



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title	Marketing								
Course Code	ÜKK113		Course Level		Short Cycle (Associate's Degree)				
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	The aim of this course is; to teach basic marketing principles to students								
Course Content	Marketing Concept, Market Segmentation, Target Market Selection and Positioning, Brand Management, Analysis of Marketing Environment and Market Opportunities, Strategy Resources in Marketing (4P), New Approaches in Marketing, Marketing Information System and Marketing Research, Sustainable Marketing.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Case Study								
Name of Lecturer(s)	Ins. Ümit NARINCE								

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Lecture Notes
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Week	Weekly Detailed Course Contents	
1	Theoretical	Basic Concepts of Marketing
2	Theoretical	Basic Concepts of Marketing
3	Theoretical	Market Segmentation and Target Market Selection
4	Theoretical	Market Segmentation and Target Market Selection
5	Theoretical	Positioning in Marketing
6	Theoretical	Brand Management
7	Theoretical	Analysis of Marketing Environment and Market Opportunities
8	Intermediate Exam	Midterm
9	Theoretical	Analysis of Marketing Environment and Market Opportunities
10	Theoretical	Strategy Resources in Marketing (4P)
11	Theoretical	Strategy Resources in Marketing (4P)
12	Theoretical	New Approaches in Marketing
13	Theoretical	New Approaches in Marketing
14	Theoretical	Marketing Information System and Marketing Research
15	Theoretical	Sustainable Marketing
16	Final Exam	Semester final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	At the end of this course, the student; define basic concepts about marketing.
2	Knows Market Segmentation and Target Market Selection.
3	Learns the concepts of Positioning and Brand Management.
4	Learns the concepts of Product, Price, Place and Promotion.
5	Define consumer buying behavior.

Programme Outcomes (Quality Control in Production)

1	To be able to be bounded to the Atatürk nationalism, adopted to the national, ethic, spiritual and cultural value of the Turkish Nation, opened to the universal and modern development, adopted the richness, deep seated and productive properties of the Turkish language, having language sympathy and awareness, having reading pleasure and habit and having sufficient foreign language for their vocational necessities, In the directions of the Atatürk Principles and Revolutions,
2	To be able to comprehend social, cultural and societal responsibility and keep up with national and international up contemporary issues and developments.
3	Utilizes together mathematics, science and theoretical and applied knowledge in their field for engineering solutions.
4	Determines, identifies formulates and solves the problems. For this purpose selects and applies analytical methods and modeling techniques.
5	Selects and utilizes the necessary modern techniques and equipment for industrial applications.
6	Designs and performs experiments, collects data and analyzes and elaborates results.
7	Works effectively as an individual or in multidisciplinary teams.
8	Collects information and makes literature survey for this purpose, utilizes databases and other information sources.
9	Be aware of lifelong learning; follows the developments in science and technology and continuously renews himself.
10	Analyzes and designs under realistic constraints a system, a system component or a process for meeting the required needs, for this purpose applies modern design methods.
11	Acquires professionalism and ethical responsibility in the profession.
12	Communicates by using technical drawing and manufacturing knowledge.
13	Be aware of the universal and social effects of industrial solutions and applications; is aware of entrepreneurship and innovation and has idea about the problems of the era.
14	Has knowledge about quality assurance and standardization and possess skills of execution of operations. In the same time, has the professional and ethical responsibility.
15	Is conscious of project management, business administration, health of the workers, environment and work safety; is aware of the legal consequences of industrial applications.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P2	5	5	3	3	4
P3	3	3	2	2	3
P4	5	5	5	5	5
P5	3	3	5	5	5
P6	2	2	4	4	4
P7	5	5	2	2	3
P8	4	4	2	2	4
P9	5	5	5	5	5
P10	4	4	5	5	5
P11	4	4	2	2	2
P12	3	3			1
P13	4	4	3	3	5
P14	4	4	3	3	5
P15	3	2	5	4	5

