



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Introduction to Marketing							
Course Code		PAR181		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (<i>Hours</i>)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		It is possible to analyze market segment by analyzing the current marketing understanding of the business and to analyze the marketing environment according to the sector and target market in which it operates and to determine the variables that the business can not control and to evaluate market segments and to contribute to determination of appropriate segments as target market, to determine the marketing channels, to design the channel and to select the most suitable channel system, to determine the product life cycles and to increase the sales, to determine the price according to the market structure, competition situation and business purposes, .							
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), Discussion					
Name of Lecturer(s)		Ins. Gonca KÜÇÜK							

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
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Week	Weekly Detailed Course Contents	
1	Theoretical	.Analyzing the existing marketing understanding of the business. Determining the marketing understanding according to the business and market situation, Determining the uncontrollable variables
2	Theoretical	.Determine uncontrollable variables, Determine variables that can be controlled
3	Theoretical	.To evaluate market segments
4	Theoretical	Contributing to the determination of eligible segments as target market
5	Theoretical	To help differentiate the product
6	Theoretical	.Helping to locate the product
7	Theoretical	.Detecting the life cycle of the product and taking precautions
8	Theoretical	To help determine the price
9	Theoretical	.midterm
10	Theoretical	To provide price adaptation Making suggestions for price change strategies
11	Theoretical	Making suggestions for price change strategies
12	Theoretical	Identify marketing channels
13	Theoretical	Contributing to the design of marketing channels
14	Theoretical	To contribute to the selection of the most suitable channel systems
15	Theoretical	To contribute to the selection of the most suitable channel systems
16	Final Exam	Semester final exam



Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	1	0	10	10
Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to analyze the marketing environment
2	Be able to create ideas to help product decisions
3	To develop the skills to manage the strategic marketing and marketing planning process effectively.
4	Ability to make decisions for strategic marketing management and planning, and to develop skills to use various analytical frameworks for making these decisions.
5	To develop marketing management tools, their ability to market new products to international markets, their product life cycle and their management skills.

Programme Outcomes (Accounting and Tax Practices)

1	Being an individual who is respectful to his own values, fits ethical rules, investigates and examines environment, events, and takes lessons.
2	To have theoretical knowledge and to manage the process which will contribute to the solution of the various problems that may arise during the professional activity and to obtain the expected practical results in practice.
3	To have theoretical knowledge supported by textbooks with current information, application tools and other resources, and to be able to discuss using any kind of information related to this field.
4	Be able to apply and evaluate all the techniques that the accounting profession should have.
5	Ability to plan, implement and evaluate all activities (such as financial statements and financial statements, keeping accounts in a computer environment, etc.) performed in the business and finance world, accounting bureaus and tax-related institutions.
6	In the sector or institutions that it supports during its activities; to be able to interpret and evaluate data using the knowledge and skills gained in the field, to be able to recognize and analyze problems, and to be able to develop evidence-based solutions.
7	Ability to gain personality traits showing planning and decision making skills.
8	To be able to comprehend the importance of the developments of the business and financial world and the knowledge that they have in this direction, to be able to develop the concepts of creativity and creative thinking, to be able to realize the effects of professional activities in the applied fields.
9	To be able to evaluate and interpret the knowledge and skills gained in the professional field.
10	Be able to develop personality traits that develop environmental awareness, respect for differences, and adapt to different situations and social roles.
11	To be able to use communication techniques properly while maintaining human relations.
12	To be able to use information and communication technologies together with the computer software required by the professional field
13	To be able to inform related persons and institutions about the issues related to the field during the professional work, to be able to transmit suggestions of solutions to problems and problems in writing and orally.
14	To have sufficient consciousness about the universality of social rights, social justice, protection of quality culture and cultural values and environmental protection, occupational health and safety issues.

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

	L1
P14	3

