



**AYDIN ADNAN MENDERES UNIVERSITY  
SULTANHISAR VOCATIONAL SCHOOL  
PLANT AND ANIMAL PRODUCTION  
SEEDLING PRODUCTION  
COURSE INFORMATION FORM**

Course Title	Agricultural Marketing								
Course Code	BTS222			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	The basic principles of marketing, concepts, process and transfer of models								
Course Content	Basic concepts of marketing, product, price, place and promotion activities.								
Work Placement	Students must have to complete their internship within the required time and properties. The required rules are describes at the Adnan Menderes University, Sultanhisar Vocational School, Student Internship Instructions.								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Individual Study								
Name of Lecturer(s)	Ins. Berna GÜNDEN								

#### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

#### Recommended or Required Reading

1	Instructor Lecture Notes
2	Ismet Mucuk, Principles of Marketing, Istanbul: Turkmen Press, 2008
3	Mehmet Karafakioğlu, Principles of Marketing, Istanbul: Literature Publishing.

Week	Weekly Detailed Course Contents	
1	Theoretical	Wish, need, demand and marketing concepts
2	Theoretical	Development of marketing and marketing approaches
3	Theoretical	Strategic planning, strategic marketing planning and marketing strategy
4	Theoretical	Marketing environment
5	Theoretical	Marketing information system and marketing research
6	Theoretical	Consumer and industrial markets and consumer behavior
7	Theoretical	Consumer and industrial markets and consumer behavior
8	Intermediate Exam	Midterm Examination
9	Theoretical	Market segmentation
10	Theoretical	Target market selection strategies
11	Theoretical	Product Decisions
12	Theoretical	Promotion decisions
13	Theoretical	Price decisions
14	Theoretical	The work week
15	Theoretical	Work Week
16	Final Exam	Final Examination

#### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	4	4	0	16
Midterm Examination	1	11	1	12
Final Examination	1	18	1	19
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

\*25 hour workload is accepted as 1 ECTS



**Learning Outcomes**

1	To perceive the basic concepts of marketing and analyze the marketing environment
2	To contribute to the development of marketing strategy.
3	Perceivment of market segments and target market selection strategies.
4	Identify strategies to contribute to the selection of the target market.
5	Perceivment of product decisions
6	Perceivment of Price decisions
7	Introduction to grasp the decisions.
8	Perceivment of Distribution decisions

**Programme Outcomes (Seedling Production)**

1	Having knowledge of physiology and morphology characteristics, growth, development and biochemical events occurred in fruits, vegetables and ornamentals plants
2	Having knowledge of soil, climate and irrigation conditions grown fruits, vegetables and ornamentals plants
3	Having knowledge of identification, classification and the use areas of fruits, vegetables and ornamentals plants
4	Having practical and theoretical knowledge of production techniques of fruits, vegetables and ornamentals plants
5	Having ability to identify and to maintain diseases and pests of fruits, vegetables and ornamentals plants
6	Having knowledge of marketing techniques, standards, contributions to the economy of fruits, vegetables and ornamentals plants, legal issues
7	Having knowledge of facilities and builds grown fruits, vegetables and ornamentals plants, and tools and materials used.
8	Having ability to use effective own language and having knowledge of language in order to communicate own colleagues and own customers,
9	Having knowledge of Atatürk Principle and Revolutions and, ability to assimilate Atatürk Principle and Revolutions
10	Having an enough foreign language to able to follow new development in relation with nursery production

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

	L1	L2	L3	L4	L5
P3		3	4	4	4
P6	4	5	5	5	5
P7	5				

