



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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| Course Title | | Introduction to Marketing | | | | | | | |
| Course Code | | PAR181 | | Course Level | | Short Cycle (Associate's Degree) | | | |
| ECTS Credit | 2 | Workload | 50 (<i>Hours</i>) | Theory | 2 | Practice | 0 | Laboratory | 0 |
| Objectives of the Course | | It is possible to analyze market segment by analyzing the current marketing understanding of the business and to analyze the marketing environment according to the sector and target market in which it operates and to determine the variables that the business can not control and to evaluate market segments and to contribute to determination of appropriate segments as target market, to determine the marketing channels, to design the channel and to select the most suitable channel system, to determine the product life cycles and to increase the sales, to determine the price according to the market structure, competition situation and business purposes, . | | | | | | | |
| Course Content | | To analyze the present marketing concept of the business, To determine the marketing understanding according to the business and market situation, To determine the uncontrollable variables, To determine the uncontrollable variables, To determine the controllable variables, To evaluate the market segments, To contribute to determination of appropriate segments as target market, Contributing to the selection of marketing channels, Contributing to the design of marketing channels, Contributing to the selection of the most appropriate channel systems. | | | | | | | |
| Work Placement | | N/A | | | | | | | |
| Planned Learning Activities and Teaching Methods | | | | Explanation (Presentation), Discussion | | | | | |
| Name of Lecturer(s) | | Ins. Gonca KÜÇÜK | | | | | | | |

Assessment Methods and Criteria

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

Recommended or Required Reading

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| 1 | Marketing Principles - Management - Case Studies; Professor Dr. Cemal YÜKSELEN |
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| Week | Weekly Detailed Course Contents | |
|------|---------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | Theoretical | .Analyzing the existing marketing understanding of the business. Determining the marketing understanding according to the business and market situation, Determining the uncontrollable variables |
| 2 | Theoretical | .Determine uncontrollable variables, Determine variables that can be controlled |
| 3 | Theoretical | .To evaluate market segments |
| 4 | Theoretical | Contributing to the determination of eligible segments as target market |
| 5 | Theoretical | To help differentiate the product |
| 6 | Theoretical | .Helping to locate the product |
| 7 | Theoretical | .Detecting the life cycle of the product and taking precautions |
| 8 | Theoretical | To help determine the price |
| 9 | Theoretical | .midterm |
| 10 | Theoretical | To provide price adaptation Making suggestions for price change strategies |
| 11 | Theoretical | Making suggestions for price change strategies |
| 12 | Theoretical | Identify marketing channels |
| 13 | Theoretical | Contributing to the design of marketing channels |
| 14 | Theoretical | To contribute to the selection of the most suitable channel systems |
| 15 | Theoretical | To contribute to the selection of the most suitable channel systems |
| 16 | Final Exam | Semester final exam |



Workload Calculation

| Activity | Quantity | Preparation | Duration | Total Workload |
|----------------------------------------------|----------|-------------|----------|----------------|
| Lecture - Theory | 14 | 0 | 2 | 28 |
| Assignment | 1 | 0 | 10 | 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 | To be able to analyze the marketing environment |
| 2 | Be able to create ideas to help product decisions |
| 3 | To develop the skills to manage the strategic marketing and marketing planning process effectively. |
| 4 | Ability to make decisions for strategic marketing management and planning, and to develop skills to use various analytical frameworks for making these decisions. |
| 5 | To develop marketing management tools, their ability to market new products to international markets, their product life cycle and their management skills. |

