



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Contemporary Marketing Techniques							
Course Code		PAR253		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To help the student to express the basic features of modern marketing philosophy, to describe the differences of marketing philosophy, to describe the methods and tools in marketing philosophy, to express the concept of personal sales, to understand the importance of personal sales,							
Course Content		Personal Sales Concept, Personal Sales Development, Personal Sales Features, Personal Sales by Sales Efforts, Personal Sales Advantages and Advantages, Sales Process; Determination of potential buyers, Determination of approach, Sales speech and body language, Customer objections, Completion of sales process, After sales customer follow up, Additional services, Maintenance-repair services.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Modern Marketing; Remzi Altunışık, Şuayıp Özdemir, Ömer Torlak
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Week	Weekly Detailed Course Contents	
1	Theoretical	Personal Sales Concept
2	Theoretical	Personal Sales Development
3	Theoretical	Personal Sales Features
4	Theoretical	Personal Sales by Sales Efforts
5	Theoretical	Personal Sales Advantages and Benefits
6	Theoretical	Selling process; Identification of potential buyers
7	Theoretical	Determining the approach, Sales talk and body language
8	Theoretical	Customer objections
9	Intermediate Exam	midterm
10	Theoretical	Completion of sales process
11	Theoretical	Case study
12	Theoretical	Customer follow-up after sales
13	Theoretical	Additional services, Maintenance-repair services
14	Theoretical	Additional services, Maintenance-repair services
15	Theoretical	Additional services, Maintenance-repair services
16	Theoretical	Final Examination

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	10	0	1	10
Term Project	25	0	1	25
Midterm Examination	1	5	1	6



Final Examination	1	5	1	6
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Contributing to the expression of the basic features of modern marketing philosophy
2	To be able to express the concept of personal sales
3	Identify and analyze the problems that may occur in various parts of different and many modern marketing methods and develop solutions.
4	Use the knowledge of law in order to provide the legal conditions necessary for the implementation of modern marketing strategies in local and international markets.
5	Gains the ability to prepare and analyze the investment projects required for new target markets where modern marketing strategies will be applied.

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

	L5
P9	5
P10	5
P11	5
P12	5
P13	5

