



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Marketing Principles- I							
Course Code		PMP103		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The student analyzes the company's current marketing concept, marketing concept be determined, to be able to analyze the marketing environment according to the sector and target market operates, the company's ability to identify variables that can not control its ability to evaluate market segments, be able to contribute to the detection of the target market of the appropriate department aims.							
Course Content		subject scope and development of marketing; Operator analyze the current marketing approach; Business and marketing approach to determine the condition of the market; Marketing environment and strategic planning; Uncontrollable variables to determine; To determine the variables that can be controlled; Marketing information systems and marketing research; Consumer markets and the purchase decision process; Industrial markets; evaluate market segments; To contribute to determining the appropriate section of the target market; Positioning; Sales forecasting and sales forecasting methods.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Pazarlama İlkeleri
---	--------------------

Week	Weekly Detailed Course Contents	
1	Theoretical	subject scope and development of marketing
2	Theoretical	Business marketing approach to analyze the current business and marketing approach to determine the condition of the market
3	Theoretical	Marketing environment and strategic planning
4	Theoretical	To determine the variables can not be controlled
5	Theoretical	To determine the variables can not be controlled
6	Theoretical	Marketing information systems and marketing research
7	Theoretical	Marketing information systems and marketing research
8	Theoretical	Midterm
9	Theoretical	Consumer markets and the purchase decision process
10	Theoretical	Industrial Markets
11	Theoretical	evaluate market segments
12	Theoretical	evaluate market segments
13	Theoretical	To contribute to determining the appropriate section of the target market
14	Theoretical	positioning
15	Theoretical	Sales forecasting and sales forecasting methods

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Assignment	8	4	0	32
Individual Work	7	3	0	21
Midterm Examination	1	15	1	16



Final Examination	1	13	1	14
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	
2	
3	
4	
5	

Programme Outcomes (Marketing)

1	Ability to use the theoretical information in the application
2	A process in order to meet the requirements of managing skills
3	Ability to work in interdisciplinary teams, including
4	Define and solve problems in professional practice
5	Professional ethics and responsibility
6	The ability to learn about sector problems
7	To understand the legal regulations and practices
8	Effective communication skills
9	Knowledge and use professional tools and techniques with other communication technology tools Ability
10	Career planning processes and practices
11	Vocational and entrepreneurial skills for self-reliance
12	Cultural and social responsibilities, understanding, adoption and application skills
13	Awareness of the necessity of lifelong learning and its ability to perform
14	To follow national and international contemporary issues
15	Ataturk's principles and be sensitive to the Revolution, to use the Turkish language correctly, have the ability to understand unfamiliar terms on the basis of official correspondence and make space

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

	L1	L2	L3	L4
P1	5	5	5	5
P2	5	5	5	5
P3	5	5	5	5
P4	5	5	5	5

