



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Agricultural Marketing							
Course Code		BTS222		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The basic principles of marketing, concepts, process and transfer of models							
Course Content		Basic concepts of marketing, product, price, place and promotion activities.							
Work Placement		Students must have to complete their internship within the required time and properties. The required rules are describes at the Adnan Menderes University, Sultanhisar Vocational School, Student Internship Instructions.							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Ins. Berna GÜNDEN							

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Instructor Lecture Notes
2	İsmet Mucuk, Principles of Marketing, Istanbul: Turkmen Press, 2008
3	Mehmet Karafakıoğlu, Principles of Marketing, Istanbul: Literature Publishing.

Week	Weekly Detailed Course Contents	
1	Theoretical	Wish, need, demand and marketing concepts
2	Theoretical	Development of marketing and marketing approaches
3	Theoretical	Strategic planning, strategic marketing planning and marketing strategy
4	Theoretical	Marketing environment
5	Theoretical	Marketing information system and marketing research
6	Theoretical	Consumer and industrial markets and consumer behavior
7	Theoretical	Consumer and industrial markets and consumer behavior
8	Intermediate Exam	Midterm Examination
9	Theoretical	Market segmentation
10	Theoretical	Target market selection strategies
11	Theoretical	Product Decisions
12	Theoretical	Promotion decisions
13	Theoretical	Price decisions
14	Theoretical	The work week
15	Theoretical	Work Week
16	Final Exam	Final Examination

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	4	4	0	16
Midterm Examination	1	11	1	12
Final Examination	1	18	1	19
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

\*25 hour workload is accepted as 1 ECTS



**Learning Outcomes**

1	To perceive the basic concepts of marketing and analyze the marketing environment
2	To contribute to the development of marketing strategy.
3	Perceivment of market segments and target market selection strategies.
4	Identify strategies to contribute to the selection of the target market.
5	Perceivment of product decisions
6	Perceivment of Price decisions
7	Introduction to grasp the decisions.
8	Perceivment of Distribution decisions

**Programme Outcomes (Plant Protection)**

1	To be able to learn about systematics, morphological, biological, ecological and epidemiological information about diseases, pests and weeds that cause the loss of the crop at every stage of production,
2	To be able to become familiar with agricultural management control methods and their use in control of plant diseases, pests and weeds in cultivated agricultural crops,
3	To be able to diagnose and identify plant diseases, insect, mite or nematode pests or weeds that cause economical losses in stored crops and products,
4	To be able to use pesticides safely and effectively and informed about their hazardous non-target effects on the environment and human health.
5	To be able to learn plant protection products and their practice in organic agriculture,
6	To be able to evaluate the information obtained throughout the learning process with cause-effect relations, to be able to collect data and transfer the results to practice, and to predict where, when and why to use the information
7	To be able to comply with professional, cultural, social ethic rules in his / her field and to be entrepreneurial
8	To be able to have conscious of the universality of social rights, social justice, quality and cultural values, environment protection, occupational health and safety issues
9	To be able to use information and communication technologies together with the required computer software of his / her field
10	To be able to have the necessary background and qualifications to work in public and private agriculture sectors, to be able to conduct a study independently / as a team member and to be able to comply with the relevant legislation

**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	L7	L8
P6	4	3	4	4	3	3	3	3
P7				3	3	4	3	2
P10	3	2	2	2	1	3	2	2

