



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Marketing Management							
Course Code		PAR182		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	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 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), Case Study					
Name of Lecturer(s)									

### Assessment Methods and Criteria

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

### Recommended or Required Reading

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	Determining variables that can be controlled To evaluate market segments
4	Theoretical	To evaluate market segments
5	Theoretical	Contributing to the determination of eligible segments as target market
6	Theoretical	. To help differentiate the product 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	Intermediate Exam	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
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**Workload Calculation**

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	35	0	1	35
Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
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 contribute to the development of marketing of the business
2	The relevant units will be qualified to provide information on marketing channels.
3	Explain market segmentation, positioning and selection of target market.
4	To be able to explain marketing mix elements.
5	Students will be able to analyze consumer and industrial market.

