



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Marketing Principles							
Course Code		İPZ104		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 ( <i>Hours</i> )	Theory	3	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)		Lec. Temur KURTASLAN							

### 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 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
9	Theoretical	the work week
10	Theoretical	Market segmentation
11	Theoretical	Target market selection strategies
12	Theoretical	Product Decisions
13	Theoretical	Price decisions
14	Theoretical	Promotion decisions
15	Theoretical	Work Week
16	Final Exam	Final exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	4	70
Midterm Examination	1	10	1	11
Final Examination	1	18	1	19
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

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

**Programme Outcomes (Business Administration Management)**

1	Define their fundamental information and capabilities related to the Business management.
2	Command on the management functions and accounting practices theoretically and will be able to implement them practically.
3	Determine managerial/structural/legal components required to found an effective business.
4	Shall dissolve financial situation of business on basic level.
5	Use the economical information obtained in micro and macro scale, in their occupational lives.
6	Implement the developed package programs together with the fundamental information technologies related to their field.
7	Have the professional ethics in business life and business relations.
8	Reveal office order, working conditions, ability of coherence to the team work in business establishment
9	Develop an awareness for the need for life long learning
10	To follow national and international contemporary issues
11	To become sensitive to Atatürk's principles and reforms, the right to use the Turkish language, the official correspondence of the basic ability to have the ability and understanding related to the field of foreign terms

**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	3	3	3	3	3	3	3	3
P3	3	3	3	3	3	3	3	3
P9	3	3	3	3	3	3	3	3

