



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Marketing I							
Course Code		ÇMH215		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		This course aims to explain the basic concepts of marketing, to explain basic marketing methods and marketing process.							
Course Content		Basic Concepts, Consumer Markets and Industrial Markets, Market Segmentation and Target Market Selection, Product, Price, Distribution Channels and Physical Distribution, Retention, Marketing Research, Marketing Management and International Marketing.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study					
Name of Lecturer(s)									

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Marketing Management, Tuncer Tokol, Nobel Publishing House.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Basic concepts
2	Theoretical	Basic concepts
3	Theoretical	Consumer Markets and Industrial Markets
4	Theoretical	Consumer Markets and Industrial Markets
5	Theoretical	Market Segmentation and Target Market Selection
6	Theoretical	Market Segmentation and Target Market Selection
7	Theoretical	Product, Price, Distribution Channels and Physical Distribution
8	Theoretical	Midterm
9	Theoretical	Promotion
10	Theoretical	Promotion
11	Theoretical	Marketing Research
12	Theoretical	Marketing Research
13	Theoretical	Marketing Management and International Marketing
14	Theoretical	Marketing Management and International Marketing
15	Theoretical	Marketing Management and International Marketing

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	15	0	2	30
Term Project	5	0	1	5
Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	At the end of this course, the student can explain the basic concepts and principles of marketing.
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2	At the end of this course, the student can explain basic marketing methods and marketing process.
3	At the end of this course, student can do marketing research.
4	Describes the causes of consumer behavior, creates comments and marketing programs.
5	Knows the elements of marketing mix.

**Programme Outcomes (Call Center Services)**

1	Ability to use information and communication technology tools and other professional tools and techniques
2	Ability to plan and implement professional processes
3	Foreign language communication skills
4	Professional confidence
5	Entrepreneurship Skills
6	Ability to use theoretical domain knowledge in practice
7	Ability to manage a process to meet requirements
8	Work skills in teams, including interdisciplinary
9	Ability to identify and solve problems in professional practice
10	Professional ethics and accountability

**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	4	4	5
P4	5	5	5	5	5
P5	4	4	4	4	4
P6	3	3	3	3	3
P7	3	3	3	3	3
P8	4	4	4	4	4
P9	4	5	5	5	5
P10	4	4	4	5	5

