



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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|--|---|---|------------|--|---|----------------------------------|---|------------|---|
| 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

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| 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

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| 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 (Alternative Energy Sources Technology)

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| 1 | To have knowledge about basic science and technology. |
| 2 | To have knowledge about basic energy and alternative energy sources. |
| 3 | To have knowledge about basic electrical and electronic laws. |
| 4 | To have knowledge about the installation and operation of energy facilities. |
| 5 | Learning the methods of recycling of waste and use of energy. |
| 6 | To have experience in energy generation and project design. |

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 | 3 | 3 | 3 | 3 | 3 |
| P2 | 3 | 3 | 3 | 3 | 3 |
| P3 | 2 | 2 | 2 | 2 | 2 |
| P4 | 2 | 2 | 2 | 2 | 2 |
| P5 | 2 | 2 | 2 | 2 | 2 |
| P6 | 2 | 2 | 2 | 2 | 2 |

