                  |   |            |   |
| Name of Lecturer(s)                              |   |   |                      |  |   |                                  |   |            |   |

### Assessment Methods and Criteria

| Method              | Quantity | Percentage (%) |
|---------------------|----------|----------------|
| Midterm Examination | 1        | 30             |
| Final Examination   | 1        | 70             |

### Recommended or Required Reading

|   |  |
|---|--|
| 1 | Marketing Principles - Management - Case Studies; Professor Dr. Cemal YÜKSELEN |
|---|--|

| Week | Weekly Detailed Course Contents |   |
|------|---------------------------------|---|
| 1    | Theoretical                     | Theory to analyze the existing marketing concept of the enterprise together with the current marketing approach |
| 2    | Theoretical                     | Theory to determine controllable variables together with the uncontrollable ones.                               |
| 3    | Theoretical                     | Theory to evaluate marketing segments   |
| 4    | Theoretical                     | Theory to evaluate market segments together with determination of target market.                                |
| 5    | Theoretical                     | Theory to differentiate product within the determined target market.  |
| 6    | Theoretical                     | Theory to evaluate positioning of the product   |
| 7    | Theoretical                     | Theory to evaluate product life span  |
| 8    | Theoretical                     | Theory to specify price of the product  |
| 9    | Intermediate Exam               | Midterm   |
| 10   | Theoretical                     | Theory to examine price strategies  |
| 11   | Theoretical                     | Theory to suggest price differentiation strategies  |
| 12   | Theoretical                     | Theory to marketing channels  |
| 13   | Theoretical                     | Theory to contribute marketing channels   |
| 14   | Theoretical                     | Theory to select right marketing channels   |
| 15   | Theoretical                     | Theory to construct right marketing channels.   |
| 16   | Final Exam                      | Theory Midterm 2  |

### Workload Calculation

| Activity         | Quantity | Preparation | Duration | Total Workload |
|------------------|----------|-------------|----------|----------------|
| Lecture - Theory | 4        | 0           | 14       | 56             |
| Assignment       | 2        | 0           | 41       | 82             |



|  |    |   |   |     |
|--|----|---|---|-----|
| Term Project                                 | 25 | 0 | 1 | 25  |
| Midterm Examination                          | 1  | 5 | 1 | 6   |
| Final Examination                            | 1  | 5 | 1 | 6   |
| Total Workload (Hours)                       |    |   |   | 175 |
| [Total Workload (Hours) / 25*] = <b>ECTS</b> |    |   |   | 7   |
| *25 hour workload is accepted as 1 ECTS      |    |   |   |     |

### Learning Outcomes

|   |  |
|---|--|
| 1 | To contribute marketing approach of the enterprise.        |
| 2 | To analyze marketing frameworks.                           |
| 3 | To segment the market and select the right market segment. |
| 4 | To contribute marketing product.                           |
| 5 | To contribute marketing strategies                         |
| 6 | To channel information of marketing instruments.           |

### Programme Outcomes (Marketing)

|    |  |
|----|--|
| 1  | To develop capabilities of using IT instruments,                                     |
| 2  | To plan process of occupation and application of this capabilities.                  |
| 3  | To develop communicating in a foreign language.                                      |
| 4  | To develop product decisions   |
| 5  | To reflect the personality of customer oriented personality in every aspect of life. |
| 6  | To develop abilities in international marketing.                                     |
| 7  | To develop active and entrepreneur spirit.   |
| 8  | To define pitfalls on the way in occupational path.                                  |
| 9  | To develop occupational ethical philosophy.  |
| 10 | To develop life time learning capabilities.  |
| 11 | To develop understanding of industrial problems.                                     |
| 12 | To understand legal process.   |
| 13 | To develop active communication skills.  |
| 14 | To develop marketing and sales communication skills.                                 |

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

|     | L1 | L2 | L3 | L4 | L5 | L6 |
|-----|----|----|----|----|----|----|
| P1  | 5  | 5  | 5  | 3  | 5  | 5  |
| P2  |    | 5  | 5  | 4  |    | 5  |
| P3  |    | 1  |    |    |    |    |
| P4  | 4  | 2  | 5  | 3  | 4  | 5  |
| P5  | 3  | 4  | 5  | 5  | 3  | 5  |
| P6  | 3  | 5  | 5  | 4  | 3  | 5  |
| P7  | 5  | 5  | 5  | 2  | 5  | 5  |
| P8  | 1  | 3  | 2  | 1  | 1  | 2  |
| P9  | 5  | 5  | 5  | 1  | 5  | 5  |
| P10 | 5  | 5  | 1  | 4  | 5  | 1  |
| P11 | 4  | 4  | 2  | 3  | 4  | 2  |
| P12 | 1  | 5  | 3  | 4  | 1  | 3  |
| P13 | 5  | 5  | 1  | 1  | 5  | 1  |
| P14 | 5  | 5  | 5  | 2  | 5  | 5  |

