



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Marketing II							
Course Code		ÇMH212		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		It will contribute to the classification of the retailer enterprises according to the characteristics of the student, the sector, the bazaar and the customer, the ability to determine the types of the places, the information about the store order, the planning of the communication program to establish the category management, the product diversification planning process, pricing types, communication methods and budget determination.							
Course Content		Basic Concepts about Marketing, Decision Making in Marketing, Marketing Planning, Marketing Auditing, Marketing Organization.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration					
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	Marketing and its features, marketing and utility creation
2	Theoretical	Development of marketing, concept of market
3	Theoretical	Marketing management, target market selection
4	Theoretical	Compilation of marketing research data and comparison with sales sense
5	Theoretical	New trends and macro-micro environmental factors
6	Theoretical	In-house factors and marketing components affecting marketing
7	Theoretical	In-house factors and marketing components affecting marketing
8	Intermediate Exam	Midterm
9	Theoretical	Business marketing system, 4P-4C definitions
10	Theoretical	Marketing strategy, market analysis
11	Theoretical	Target market selection, characteristics of consumer markets
12	Theoretical	Consumer behavior characteristics
13	Theoretical	Markets and industrial buyers
14	Theoretical	Product and product life cycle
15	Theoretical	Semester final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Term Project	6	0	1	6
Individual Work	15	0	1	15
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	Prepares for potential customer.
2	Preparing and selling the product.
3	Manage After Sales Services.
4	Defines concepts and facts that constitute the basis of marketing and gives examples.
5	They explain the concept of market environment, analyze the elements of market environment and determine their implications in terms of marketing management.

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	5	5	5
P4	5	5	5	5	4
P5	2	2	2	2	2
P6	3	3	3	3	2
P7	3	3	4	4	4
P8	2	2	2	2	2
P9	3	5	5	5	5
P10	1	1	1	1	1

