



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Principles of Marketing							
Course Code		HAT106		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Basic principles of marketing are taught. Explain to students is position of marketing depend on development of globalization and communication technologies.							
Course Content		Marketing Concept, Marketing Process, Marketing Objectives, Marketing Management, 4 P of Marketing (product, price, place and promotion efforts), Globalization, Global Competition and the Changes That Occur in Marketing							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Individual Study, Problem Solving					
Name of Lecturer(s)		Lec. Nurdanur TAVLAN SOYDAN							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Principles of Marketing, Mucuk, İ., İstanbul, 2009.
2	Principles of Marketing (Policies - Strategies - Tactics), Tekin, V., Ankara, 2006.

Week	Weekly Detailed Course Contents	
1	Theoretical	Marketing Concept, Historical Development of Marketing
2	Theoretical	Environmental Factors Affecting Marketing System, Market Types
3	Theoretical	Consumer Behavior, Factors Affecting Consumer Behavior
4	Theoretical	Marketing Information System, Marketing Mix (4P)
5	Theoretical	Goods and Services
6	Theoretical	New Product Development and Positioning
7	Theoretical	Price, Importance of Price, Pricing Methods
8	Intermediate Exam	Midterm Exam
9	Theoretical	Macro and Micro Environmental Factors, Industrial Consumer
10	Theoretical	Distribution, Distribution Channel Concept, Types of Distribution Channel, Distribution Channel Relationships
11	Theoretical	Promotion Mix, Promotion and Marketing Communication Concepts
12	Theoretical	Public Relations, History of Public Relations, Models of Public Relations
13	Theoretical	Place of Public Relations in Marketing Mix, Marketing Business Public Relations (MPR)
14	Theoretical	New Approaches of Marketing, Direct Marketing, Database Marketing, Guerilla Marketing, Word of Mouth Marketing.
15	Theoretical	Ethics in Marketing
16	Final Exam	Final Exam
17	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	2	1	3



Final Examination	1	4	1	5
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 learn the basic concepts of marketing.
2	To be able to comprehend the developmental processes of marketing.
3	To be able to understand the external and internal factors of marketing.
4	To be able to analyse the marketing mix and consumer purchasing behaviours.
5	To be able to understand the process of marketing problems and find solutions.

Programme Outcomes (Public Relations and Publicity)

1	To be able to possess theoretical and practical competence on formation in communication field in general and in Public Relations and Advertising field in particular while learning the historical and transformative process about the field.
2	To be able to own an ability to determine the contemporary problems about the field and to solve these problems by using the richness of the interdisciplinary property of the communication field.
3	To be able to possess a competence to carry the accumulation of the interdisciplinary knowledge to the Public Relations and Advertising field and in this context to solve the problems in the field.
4	To be able to possess a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	To be able to widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	To be able to use competence on computer softwares about the field and on the other communication technologies.
7	To be able to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	To be able to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents in the field.
9	To be able to apply the ethical and legal rules that students learned while exercising the occupation.

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	3	3	4	5
P2	2	2	3	3	5
P3	2	2	2	3	4
P4	3	2	2	2	3
P5	1	1	1	1	1
P6	1	1	2	3	3
P7	2	3	4	4	2
P8	3	2	4	4	4
P9	1	1	1	2	1

