



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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

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

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

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 (Local Authorities)

1	Theoretical knowledge in the field of public administration and local governments to use in working life and lifelong learning to be conscious.
2	To have the ability to use the functions of local government, public administration to adapt to contemporary approaches
3	Problems encountered in professional practice to identify, analyze and propose solutions to have the ability to bring.
4	Professional legal regulations to be equipped, and keep track of changes, use the.
5	Local and collective needs, expectations, and to have knowledge about efficient service delivery.
6	Turkish political life, political orientations, political power, political culture and to have competence in matters of contemporary political ideologies.
7	Understanding of contemporary urbanism, urban planning, urban land management, housing and environmental issues and policies to be competent.
8	Decentralization, local democracy and civil society to gain competence on a case.
9	Having the necessary values in the field of professional ethics; written-verbal communication and correspondence with the field of information-communication technologies and be able to use.
10	Land use plans, zoning laws and regulations to have knowledge of subjects covered.
11	The process of globalization and the country's internal dynamics, to analyze the process of democratization.
12	The Constitution, fundamental rights and freedoms, civil servants, law and public law legislation have sufficient knowledge about professional ethics.

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

	L1
P1	3
P5	3
P8	3
P12	3

