



AYDIN ADNAN MENDERES UNIVERSITY
ATÇA VOCATIONAL SCHOOL
ECONOMICS AND ADMINISTRATIVE PROGRAMS
PUBLIC RELATIONS
COURSE INFORMATION FORM

Course Title	Principles of Marketing								
Course Code	HIT106			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	Objectives of the course are to inform students about the fundamentals of marketing and to understand marketing's position in the new competitive environment, which have appeared due to the effects of factors such as globalization and the developments in information communication technologies.								
Course Content	The scope of this course, the marketing concept and development process is examined. Marketing objectives and product, price, distribution and promotion (4C) are examined in detail the elements of the marketing mix. Globalization, global competition and the examples in this context, examines new approaches to marketing occurring.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Individual Study, Problem Solving								
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	1. Pazarlama, Prof. Dr. İ. Çağlar ve Yrd. Doç. Dr. S. Kılıç, Nobel Yayınları
2	2. Pazarlama İlkeleri, Prof. Dr. Mehmet Karafakioğlu, Literatür Yayınları
3	3. Principles of Marketing, Philip Kotler ve Gary Armstrong.

Week Weekly Detailed Course Contents

Week	Weekly Detailed Course Contents	
1	Theoretical	Marketing Concept, Historical Development of Marketing
2	Theoretical	Peripheral factors which affect the marketing system, market types.
3	Theoretical	Consumer Behaviour, Factors which affect consumer behaviour
4	Theoretical	Marketing Information System, Marketing Mix
5	Theoretical	Products and services
6	Theoretical	New Product Development and Positioning
7	Theoretical	Price, Importance of Pricing, Methods of Pricing
8	Intermediate Exam	Mid-term examination
9	Theoretical	Distribution Channel Concept, Types of Distribution Channels
10	Theoretical	Relationships in the Promotion Mix
11	Theoretical	Promotion Mix, Promotion and the Concept of Marketing Communication
12	Theoretical	Public Relations, Development Process of Public Relations,
13	Theoretical	Public Relations Role in the Marketing Mix, Marketing Public Relations (MPR)
14	Theoretical	New Approaches in Marketing; Direct Marketing, Database Marketing, Guerilla Marketing, Word of Mouth Marketing ect.
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Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Midterm Examination	1	13	1	14



Final Examination	1	15	1	16
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	1. Learning the basic concepts of marketing,
2	2. To understand the developmental processes of marketing,
3	Learninh environmental factors
4	Learning the analysis of macro and micro environmental factors
5	To learn the relations between marketing and environment

