



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Marketing Management							
Course Code		BYY214		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Increasingly important in business functions, marketing has a strategic pre-requisite for businesses, especially with competitive advantage. In this context, this course is to convey to the students how to evaluate the marketing activities that can be applied in order to achieve the desired market success from the management perspective.							
Course Content		How to make decisions about management perspective and marketing mix members consists of specific marketing-related policies and decisions that can be applied on the market in the framework of strategic thinking.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)									

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Marketing Management, Tuncer Tokol, Nobel Publishing House.
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Week	Weekly Detailed Course Contents	
1	Theoretical	The history of marketing and the understanding of marketing
2	Theoretical	Marketing management and strategic thinking
3	Theoretical	Marketing management decisions
4	Theoretical	Marketing information system and information resources
5	Theoretical	Market analysis
6	Theoretical	Positioning policies
7	Theoretical	Product management
8	Intermediate Exam	Midterm
9	Theoretical	Brand management
10	Theoretical	Pricing policies
11	Theoretical	Promotion policies
12	Theoretical	Distribution policies and decisions
13	Theoretical	Marketing organization and decisions
14	Theoretical	Business to business (B to B) marketing
15	Final Exam	Semester final exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	5	0	2	10
Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

\*25 hour workload is accepted as 1 ECTS



**Learning Outcomes**

1	Defines concepts and facts that constitute the basis of marketing and gives examples.
2	They explain the concept of market environment, analyze the elements of market environment and determine their implications in terms of marketing management.
3	Describes the causes of consumer behavior, creates comments and marketing programs.
4	Knows the concept of marketing management.
5	Knows the elements of marketing mix.

**Programme Outcomes (Office Management and Executive Assistantship)**

1	Use of information and communication technology tools and other professional tools ability.
2	The ability of planning and practicing vocational process.
3	The ability of communicating in foreign language.
4	Vocational self-confidence ability.
5	Entrepreneurship ability.
6	The ability of using the theoretical information in the application.
7	The ability of managing process to supply.
8	The ability of working with the inclusion of interdisiplener team.
9	The ability of defining and solving problems at vocational practice.
10	Professional ethics and responsibility.

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

	L1	L2	L3	L4	L5
P1	5	5	5	5	5
P2	5	4	5	5	5
P4	5	5	5	5	5
P5	4	4	4	4	4
P6	3	3	3	3	3
P7	3	3	4	4	4
P8	4	4	4	4	5
P9	4	5	5	5	5
P10	4	4	4	5	5

