



AYDIN ADNAN MENDERES UNIVERSITY
BOZDOĞAN VOCATIONAL SCHOOL
MARKETING AND ADVERTISING
MARKETING
COURSE INFORMATION FORM

Course Title	Economy								
Course Code	PZL103			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	5	Workload	125 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course	Explain the basic principles of economics. Investigation the mechanism of price formation and price. Production, costs, and factors of production together with the examination of the enterprise and the forms. Money and banking issues, to inform students about the basic economic indicators.								
Course Content	Introduction to economics, economic considerations, the definition of economics and other sciences related, economic systems, economic growth, the functioning of the price mechanism, the laws of supply and demand and economic decision units, production, production costs and factors of production, nature, labor, capital, labor and unemployment problems of international labor flows, banks and money, inflation, deflation and devaluation, foreign investment, multinational corporations, Commodity exchanges are given information about								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Case Study								
Name of Lecturer(s)	Ins. Nurdanur TAVLAN SOYDAN								

Assessment Methods and Criteria		
Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading	
1	Ders Notları

Week	Weekly Detailed Course Contents	
1	Theoretical	Definition of Economics
2	Theoretical	Basic concepts of Economics
3	Theoretical	Supply and demand
4	Theoretical	Supply and demand
5	Theoretical	Types of Market
6	Theoretical	Consumption theory
7	Theoretical	Production and Costs
8	Intermediate Exam	Midterm
9	Theoretical	Perfect Competition Market
10	Theoretical	Other types of market
11	Theoretical	Factors of Production
12	Theoretical	Employment and Unemployment
13	Theoretical	Monetary Theory
14	Theoretical	Basic Economic Indicators
15	Theoretical	Economic Growth
16	Final Exam	Final Exam
17	Final Exam	Final Exam

Workload Calculation				
Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Reading	8	7	0	56
Quiz	1	10	1	11



Final Examination	1	15	1	16
			Total Workload (Hours)	125
			[Total Workload (Hours) / 25*] = ECTS	5
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	1. To be able to learn the basics of Economics lesson
2	To be able to obtain information on the overall functioning of the economy
3	To be able to understand Growth, inflation, unemployment, interest rates, exchange rates, foreign investment and foreign trade development
4	To be able to interpret the current economic problems
5	To be able to obtain information about Turkey's economy

Programme Outcomes (Marketing)

1	To be able to Utilize the theoretical information they have acquired in applications and practices
2	To be able to manage a process effectively to meet the demands
3	To be able to work in a group cooperatively, even if the work requires the involvement of team members from interdisciplines
4	To be able to Identify vocational problems and resolve them effectively
5	To be able to comply with occupational ethics and sense of responsibility
6	To be able to access and assess sectoral problems
7	To be able to be aware of legal regulations, and comply with them
8	To be able to develop the skill of effective Communicating
9	To be able to utilize communication and information technologies, as well as other technologies and equipment
10	To be able to plan and carry out vocational processes
11	To be able to display their vocational self-confidence at work place and develop the skill of having entrepreneurship personality
12	To be able comprehend, appreciate and comply with cultural and social responsibilities
13	To be able to develop an awareness for the need for life long learning
14	To be able to follow national and international contemporary issues
15	To be able to become sensitive to Atatürk's principles and reforms, the right to use the Turkish language, the official correspondence of the basic ability to have the ability and understanding related to the field of foreign terms

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	4	4	3	3
P2	4	4	3	3	3
P3	4	4	3	4	4
P4	4	4	4	4	3
P5	4	4	3	3	4
P6	4	4	3	5	5
P7	4	5	4	4	3
P8	4	4	4	4	3
P9	4	4	4	3	4
P10	4	5	4	4	4
P11	3	4	4	4	4
P12	3	3	4	5	5
P13	3	3	4	5	5
P14	3	3	4	5	5
P15	3	4	3	3	4

