



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Marketing							
Course Code		REH303		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	4	Workload	100 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The aim of the lesson is to enable the students to become capable of analysing and studying basic marketing activities in terms of Turkey and World practice.							
Course Content		Students taking this course are going to be informed of basic marketing principals that is required for tourism marketing course of spring term.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study					
Name of Lecturer(s)		Lec. Ayşe ARSLAN ÖZKAN, Prof. Abdullah TANRISEVDİ							

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Erdoğan Koç (2011), Tüketici Davranışı ve Pazarlama Stratejileri: Global ve Yerel Yaklaşım, Seçkin Yayıncılık, Ankara.
2	Vance Oakley Packard (2006), Çaktırmadan İkna, MediaCat Kitapları, İstanbul.
3	Martin Lindstrom (2009), Buyology, Optimist Yayın Dağıtım, İstanbul.
4	Melike Demirbağ Kaplan ve Tunçdan Baltacıoğlu (2007), İyi İletişim = İyi Pazarlama, MediaCat Kitapları, İstanbul.

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to consumer behaviour
2	Theoretical	Introduction to marketing
3	Theoretical	Perception, learning and memory
4	Theoretical	Motivation and involvement
5	Theoretical	Attitudes
6	Theoretical	Self-respect and personality
7	Theoretical	Values, Life styles and culture
8	Theoretical	Referance groups
9	Intermediate Exam	Mid-Term Exam
10	Theoretical	Family and gender
11	Theoretical	The process of purchasing consideration
12	Theoretical	Process of purchasing consideration
13	Theoretical	Marketing communication
14	Theoretical	Persuasion methods
15	Theoretical	General review will be done and deficiencies will be made up for.
16	Final Exam	Final Exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	3	3	84
Assignment	2	3	0	6
Term Project	1	4	1	5



Midterm Examination	1	4	1	5
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	To be able to identify the differences between marketing and the basic marketing concepts such as marketing components, sales and promotion,
2	To be able to recognize the differences between consumers and customers,
3	To be able to recognize consumer behaviors and internal and external factors forming this kind of behaviours,
4	To be able to define the processes customers go through while purchasing goods,
5	To be able to apply the communication techniques in the course of carrying out the marketing activities

### Programme Outcomes (Tourism Guiding)

1	To have scientific and professional ethical values
2	To gain the ability of analytical and critical thinking
3	To have an awareness of requirement of gaining lifelong new knowledge and skills
4	To know the basic concepts about tourism sector
5	To comprehend relationship between tourism and natural, cultural and social environment
6	To have enough foreign language knowledge to follow trends and studies in his/her field and to be able to communicate
7	to be able to use the second foreign language at medium level.
8	to have the ability of doing team work.
9	To gain the ability to use information technologies in his/her field at a good level.
10	To gain administrative knowledge and ability in his/her field.
11	To be competent on the subject of human relations and behaviours which are required in tourism industry
12	To be able to track the trends in his/her field.
13	To have knowledge and ability on the subjects required for his/her profession.
14	To have comprehensive knowledge required for his/ her profession about other tourism services
15	To have enough knowledge about culture and customs of his/her own country.
16	To have enough knowledge about different cultures and customs.

### 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	4	4	4	4	4
P3	4	4	4	4	4
P4	4	4	4	4	4
P5	4	4	4	4	4
P6	5	5	5	5	5
P7	1	1	1	1	1
P8	4	4	4	4	4
P9	3	3	3	3	3
P10	4	4	4	4	4
P11	5	5	5	5	5
P12	5	5	5	5	5
P13	4	4	4	4	4
P14	3	3	3	3	3
P15	3	3	3	3	3
P16	4	4	4	4	4

