



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Agricultural Marketing							
Course Code		BTS222		Couse 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 ofmodels							
Course Content		Basic concepts of marketing, product, price, place and promotionactivities.							
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	70

### Recommended or Required Reading

1	Instructor Lecture Notes
2	İsmet Mucuk, Principles of Marketing, Istanbul: Turkmen Press, 2008
3	Mehmet Karafakıoğlu, 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** (*Medical and Aromatic Plants*)

1	Having the recognition, classification and the use areas knowledge of medical and aromatic plants
2	Having practical and technical knowledge about cultivation and production of medical and aromatic plants
3	Having knowledge of morphology, anatomy, cytology, physiology and biochemical structures of medical and aromatic plants
4	Having knowledge of importance of soil conditions to grow medical and aromatic plants
5	Having information and the ability to use materials related with basic math and basic chemistry founded on qualifications gained in secondary education
6	Having ability to use effective own language and having knowledge of foreign language in order to communicate own colleagues and own customers
7	Having ability to collect medical and aromatic plants, having knowledge of seed technology, drying and conservation of these plants
8	Having ability to identify and to fight diseases and pests of medical and aromatic plants
9	Having knowledge of all Agricultural activities
10	Having knowledge of Atatürk Principle and Revolutions and to assimilate Atatürk Principle and Revolutions
11	Having consciousness of quality
12	Having knowledge and accumulation of investigative and evaluation
13	Ability to work as an individual capable of independent decision-making ideas verbally and in writing, stating the figure to communicate in a clear and concise
14	Ability to identify plants used for medical purposes and to obtain mixtures from drugs acquired these plants
15	Having skill and knowledge of marketing techniques medical and aromatic plants

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

	L1	L2	L3	L4	L5	L6	L7	L8
P1	5	5	5	5	5	5	5	5
P2	3	3	3	3	3	4	4	4
P3	5	3	5	5	5	3	3	3
P4	1	1	1	1	2	2	2	2
P5	4	5	5	4	5	4	4	4
P6	5	3	3	3	3	3	3	3
P8	3	2	3	1	3	3	3	3
P9	3	3	4	3	4	3		3
P10	3	3	3	3	3	4	4	4
P12	5	5	5	5	5	5	5	5
P13	3	3	3	3	3	4	4	4
P14	5	3	5	5	5	3	3	3
P15	1	1	1	1	2	2	2	2

