



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

Course Title	Modern Marketing Techniques								
Course Code	PZL219	Course Level			Short Cycle (Associate's Degree)				
ECTS Credit	3	Workload	0 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course									
Course Content									
Work Placement	N/A								
Planned Learning Activities and Teaching Methods									
Name of Lecturer(s)									

Assessment Methods and Criteria		
Method	Quantity	Percentage (%)

Recommended or Required Reading

Week	Weekly Detailed Course Contents

Workload Calculation				
Activity	Quantity	Preparation	Duration	Total Workload
			Total Workload (Hours)	0
			[Total Workload (Hours) / 25*] = ECTS	0

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

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

