



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Marketing Management							
Course Code		IYO260		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	72 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The aim is teaching marketing, the principles of marketing, marketing management and marketing performance to the students							
Course Content		This will explain the marketing mix and the principles of the implementation of the marketing management function in this lesson.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	İslamoğlu Hamdi (2006) Pazarlama Yönetimi, Beta Yayınevi.
2	Yükselen Cemal (2007) Pazarlama İlkeler Yönetim ve Örnek Olaylar, Detay Yayıncılık.

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to Marketing
	Preparation Work	Related chapter in the course book
2	Theoretical	Marketing environment and monitoring of market opportunities
	Preparation Work	Related chapter in the course book
3	Theoretical	Consumer Behaviours
	Preparation Work	Related chapter in the course book
4	Theoretical	Marketing information systems and marketing research
	Preparation Work	Related chapter in the course book
5	Theoretical	Market segmentation, target market selection and positioning
	Preparation Work	Related chapter in the course book
6	Theoretical	Product decisions and management
	Preparation Work	Related chapter in the course book
7	Theoretical	Price and pricing
	Preparation Work	Related chapter in the course book
8	Theoretical	Promotion efforts: advertising, sales promotion, personal sale and public relations
	Preparation Work	
9	Intermediate Exam	Midterm Exam
10	Theoretical	Personal sales and sales management
	Preparation Work	Related chapter in the course book
11	Theoretical	Distribution channels and distribution policies
	Preparation Work	Related chapter in the course book
12	Theoretical	Wholesale and Retail
	Preparation Work	Related chapter in the course book
13	Theoretical	Marketing management and strategic marketing planning
	Preparation Work	Related chapter in the course book
14	Theoretical	Marketing control and social responsibility in 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	1	2	42
Midterm Examination	1	12	1	13
Final Examination	1	16	1	17
Total Workload (Hours)				72
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Defines concepts and facts that constitute the basis of marketing and gives examples.
2	Explains the concept of market environment, analyzes the elements of market environment
3	Identifies inferences in terms of marketing management.
4	To develop sales strategy
5	Contribute to Sales forecast

