



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Experiential Marketing							
Course Code		PMP214		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		In this course, students experience the importance of marketing concepts in economics and marketing experience to the company aims to teach the applicability of the clutch and marketing experience.							
Course Content		Experience marketing concept, the economic value differences, experience features, value creation and experience marketing, experiential brand, marketing and customer experience							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, 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	Deneyimsel Pazarlama
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Week	Weekly Detailed Course Contents	
1	Theoretical	Experience economy
2	Theoretical	Experience marketing concept
3	Theoretical	Experience marketing concept
4	Theoretical	Economic value differences
5	Theoretical	Economic value differences
6	Theoretical	Experience features
7	Theoretical	The design of the unforgettable experience
8	Intermediate Exam	Midterm
9	Theoretical	experiential marketing
10	Theoretical	experiential marketing
11	Theoretical	Experience in creating value through marketing
12	Theoretical	Experience in creating value through marketing
13	Theoretical	experiential brand
14	Theoretical	Marketing and customer experience
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	5	0	10
Individual Work	5	2	0	10
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
P1	5	5	5
P2	5	5	5
P3	5	5	5
P4	5	5	5

