



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Marketing Principles							
Course Code		DTS269		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (<i>Hours</i>)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		With this course, the student, the recognition and implementation of marketing strategies will be the ability to make							
Course Content		The basic concepts of marketing, marketing strategies, international marketing strategies.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)		Ins. Elçin BAŞOL							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Pazarlama İlkeleri, Mehmet Karafakioğlu, Literatür Yayıncılık, İstanbul, 2009.
2	Pazarlama İlkeleri, Hamdi İslamoğlu, Beta Yayınları, İstanbul, 2002.
3	Pazarlama İlkeleri, Çağatay Ünüsan, Literatür Yayıncılık, İstanbul, 2007.

Week	Weekly Detailed Course Contents	
1	Theoretical	Basic Concepts in Marketing
2	Theoretical	Economic Classification of countries are
3	Theoretical	Target market, market segmentation
4	Theoretical	Marketing management regarding product mix product mix, developing new products.
5	Theoretical	Technological Environment
6	Theoretical	Technological Environment
7	Theoretical	Culture and Purchasing Behavior
8	Theoretical	Marketing and Cultural Relations
9	Theoretical	Culture and Purchasing Behavior
10	Theoretical	Culture and Purchasing Behavior
11	Theoretical	Political and Legal Environment
12	Theoretical	Political and Legal Environment
13	Theoretical	Types of Market Research by Objective and Scope
14	Theoretical	Types of Market Research by Objective and Scope

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	Getting to Know the Basic Concepts in Marketing
2	Identify and implement marketing strategies
3	International Marketing Strategies recognition and enforcement
4	To be able to analyze and to establish marketing activities of a business and marketing program



5	Learning the details of marketing management and marketing controlling and to develop strategies.
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Programme Outcomes (Public Relations and Publicity)

1	To gain the skills of interdisciplinary group work
2	To acquire the abilities of understanding and expressing yourself.
3	To acquire ability of Project design, execution and evaluation in terms strategic communication.
4	To obey the ethic rules in applications of public relations and to gain social responsibility awareness.
5	To improve written and oral communication skills.
6	To help understand the global and social effects of communication occupation.
7	To get information about current events and analyze them within the scope of communication occupation.
8	To benefit from new media and communication technologies.
9	To provide the ability for analyzing different communication systems with an integrated approach.
10	To be aware of his own qualification in the studies of public relations and advertising.
11	To gain the basic occupational knowledge related to the public relation management.
12	Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences.

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

	L1	L3	L5
P1	4	5	5
P2	5	5	5
P3	5	5	5
P4	5	5	5
P5	5	5	5
P6	5	5	5
P7	5	5	5
P8	5	5	5
P9	5	4	5
P10	5	5	5
P11	5	5	5

