



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Food Marketing							
Course Code		GKA217		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 ( <i>Hours</i> )	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To explain the basic issues of food marketing							
Course Content		Marketing management, marketing strategy, evaluation and control of marketing performance; Marketing research.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study					
Name of Lecturer(s)		Lec. Ali GÖNCÜ							

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Pazarlama İlkeleri ve Yönetimi BETA BASIM YAYIM, Yazar : Ömer Torlak,, Doç. Dr. Remzi Altunışık,, Doç. Dr. Şuayip Özdemir, BETA BASIM YAYIM.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction and discussion of the course content
2	Theoretical	Marketing management
3	Theoretical	Types of market
4	Theoretical	Consumer behavior
5	Theoretical	Estimate of market demand of companies
6	Theoretical	Market segmentation, target market selection and product positioning
7	Theoretical	Marketing strategy
8	Intermediate Exam	Midterm Exam
9	Theoretical	Product strategy
10	Theoretical	Price strategy
11	Theoretical	Distribution strategy
12	Theoretical	Promotion strategy
13	Theoretical	evaluation and control of marketing performance
14	Theoretical	Marketing research
15	Theoretical	Marketing agencies and channels
16	Final Exam	Final Exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Assignment	1	10	1	11
Midterm Examination	1	20	1	21
Final Examination	1	25	1	26
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	
2	



3	
4	
5	

**Programme Outcomes** (*Food Quality Control and Analysis*)

1	Having basic knowledge about food products
2	Having knowledge for Production and hygiene in food products, preservation, microbiology, quality control and analysis
3	Having skills and discipline for working in the laboratory and using laboratory materials,
4	Developing positive attitudes about learning and knowledge and lifelong learning in the field.
5	Using the information and communication technologies at the level required by the work areas
6	Act in accordance with scientific, cultural and ethical values
7	Having sufficient consciousness about environmental protection, occupational health and safety issues.

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

	L1	L2	L3	L4	L5
P1	4	4	4	4	4
P2	1	1	1	1	1
P3	1	1	1	1	1
P4	4	3	4	4	4
P5	4	3	3	4	3
P6	4	3	3	4	3
P7	1	1	1	1	1

