



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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|--|---|--|----------------------|----------------------------|---|----------------------------------|---|------------|---|
| Course Title | | Principles Of Marketing | | | | | | | |
| Course Code | | IYO201 | | Couse Level | | Short Cycle (Associate's Degree) | | | |
| ECTS Credit | 4 | Workload | 104 (<i>Hours</i>) | Theory | 3 | Practice | 0 | Laboratory | 0 |
| Objectives of the Course | | Giving information about the basic principles of marketing and marketing processes to the students. | | | | | | | |
| Course Content | | To be able to define the basic concepts and principles of marketing. To be able to define development process of marketing and contemporary marketing understanding. | | | | | | | |
| Work Placement | | N/A | | | | | | | |
| Planned Learning Activities and Teaching Methods | | | | Explanation (Presentation) | | | | | |
| Name of Lecturer(s) | | Assoc. Prof. Bahar GÜRDİN | | | | | | | |

Assessment Methods and Criteria

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

Recommended or Required Reading

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| 1 | Mucuk İsmet (2010) Pazarlama İlkeleri, Türkmen Kitabevi |
| 2 | Tek Ömer Baybars (2006) Pazarlama İlkeleri, Beta Yayın. |

| Week | Weekly Detailed Course Contents | |
|------|---------------------------------|--|
| 1 | Theoretical | Definition of marketing concept, explanation of basic concepts, development of marketing approach. |
| | Preparation Work | Related chapter in the course book |
| 2 | Preparation Work | Related chapter in the course book |
| 3 | Theoretical | Strategic planning and strategic marketing plan |
| | Preparation Work | Related chapter in the course book |
| 4 | Theoretical | Marketing information systems. Marketing research and marketing research process |
| | Preparation Work | Related chapter in the course book |
| 5 | Theoretical | Market concept and characteristics of consumer and industrial markets. |
| | Preparation Work | Related chapter in the course book |
| 6 | Theoretical | Market segmentation, positioning and selecting target markets. |
| | Preparation Work | Related chapter in the course book |
| 7 | Theoretical | Product concept, product types and product strategies in marketing. |
| | Preparation Work | Related chapter in the course book |
| 8 | Theoretical | Product mix, new product and product life cycle. Brand and branding strategies. Packaging. |
| | Preparation Work | Related chapter in the course book |
| 9 | Intermediate Exam | Midterm Exam |
| 10 | Theoretical | Pricing: importance of price decisions, factors affecting pricing. Pricing objectives. Pricing policies and methods. |
| | Preparation Work | Related chapter in the course book |
| 11 | Theoretical | Distribution: Distribution decisions. Basic distribution channels. Management of Distribution channels. Wholesale and retailing. |
| | Preparation Work | Related chapter in the course book |
| 12 | Theoretical | Promotion: Promotional decisions and strategies; advertising, public relations, personal selling, sales promotion. |
| | Preparation Work | Related chapter in the course book |
| 13 | Theoretical | Promotion: Personal selling and sale promotions. |
| | Preparation Work | Related chapter in the course book |
| 14 | Theoretical | Service marketing |
| | Preparation Work | Related chapter in the course book |



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|----|------------|------------|
| 15 | Final Exam | Final Exam |
|----|------------|------------|

Workload Calculation

| Activity | Quantity | Preparation | Duration | Total Workload |
|---------------------------------------|----------|-------------|----------|----------------|
| Lecture - Theory | 14 | 2 | 3 | 70 |
| Midterm Examination | 1 | 15 | 1 | 16 |
| Final Examination | 1 | 17 | 1 | 18 |
| Total Workload (Hours) | | | | 104 |
| [Total Workload (Hours) / 25*] = ECTS | | | | 4 |

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

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|---|---|
| 1 | To be able to learn concepts related to market and marketing |
| 2 | To be able to recognize marketing mix elements. |
| 3 | To be able to define the relations between marketing and environment |
| 4 | To be able to comprehend the concept of marketing, the features of customers and industrial markets |
| 5 | To be able to understand market segmentation and consumer behavior |

