AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Prıncıples Of Marketıng								
Course Code	IYO201		Couse Level		Short Cycle (Associate's Degree)				
ECTS Credit	4	Workload	104 *(Hours)*	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	
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

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	
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