



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Strategic Marketing							
Course Code		PAR106		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	Theory	3	Practice	1	Laboratory	0
Objectives of the Course		The aim of this course is to provide the students with the necessary knowledge about the marketing strategies which are very important for the marketing activities of the enterprises.							
Course Content		To analyze the present marketing concept of the business, To determine the marketing understanding according to the business and market situation, To determine the uncontrollable variables, To determine the uncontrollable variables, To determine the controllable variables, To evaluate the market segments, To contribute to determination of appropriate segments as target market, Contributing to the selection of marketing channels, Contributing to the design of marketing channels, Contributing to the selection of the most appropriate channel systems.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)		Ins. Hande KAFADAR							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
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	Strategic Importance Of Marketing
2	Theoretical	Marketing of idea Development, Market Orientation and strategic thinking
3	Theoretical	Strategic Marketing Planning
4	Theoretical	Business Analysis
5	Theoretical	Sector and competition analysis/customer Analysis
6	Theoretical	Market Opportunities and Market analysis of the appeal
7	Theoretical	Market Opportunities and Market analysis of the appeal
8	Theoretical	Competition and Positioning Strategies
9	Intermediate Exam	Midterm Exam
10	Theoretical	New To Market Entry Strategies/Growing Markets Marketing Strategies
11	Theoretical	Ripe Markets marketing strategies/Regressive Markets and Resources marketing strategies
12	Theoretical	Market Position Based On Marketing Strategies
13	Theoretical	The Implementation Of Marketing Strategies
14	Theoretical	Strategic control and Marketing Performance Evaluation
15	Theoretical	General Review
16	Final Exam	The Semester Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Lecture - Practice	1	0	14	14
Assignment	57	0	1	57
Midterm Examination	1	5	1	6



Final Examination	1	5	1	6
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Can you explain the basic elements of the strategic marketing process
2	In a conservative industry's potential for the industry's structure and it can analyze the environmental factors affecting the
3	To create a competitive advantage, how to evaluate the company's resources.
4	New marketing models and strategies to gain information about the
5	The consumer can understand the factors that influence consumer decision.

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	L4	L5
P1			5
P2			5
P3			5
P4	5		5
P5	5		5
P6	5		5
P7	5		5
P8		5	5
P9			5
P10		5	5
P11			5
P13			5
P14			5

