



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Principles of Marketing							
Course Code		HİT106		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Introducing marketing which is one of the sub functions of the business to the students and teaching the basic concepts							
Course Content		Marketing concept, the scope of marketing, marketing concept development and modern marketing management, marketing environment, strategic planning and the changing world of marketing, marketing functions, market and types of marketing, Consumer markets and consumer behavior.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), 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	- Mucuk , İ , ( 2007 ) , Pazarlama İlkeleri , Türkmen Kitabevi
2	Karafakioğlu , M. ( 2005) Pazarlama İlkeleri , Literatür Yayıncılık
3	-İslamoğlu , A.H., ( 2002 ) ,Pazarlama İlkeleri , 2. basım, Beta Yayınları

Week	Weekly Detailed Course Contents	
1	Theoretical	Marketing and Marketing Process
2	Theoretical	Strategic Marketing Plan
3	Theoretical	Marketing environment
4	Theoretical	Marketing planning and marketing strategies
5	Theoretical	Marketing Information System
6	Theoretical	Types of marketing research
7	Theoretical	midterm exam
8	Theoretical	market segmentation
9	Theoretical	Product
10	Theoretical	price
11	Theoretical	Place
12	Theoretical	Promotion
13	Theoretical	Promotion 2
14	Theoretical	International marketing
15	Theoretical	Ethical marketing
16	Theoretical	Final exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	3	1	4
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	eng
2	.
3	.
4	.
5	.

**Programme Outcomes** (*Banking and Insurance*)

1	To have basic economics knowledge.
2	Having basic law and banking law knowledge in a sufficient level for intermediate members of business life.
3	To have knowledge on the accounting system and organization.
4	To know basic finance and banking information.
5	To know registering of daily fiscal issues.
6	To know financial analysis techniques that is required by business.
7	Having knowledge about job safety, employees' health, environmental protection and quality conscious.
8	To have business management knowledge.
9	Having knowledge of organizational structures of banks.
10	To have basic information about internal, external and public audits in banks.
11	To have knowledge over human resources.
12	Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences.
13	Ability to plan a career in their own profession.

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

	L1	L2	L3	L4	L5
P8	3	2	3	2	3

