



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Marketing							
Course Code		LOJ209		Coure Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		To give information about marketing and to explain the development process of marketing							
Course Content		Basic concepts of marketing, product, price, place and promotion							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), 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
2	Pazarlamaya Giriş, Zeliha Eser ve Sezer Korkmaz
3	Ders notları

Week	Weekly Detailed Course Contents	
1	Theoretical	Definition of marketing and development in marketing concept
2	Theoretical	Current marketing approaches
3	Theoretical	Customer value and customer satisfaction
4	Theoretical	Marketing management-1
5	Theoretical	Marketing management-2
6	Theoretical	Marketing planning
7	Theoretical	Environmental factors affecting marketing decisions
8	Theoretical	Marketing research and its phases-1
9	Theoretical	Marketing research and its phases-2
10	Theoretical	Characteristics of consumer markets
11	Theoretical	Characteristics of organizational markets
12	Theoretical	Organizational market types
13	Theoretical	Market segmentation and selection of target market-1
14	Theoretical	Market segmentation and selection of target market-2

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Assignment	1	0	26	26
Reading	1	0	26	26
Midterm Examination	1	1	1	2
Final Examination	1	3	1	4
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Definition and development of marketing
2	Marketing management



3	Various markets and their characteristics
4	Marketing micro and macro environment
5	Case studies and practice

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		2	
P2		2	1
P6	5	5	5

