



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

Course Title	Marketing Principles								
Course Code	PZL104	Course Level			Short Cycle (Associate's Degree)				
ECTS Credit	6	Workload	150 (Hours)	Theory	4	Practice	0	Laboratory	0
Objectives of the Course	The basic principles of marketing, concepts, process and transfer of models								
Course Content	Basic concepts of marketing, product, price, place and promotion activities								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Individual 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	İsmet Mucuk, Principles of Marketing, Istanbul: Turkmen Press, 2008
2	Mehmet Karafakioğlu, Principles of Marketing, Istanbul: Literature Publishing

Week	Weekly Detailed Course Contents	
1	Theoretical	Wish, need, demand and marketing concepts
2	Theoretical	Development of marketing and marketing approaches
3	Theoretical	Strategic planning, strategic marketing planning and marketing strategy
4	Theoretical	Marketing environment
5	Theoretical	Marketing information system and marketing research
6	Theoretical	Consumer and industrial markets and consumer behavior
7	Theoretical	Consumer and industrial markets and consumer behavior
8	Intermediate Exam	Midterm
9	Theoretical	the work week
10	Theoretical	Market segmentation
11	Theoretical	Target market selection strategies
12	Theoretical	Product Decisions
13	Theoretical	Price decisions
14	Theoretical	Promotion decisions
15	Theoretical	Work week
16	Final Exam	Final Exam
17	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	7	6	0	42
Term Project	5	8	0	40
Midterm Examination	1	0	20	20
Final Examination	1	0	20	20
Total Workload (Hours)				150
[Total Workload (Hours) / 25*] = ECTS				6

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	To be able to grasp the basic concepts of marketing and analyze the marketing environment
2	To be able to contribute to the development of marketing strategy.
3	To be able to grasp of market segments and target market selection strategies
4	To be able to Identify strategies to contribute to the selection of the target market.
5	To be able to grasp of product decisions.
6	To be able to grasp price decisions .
7	To be able to understand Introduction decisions.
8	To be able to understand Distribution decisions

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	L6	L7	L8
P1	5	5	5	5	5	5	5	5
P2	3	3	3	3	3	4	4	4
P3	5	3	5	5	5	3	3	3
P4	5	3	5	5	5	3	5	5
P5	3	5	4	5	4	5	4	5
P6	5	5	3	5	5	5	5	5
P7	4	4	4	3	3	4	4	
P8	3	3	4	3	3	5	5	5
P9	4	4	3	4	3	5	3	3
P10	4	3	4	4	3	3	3	3
P11	4	4	4	4	3	3	3	3
P12	4	4	3	3	4	3	3	3
P13	4	3	3	3	3	3	3	3
P14	4	3	3	3	3	3	3	3
P15	3	3	3	3	3	3	3	3

