



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Marketing Principles- II							
Course Code		PMP104		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, product differentiation to and positioning, can contribute, product to receive sales-building measures by determining the life cycle, market structure, according to the competitive situation and business purposes, may be helping to price the identification and management, the promotion to the target market that can help in the formation of mixed, to identify a marketing channel, it is purposed to contribute to making the design and selection of the most suitable piping.							
Course Content		Product concept, product range and product mix, new product concepts and new product development, product life cycle, properties and help determine the price strategy will be implemented to ensure that adaptation Price Price Change strategies proposals are marketing communications process promotion mix decisions efforts Advertise Your Sales Sales increase and promotion determined to contribute to making the design of marketing channels to contribute to the selection of the most appropriate marketing channels through the channel system							
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
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Week	Weekly Detailed Course Contents	
1	Theoretical	Product concept, product range and product mix
2	Theoretical	New product concept and new product development
3	Theoretical	Product life cycle, characteristics and strategies to be implemented
4	Theoretical	To help determine the price, ensure implementation of the price
5	Theoretical	advising Price change strategy
6	Theoretical	advising Price change strategy
7	Theoretical	Marketing communication process
8	Intermediate Exam	Midterm
9	Theoretical	Promotion mix decisions
10	Theoretical	Advertisement
11	Theoretical	personal Selling
12	Theoretical	Sales increase and promotion efforts
13	Theoretical	To determine the marketing channels
14	Theoretical	To contribute to making the design of marketing channels



15	Theoretical	To contribute to the selection of the most appropriate channels through system
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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

