AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Principles of Marketing								
Course Code	İY227		Couse Level	Short Cycle (Associate's Degree)					
ECTS Credit	3	Workload	75 *(Hours)*	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	To provide information to the learners about the fundamental principles of marketing and current marketing problems.								
Course Content	To provide information to the learners about the fundamental principles of marketing and current marketing problems.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Case Study								
Name of Lecturer(s)	Ins. Zeliha Semra KILINÇ								

Assessment Methods and Criteria		
Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading	
1	Cemal YÜKSELEN, Pazarlama İlkeler Yönetim ve Örnek Olaylar, Detay Yayıncılık, 2007
2	Pazarlama Yönetimi,Anadolu Üniversitesi Yayınları,2003
3	Yavuz ODABAŞI ve Gülfidan BARIŞ Tüketici Davranışları, MediaCat, 2002
4	Today, the basics of marketing,Philip Kotler,2012

Week	Weekly Detailed Course Contents	
1	Theoretical	The Subject of Marketing, Development, Modern Marketing Management and Recent Developments
2	Theoretical	Marketing Environment, Strategic Marketing and Planning (macro environmental factors)
3	Theoretical	Marketing Environment, Strategic Marketing and Planning (micro environmental factors, Internal Factors Affecting Marketing), Internal Factors Affecting Marketing
4	Theoretical	Strategic Planning and Strategic Marketing Planning Process and Strategic Marketing Planning Process in Business
5	Theoretical	Environmental Analysis and Situation Analysis (SWOT Analysis)
6	Theoretical	Marketing research and marketing information system
7	Theoretical	Market and Consumer Types
8	Intermediate Exam	Market Segmentation and Target Market Selection
9	Theoretical	Genel Tekrar
10	Theoretical	Midterm
11	Theoretical	Product mix (Product related concepts, New Product Development Process and Product Life Cycle and Marketing Strategies)
12	Theoretical	Product mix (Brand and Brand Strategy, Packaging, Service (Service) and Quality Standards) to teach
13	Theoretical	Price Mix (Price Mix, Importance of Price and Interest Groups Affecting Price Decisions)
14	Theoretical	Price Mix (Factors to be Considered in Pricing and Pricing Methods)
15	Final Exam	final

Workload Calculation				
Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Practice Examination	1	2	4	6

Midterm Examination	1	7	6	13
			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 comprehend the fundamental concepts and principles related with marketing.
2	To be able to define the development process of marketing and the notion of marketing today.
3	To be able to define the relations between marketing and environment.
4	To be able to comprehend the concept of marketing and the features of customers and industrial markets.
5	To be able to recognize marketing information systems and marketing research practices.
6	To be able to explain marketing segmentation, positioning and selecting target markets.

Programme Outcomes *(Banking and Insurance)*	
1	Gain practical skills in mathematics and social studies business problems
2	Professional and ethical responsibility to win
3	Business and other disciplines in the area of individual and ability to work effectively within a team
4	Apply the principles and processes related to the services offered by commercial banks.
5	To have the necessary theoretical knowledge for the realization of marketing and financing activities in the field of Banking and Insurance.
6	Can make bank and insurance accounting
7	Gains the ability to make economic analysis.
8	Have the ability to recognize, edit and store documents used in commercial life.

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

	L1	L2	L3	L4	L5	L6
P1	4	5	4	5	3	5
P2	4	4	4	5	4	4
P3	4	5	5	5	5	5
P4	4	5	5	5	5	3
P5	3	3	4	3	2	3
P6	4	4	5	4	4	2
P7	3	5	3	5	5	5
P8	5	4	2	4	4	4