



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Principles of Marketing							
Course Code		İY227		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To provide information to the learners about the fundamental principles of marketing and current marketing problems.							
Course Content		To provide information to the learners about the fundamental principles of marketing and current marketing problems.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study					
Name of Lecturer(s)		Ins. Zeliha Semra KILINÇ							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Cemal YÜKSELEN, Pazarlama İlkeler Yönetim ve Örnek Olaylar, Detay Yayıncılık, 2007
2	Pazarlama Yönetimi, Anadolu Üniversitesi Yayınları, 2003
3	Yavuz ODABAŞI ve Gülfidan BARIŞ Tüketici Davranışları, MediaCat, 2002
4	Today, the basics of marketing, Philip Kotler, 2012

Week	Weekly Detailed Course Contents	
1	Theoretical	The Subject of Marketing, Development, Modern Marketing Management and Recent Developments
2	Theoretical	Marketing Environment, Strategic Marketing and Planning (macro environmental factors)
3	Theoretical	Marketing Environment, Strategic Marketing and Planning (micro environmental factors, Internal Factors Affecting Marketing), Internal Factors Affecting Marketing
4	Theoretical	Strategic Planning and Strategic Marketing Planning Process and Strategic Marketing Planning Process in Business
5	Theoretical	Environmental Analysis and Situation Analysis (SWOT Analysis)
6	Theoretical	Marketing research and marketing information system
7	Theoretical	Market and Consumer Types
8	Intermediate Exam	Market Segmentation and Target Market Selection
9	Theoretical	Genel Tekrar
10	Theoretical	Midterm
11	Theoretical	Product mix (Product related concepts, New Product Development Process and Product Life Cycle and Marketing Strategies)
12	Theoretical	Product mix (Brand and Brand Strategy, Packaging, Service (Service) and Quality Standards) to teach
13	Theoretical	Price Mix (Price Mix, Importance of Price and Interest Groups Affecting Price Decisions)
14	Theoretical	Price Mix (Factors to be Considered in Pricing and Pricing Methods)
15	Final Exam	final

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Practice Examination	1	2	4	6



Midterm Examination	1	7	6	13
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To be able to comprehend the fundamental concepts and principles related with marketing.
2	To be able to define the development process of marketing and the notion of marketing today.
3	To be able to define the relations between marketing and environment.
4	To be able to comprehend the concept of marketing and the features of customers and industrial markets.
5	To be able to recognize marketing information systems and marketing research practices.
6	To be able to explain marketing segmentation, positioning and selecting target markets.

Programme Outcomes (Retail Sale and Store Management)

1	To have sufficient knowledge about retailing and store management.
2	Having the ability to communicate effectively with the customer.
3	To be able to identify and solve problems in retailing.
4	Learning about store management and store atmosphere.
5	Analyzing and interpreting consumer behaviors.
6	To have professional ethics and responsibility consciousness.
7	Having information about personal sales techniques.
8	Getting enough information about store design and settlement.
9	Awareness of the necessity of life-long learning; Social media, technology retailing and electronic retailing.
10	Ability to work effectively as a team, gain self-confidence to take 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	L6
P1	5	5	5	5	3	5
P2	2	3	4	4	5	4
P3	3	4	3	3	4	3
P4	3	3	5	5	5	5
P5	2	5	4	4	3	5
P6	3	4	5	5	5	4
P7	5	5	3	3	4	5
P8	4	3	5	5	3	3
P9	5	5	5	4	5	5
P10	5	4	3	3	4	4

