



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Production, Management and Marketing							
Course Code		TAP205		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	73 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The purpose of this course is to learn management and marketing principles, production systems, importance of marketing and marketing systems.							
Course Content		Production management basic principles, production systems, product design, marketing information systems, marketing system functions							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study, Individual 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	Üretim Yönetimi, J Heizer, B Render, Palme Yayınları
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Week	Weekly Detailed Course Contents	
1	Theoretical	Production management basic principles
2	Theoretical	Production management basic principles
3	Theoretical	Production systems
4	Theoretical	Production systems
5	Theoretical	Work analysis
6	Theoretical	Production planning
7	Intermediate Exam	Mid term exam
8	Theoretical	Principles of marketing
9	Theoretical	Principles of marketing
10	Theoretical	Markets and market types
11	Theoretical	Market surveys
12	Theoretical	Distribution chains
13	Theoretical	Pricing methods
14	Theoretical	Direct marketing
15	Final Exam	Final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	1	14
Assignment	10	1	1	20
Seminar	1	6	1	7
Reading	5	1	1	10
Individual Work	10	1	1	20
Midterm Examination	1	0	1	1
Final Examination	1	0	1	1
Total Workload (Hours)				73
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	Be able to learn production management principles
2	Be able to classify production systems
3	Be able to learn marketing system and management functions
4	Be able to learn market and market types
5	Be able to learn pricing methods

Programme Outcomes (*Medical and Aromatic Plants*)

1	Understands the importance of medicinal and aromatic plants in the World and Turkey
2	Learn about the general characteristics of medicinal and aromatic plants. Learn the important issues in cultivation and can apply.
3	Learn about usage technologies about medicinal and aromatic plants and can apply.
4	Inform of producers of medicinal and aromatic plant species in offering, material supply, production process, marketing matter.
5	Know and follow the laws and regulations pertaining to the profession.
6	Learns morphological and anatomical structures of plants.
7	Learns to identify medicinal and aromatic plants.
8	To be able to behave sensitively towards environmental issues at national and global levels and to be able to interpret solution-oriented information; to be able to be an environmentally conscious and entrepreneurial individual
9	To be able to follow, evaluate and implement new developments and applications in the cultivation of medicinal and aromatic plants independently or as a team.

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

	L1	L2	L3	L4	L5
P2	5	5	5	5	5
P3	5	5	5	5	5
P4	5	5	5		5
P5	5	5	5		5
P8				4	
P9	5	5	5	5	5

