



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 (Hours)	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 (Foreign Trade)

1	To describe the basic concepts of economics, business law, labor and social security law, business, accounting and foreign trade.
2	To know the terms of delivery and payment in foreign trade; to regulate documents used in foreign trade transactions.
3	To understand Turkish foreign exchange regulations, to prepare documents used in these processes, and to make business correspondence.
4	To have a knowledge of Turkish customs legislation, and organize related documents
5	To know Turkish foreign trade legislation, main concepts regarding to logistics, international transporting rules and preparing necessary documents, performing e-trade transactions.
6	Making foreign trade transactions with computer and utilize from a foreign language in foreign trade transactions.
7	To be aware of Business Law, Job Security, environmental protection and quality concepts.
8	To understand and analyze the methods of financing foreign trade, and to know the foreign trade transactions in free zones.
9	To know the international marketing strategies, to recognize the risks of international trade, to analyze international monetary relations and capital markets.
10	To understand the importance of quality and standardization in foreign trade, and to know insurance operations and tax practices in foreign trade.
11	Accounting the transactions as to foreign trade and foreign exchange.
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	L2	L3	L4	L5
P9	3	3	5	3	3

