



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Marketing Principles							
Course Code		ULT221		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	6	Workload	151 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Teach basic concepts and components of marketing.; Understand the consumer behavior and expectations.; Know how to satisfy the needs of the consumers.; Define basic principles and concepts of marketing. Be able to analyze consumer and industrial markets.; Explain the relationships between Macro and micro-environmental factors and marketing.; Recognize marketing information systems and marketing research applications. ; Explain market segmentation, positioning and target market selection.; Recognize marketing mix strategies that are used by marketing managers.							
Course Content		Basic concepts, changes in marketing, market and types of marketing, marketing planning principles, micro and macro environment of marketing, consumer markets, institutional markets, international markets, the market measurement, the principles of target market segmentation, marketing mix, product and services, price, place and distribution channels, promotion, case studies and application.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Assoc. Prof. Funda ODUNCUOĞLU, Lec. Güneş Açelya SİPAHİ							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Marketing Principles -Abdullah OKUMUŞ (e-book) İstanbul University
2	Marketing Principles-Suphan Nasır (e-book) Atatürk University
3	Marketing Principles- İsmet MUCUK
4	Marketing Principles- Kotler and Armstrong
5	Marketing Principles - Cemal Yukselen

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to marketing basic concepts
2	Theoretical	Development of marketing concept
3	Theoretical	Consumer market and consumer behavior
4	Theoretical	Organizational markets and industrial buyer behavior
5	Theoretical	Customer relationship management and value concept
6	Theoretical	Marketing environmental elements
7	Theoretical	Market segmentation target market and positioning
8	Theoretical	Elementsmarketing Mix (4P)
9	Intermediate Exam	Midterms
10	Intermediate Exam	Midterms
11	Theoretical	Services marketing
12	Theoretical	marketing information system
13	Theoretical	E-marketing
14	Theoretical	Direct marketingand e-commerce
15	Theoretical	International marketing
16	Theoretical	Sustainable marketing and Ethics
17	Final Exam	Finals



Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	2	3	65
Individual Work	13	0	3	39
Midterm Examination	1	20	1	21
Final Examination	1	25	1	26
Total Workload (Hours)				151
[Total Workload (Hours) / 25*] = ECTS				6

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to comprehend concepts and phenomena that lay the foundation of marketing,
2	To be able to comprehend and interpret consumer behavior, and shape it through marketing programs.
3	To be able to analyze the position of marketing components and their interactions in the marketing process.
4	To be able to analyze marketing activities of a firm and craft marketing programs.
5	To be able to appreciate the events and changes in the business world critically and rationally through marketing lenses,
6	To be able to learn strategic planning and the process of building a strategic plan and its implementation
7	To be able to learn strategic planning and the process of building a strategic plan and its implementation.

Programme Outcomes (Human Resources Management)

1	Having adequate scientific knowledge of Human Resources Management, basic business concepts and other social sciences
2	Thinking critically and analytically
3	Having knowledge of communication and information technologies
4	In-depth understanding of the research process and application of a range of research techniques into studies, researches and projects
5	In-depth understanding of usage of Human Resources Management and other social sciences theoretical and applied knowledge together.
6	Ability to interpret basic Business concepts from Human Resource Management perspective
7	Ability to implement basic HRM responsibilities in institutions such as HR Planning and staffing, labor relations, occupational healthy and safety, training planning, performance and rewards management, career planning, employment and interview techniques and legal HR issues
8	Implementing quality process approach into HRM process by considering institutional development, internal and external customer satisfaction; in case of need, having sense of responsibility making contribution for problem solving and continuous development and process excellence ability by problem identification, goal setting, reorganisation and change management skills
9	Management of resources and assets by considering budgetary, financial and legal issues; management of projects/operations with the ability of planning, implementation, and auditing; Having skills on management of self and other people
10	Enriching result oriented working approach with continuous learning approach
11	Strong oral and written communication skills and ability to present ideas and information effectively
12	Monitor and communicate with colleagues in a foreign language using at least the European Language Portfolio B1 General Level
13	Ability to work with people of various cultural and educational background by valuing team work, developing empathy and listening skills
14	Being conscious on social, academic and professional ethical values
15	Development of critical theoretical appreciation of 'how', 'why' and 'where' HRM contributes to and supports employee and societal development, and implementing these approach for applied and graduate projects and working life

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

	L1	L3	L4	L6
P1	4		2	
P2		3		3
P3			3	
P4	4	3		4
P5			4	4
P6		4		
P7			3	
P8	4	5		5



P10			5	
P11		2		3
P13	5			
P14		3		
P15				2

