



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

|  |   |  |            |  |   |                                  |   |            |   |
|--|---|--|------------|--|---|----------------------------------|---|------------|---|
| Course Title                                     |   | Port Services Marketing  |            |  |   |                                  |   |            |   |
| Course Code                                      |   | LOJ204   |            | Course Level                                       |   | Short Cycle (Associate's Degree) |   |            |   |
| ECTS Credit                                      | 2 | Workload   | 50 (Hours) | Theory   | 2 | Practice                         | 0 | Laboratory | 0 |
| Objectives of the Course                         |   | With this course, it's aimed to give information about the marine economy and to gain proficiency qualification in marketing of port services. |            |  |   |                                  |   |            |   |
| Course Content                                   |   | Marine economy, marketing communications in port services, customer relationships  |            |  |   |                                  |   |            |   |
| Work Placement                                   |   | N/A  |            |  |   |                                  |   |            |   |
| Planned Learning Activities and Teaching Methods |   |  |            | Explanation (Presentation), Discussion, Case 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 | Konteyner Deniz ve Liman İşletmeciliği: Murat ERDAL, Beta Yay. |
| 2 | Lojistik Yönetimi: Murat Erdal, UTİKAD Yay.                    |

| Week | Weekly Detailed Course Contents |   |
|------|---------------------------------|---|
| 1    | Theoretical                     | Port Project and Investment Analysis  |
| 2    | Theoretical                     | Port Project and Investment Analysis  |
| 3    | Theoretical                     | Intermodal Transport and Road&Railway Integration                             |
| 4    | Theoretical                     | Intermodal Transport and Road&Railway Integration                             |
| 5    | Theoretical                     | Services Marketing in Logistics Business                                      |
| 6    | Theoretical                     | Services Marketing in Logistics Business                                      |
| 7    | Theoretical                     | Container Port Marketing Communications and Customer Relationships Management |
| 8    | Theoretical                     | Container Port Marketing Communications and Customer Relationships Management |
| 9    | Theoretical                     | E-Commerce Applications in Container Transportation                           |
| 10   | Theoretical                     | Financing Structure of Maritime Sector  |
| 11   | Theoretical                     | Financing Structure of Maritime Sector  |
| 12   | Theoretical                     | Collaborations in Maritime Transportation Sector and Its Financial Effects    |
| 13   | Theoretical                     | Collaborations in Maritime Transportation Sector and Its Financial Effects    |
| 14   | Theoretical                     | Port Service Schedules, Port Authority and The Application in Turkey          |

### Workload Calculation

| Activity                              | Quantity | Preparation | Duration | Total Workload |
|---------------------------------------|----------|-------------|----------|----------------|
| Lecture - Theory                      | 14       | 0           | 2        | 28             |
| Assignment                            | 1        | 0           | 8        | 8              |
| Reading                               | 1        | 0           | 8        | 8              |
| Midterm Examination                   | 1        | 1           | 1        | 2              |
| Final Examination                     | 1        | 3           | 1        | 4              |
| Total Workload (Hours)                |          |             |          | 50             |
| [Total Workload (Hours) / 25*] = ECTS |          |             |          | 2              |

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

|   |   |
|---|---|
| 1 | To gain information about marine economy and port project and investment                      |
| 2 | To know basic concepts about logistics services marketing, especially port services marketing |
| 3 | To gain information about customer relationships in logistics services                        |



|   |   |
|---|---|
| 4 | Port functions and port types             |
| 5 | Factors affecting port location selection |

**Programme Outcomes (Logistics)**

|    |  |
|----|--|
| 1  | Understanding of the basics needed for the mobility of production and consumption ware   |
| 2  | Give storage and inventory management decisions  |
| 3  | To decide about types of transportation and handling equipment to be used to decide      |
| 4  | Logistics information systems take advantage of the process of realization of activities |
| 5  | Be the judge national and international legislation regulating the field of logistics    |
| 6  | Administration, management and marketing topic about give an idea                        |
| 7  | To be sensitive to the requirements of professional ethics                               |
| 8  | Provide an idea about the the national and international transport policies              |
| 9  | To have written and spoken communication skills  |
| 10 | Living in society and to 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 |
|----|----|----|----|
| P1 | 1  |    |    |
| P2 | 1  |    |    |
| P3 | 3  | 3  |    |
| P4 | 1  | 1  |    |
| P5 | 1  |    |    |
| P6 |    | 5  | 5  |
| P8 | 3  | 2  |    |
| P9 |    |    | 3  |

