



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		New Marketing Trends							
Course Code		PMP111		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Understanding the different types of marketing, to differentiate with each other and with the world and in Turkey descriptions practices strategies							
Course Content		Scope and Significance of New Techniques in Marketing; According to Marketing Target Marketing; Marketing According to Market Gaining Shape; Relationship Marketing; Modern Managerial Marketing According to Demand Situation; Database Marketing (Database Marketing); Maximize Marketing; Value Marketing; Post-Modern Marketing; Informed Marketing; Electronics Cyber Marketing; Breakdown of Distribution Channels Used as a distribution channel of franchising.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case 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	Yeni Pazarlama Trendleri
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Week	Weekly Detailed Course Contents	
1	Theoretical	Modern Marketing Approach and Sunday Versatility
2	Theoretical	Postmodern Marketing
3	Theoretical	Green Marketing
4	Theoretical	Database Marketing
5	Theoretical	Permission Marketing
6	Theoretical	Gedik Marketing
7	Theoretical	Relationship Marketing
8	Theoretical	Midterm
9	Theoretical	Whisper Communications
10	Theoretical	Mobile Marketing
11	Theoretical	Internal Marketing
12	Theoretical	Experiential Marketing
13	Theoretical	Neuromarketing
14	Theoretical	Electronic Marketing
15	Theoretical	An overview of what has been learned about the course



Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	2	2	0	4
Individual Work	8	2	0	16
Midterm Examination	1	14	1	15
Final Examination	1	11	1	12
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

*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	L5
P1	5	5	5	5	5
P2	5	5	5	5	5
P3	5	5	5	5	5
P4	5	5	5	5	5
P5	5	5	5	5	
P6	5	5	5	5	5
P7	5	5	5	5	5
P8	5	5	5	5	5
P9	5	5	5	5	5
P10	5	5	5	5	5
P11	5	5	5	5	5
P12	5	5	5	5	5
P13	5	5	5	5	5
P14	5	5	5	5	5
P15	5	5	5	5	5

