



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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|--|---|---|------------|--|---|----------------------------------|---|------------|---|
| Course Title | | Principles of Marketing | | | | | | | |
| Course Code | | LGT265 | | Course Level | | Short Cycle (Associate's Degree) | | | |
| ECTS Credit | 3 | Workload | 70 (Hours) | Theory | 2 | Practice | 0 | Laboratory | 0 |
| Objectives of the Course | | Creating awareness about history, basic principles, planning process, and organization of marketing. | | | | | | | |
| Course Content | | Be aware of concepts of Marketing- Strategically Planning- Environmental Factors in Marketing- Marketing Information Systems and Research- Classifying – Specifying Target, Product and Position- Product Development – Pricing – Promotions- Distribution Channels | | | | | | | |
| Work Placement | | N/A | | | | | | | |
| Planned Learning Activities and Teaching Methods | | | | Explanation (Presentation), Discussion | | | | | |
| Name of Lecturer(s) | | | | | | | | | |

Prerequisites & Co-requisites

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|-------------------|-------|
| Equivalent Course | İY227 |
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Assessment Methods and Criteria

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

Recommended or Required Reading

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| 1 | 1. MUCUK İsmet, Pazarlama İlkeleri, Türkmen Kitabevi, 2008. |
| 2 | 2. Ders notları |

| Week | Weekly Detailed Course Contents | |
|------|---------------------------------|---|
| 1 | Theoretical | Subject and scope of marketing. |
| 2 | Theoretical | Marketing systems, external environmental factors affecting the macro and micro. |
| 3 | Theoretical | The need for information for marketing decisions. |
| 4 | Theoretical | Market and consumer types. The importance of price as a marketing decision variable |
| 5 | Theoretical | The Nature and Importance of Industrial Markets and Major Types |
| 6 | Theoretical | Market compartmentalisation Meaning, Benefits, Limits and Key Terms that active |
| 7 | Theoretical | Product Marketing Decision Variables |
| 8 | Theoretical | Some of the concepts and Product |
| 9 | Theoretical | The Importance Of Marketing And Promotion Effects of Decision Variables |
| 10 | Theoretical | The importance of personal selling in marketing. |
| 11 | Theoretical | Objectives of advertising, Types of Products and Ads. |
| 12 | Theoretical | Distribution Channels and Physical Distribution |
| 13 | Theoretical | Marketing Management Organization, Implementation and Control |
| 14 | Theoretical | International Marketing |

Workload Calculation

| Activity | Quantity | Preparation | Duration | Total Workload |
|---------------------------------------|----------|-------------|----------|----------------|
| Lecture - Theory | 14 | 0 | 3 | 42 |
| Assignment | 2 | 0 | 10 | 20 |
| Individual Work | 2 | 1 | 2 | 6 |
| Midterm Examination | 1 | 0 | 1 | 1 |
| Final Examination | 1 | 0 | 1 | 1 |
| Total Workload (Hours) | | | | 70 |
| [Total Workload (Hours) / 25*] = ECTS | | | | 3 |

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

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|---|--|
| 1 | Marketing topics to learn exactly |
| 2 | Students will be able to define the basic concepts and principles of marketing principles. |
| 3 | Students will be able to analyze the consumer and industrial market. |
| 4 | Students will be able to explain the relationship between macro-micro environmental factors and marketing. |
| 5 | Students will be able to recognize marketing information systems and marketing research applications. |

Programme Outcomes (Logistics)

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| 1 | Understanding of the basics needed for the mobility of production and consumption of goods. |
| 2 | Provide warehouse and inventory management decisions. |
| 3 | To decide on the mode of transport and handling equipment to be used. |
| 4 | Logistics information systems benefit from the process of the realization of the activities. |
| 5 | To dominate the national and international legislation regulating the field of logistics. |
| 6 | Administration, management and marketing ideas and conducting. |
| 7 | Sensitivity to the requirements of professional ethics move |
| 8 | Idea about the conduct of national and international transport policies. |
| 9 | Having written and oral communication skills. |
| 10 | Current society and understand the world. |

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 | 2 | | 3 | | |
| P2 | 1 | | | | |
| P4 | | | | 2 | 4 |
| P5 | | 1 | | | |
| P6 | 5 | 5 | 2 | 4 | |
| P8 | | | 1 | | |
| P10 | 5 | | | | |

