



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Principles Of Marketing							
Course Code		İDT251		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The student's ability to determine understanding of the entity to analyze existing marketing, marketing concept aims							
Course Content		To contribute to the development of the marketing concept, marketing environment analysis, target market selection, product decisions, pricing strategies, marketing channel							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Case Study					
Name of Lecturer(s)		Ins. Emine KARAKUŞ BAŞLAR							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Pazarlama İlkeleri, İsmet Mucuk
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Week	Weekly Detailed Course Contents	
1	Theoretical	Marketing approach to analyze existing business, according to the state of the market and identify business marketing approach
2	Theoretical	Uncontrollable variables that identify
3	Theoretical	Uncontrollable variables that identify
4	Theoretical	Evaluate market segments
5	Theoretical	To contribute to the determination of the appropriate target market segments
6	Theoretical	Positioning of the product to help
7	Theoretical	To take measures by identifying periods of product life
8	Theoretical	To help determine the price
9	Theoretical	Ensure that the adaptation of the price
10	Theoretical	Price change strategies, advising
11	Theoretical	Price change strategies, advising
12	Theoretical	Marketing channels, identify
13	Theoretical	To contribute in the design of marketing channels
14	Theoretical	To contribute to the selection of the most suitable one in channel systems

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	1	0	30	30
Reading	1	0	36	36
Midterm Examination	1	10	2	12
Final Examination	1	15	4	19
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Contribute to the development of the concept of business marketing
2	by classifying contribute to the selection of the target market



3	To analyze the marketing environment
4	Ideas that will help you create a product decisions
5	Pricing strategies to contribute to the formation of
6	The relevant departments to provide information on marketing channels

Programme Outcomes (Foreign Trade)

1	Economics, business law, labor and social security law, business, accounting, and describe the basic concepts of international trade
2	Of delivery and payment to foreign trade, foreign trade transactions and edit documents used
3	Mathematical operations to commercial
4	Grasp of the Turkish bank-exchange regulations, to prepare documents that are used in these processes, business correspondence, make
5	Turkey customs legislation to the foundation, to prepare the documents and customs procedures to follow
6	Turkey export import regulations, the basic concepts of logistics, know the rules of international transport and prepare the documents necessary, carry out e-commerce transactions
7	Foreign trade operations in computer and be able to use a foreign language, foreign trade transactions
8	Grasp and analyze methods of financing foreign trade, foreign trade transactions in free zones to
9	To international marketing strategies, recognizing the risks of international trade, international monetary and capital markets to analyze the relationships
10	Understand the importance of quality and standardization in foreign trade, foreign trade transactions and tax practices to insure
11	Account for foreign trade and foreign exchange transactions
12	Turkey's economy and economic crisis of the world economy and to understand the developments in the EU - Turkey relations to follow, to recognize the international economic and financial organizations
13	Win the adequacy of research, professional ethics, to grasp, to know the methods of commercial correspondence
14	Atatürk's principles and reforms
15	Accordance with the rules To know writing and speaking of the Turkish language, to know the types literary texts, and spoken expression

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

	L1	L2	L3	L4	L5	L6
P9	4	4	4	4	4	4

