AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Introduction to Marketing						
Course Code	PAR181		Couse Level	Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 *(Hours)*	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	It is possible to analyze market segment by analyzing the current marketing understanding of the business and to analyze the marketing environment according to the sector and target market in which it operates and to determine the variables that the business can not control and to evaluate market segments and to contribute to determination of appropriate segments as target market, to determine the marketing channels, to design the channel and to select the most suitable channel system, to determine the product life cycles and to increase the sales, to determine the price according to the market structure, competition situation and business purposes, .						
Course Content	To analyze the present marketing concept of the business, To determine the marketing understanding according to the business and market situation, To determine the uncontrollable variables, To determine the uncontrollable variables, To determine the controllable variables, To evaluate the market segments, To contribute to determination of appropriate segments as target market, Contributing to the selection of marketing channels, Contributing to the design of marketing channels, Contributing to the selection of the most appropriate channel systems.						
Work Placement	N/A						
Planned Learning Activities and Teaching Methods		Explanation (Presentation), Discussion					
Name of Lecturer(s)	Ins. Gonca KÜÇÜK						

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Marketing Principles - Management - Case Studies; Professor Dr. Cemal YÜKSELEN

Week	Weekly Detailed Course Contents	
1	Theoretical	.Analyzing the existing marketing understanding of the business. Determining the marketing understanding according to the business and market situation, Determining the uncontrollable variables
2	Theoretical	.Determine uncontrollable variables, Determine variables that can be controlled
3	Theoretical	.To evaluate market segments
4	Theoretical	Contributing to the determination of eligible segments as target market
5	Theoretical	To help differentiate the product
6	Theoretical	.Helping to locate the product
7	Theoretical	.Detecting the life cycle of the product and taking precautions
8	Theoretical	To help determine the price
9	Theoretical	.midterm
10	Theoretical	To provide price adaptation Making suggestions for price change strategies
11	Theoretical	Making suggestions for price change strategies
12	Theoretical	Identify marketing channels
13	Theoretical	Contributing to the design of marketing channels
14	Theoretical	To contribute to the selection of the most suitable channel systems
15	Theoretical	To contribute to the selection of the most suitable channel systems
16	Final Exam	Semester final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	1	0	10	10
Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
			Total Workload (Hours)	50
			[Total Workload (Hours) / 25*] = **ECTS**	2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to analyze the marketing environment
2	Be able to create ideas to help product decisions
3	To develop the skills to manage the strategic marketing and marketing planning process effectively.
4	Ability to make decisions for strategic marketing management and planning, and to develop skills to use various analytical frameworks for making these decisions.
5	To develop marketing management tools, their ability to market new products to international markets, their product life cycle and their management skills.

Programme Outcomes *(Fashion Design)*

1	Be able to use the theoretical and practical knowledge related to fashion design
2	Fashion marketing and promotional activities should be carried out in matters related to fashion design
3	Must be able to collect data for research, prepare and present research report, prepare project
4	Designing personal clothing to meet the expectations of the sector and preparing the creations on the computer
5	Should be able to recognize the fabric surfaces, select auxiliary materials, control materials.
6	It should be able to carry out steps of mold preparation, spreading, laying plan preparation.
7	Must be able to use the necessary equipment, equipment and machines for the applications related to fashion design, and make adjustments and maintenance.
8	Must be able to use computerized mold and design programs in the field of fashion design.
9	Must have the ability to manage and organize business by creating the idea of establishing a business in the field.
10	Can create a model she designs in her mind by applying the technical drawings of the clothes and fashion formal training.
11	Basic sewing techniques should be able to realize the production stages of women's, men's and children's wear.

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

	L1
P1	1
P2	4
P3	3
P4	1
P5	1
P6	1
P7	1
P8	1
P9	4
P10	1
P11	1