



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Marketing Management Techniques and Analysis							
Course Code		İŞLE506		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	127 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		In this lesson, students respond to them with solutions to marketing problems likely to face in different areas in the methods of approach is to teach the habit of systematic thinking; event marketing information analysis method and the theoretical (true) adaptation skills of the marketing problems, marketing manager to develop the responsibility to contribute to							
Course Content		Marketing strategies, event analysis method, different marketing problems in the areas of marketing mix, decision-making							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)		Lec. Mustafa DOĞANER							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Türkiye'deki Pazarlama Vak'aları: Zorluklar ve Fırsatlar", Donald N. Thompson, Gazi Kitabevi
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Week	Weekly Detailed Course Contents	
1	Theoretical	Strategic Marketing Management
	Preparation Work	"Türkiye'deki Pazarlama Vak'aları: Zorluklar ve Fırsatlar", Donald N. Thompson, Gazi Kitabevi
2	Theoretical	Internal and External Environment Analysis: Marketing Management Perspetive
	Preparation Work	"Türkiye'deki Pazarlama Vak'aları: Zorluklar ve Fırsatlar", Donald N. Thompson, Gazi Kitabevi
3	Theoretical	Case Studies Method
	Preparation Work	"Türkiye'deki Pazarlama Vak'aları: Zorluklar ve Fırsatlar", Donald N. Thompson, Gazi Kitabevi
4	Theoretical	Marketing Strategies, Marketing Plans, and Goals
	Preparation Work	"Türkiye'deki Pazarlama Vak'aları: Zorluklar ve Fırsatlar", Donald N. Thompson, Gazi Kitabevi
5	Theoretical	The Nature of Marketing Problems, Analysis and Solutions
	Preparation Work	"Türkiye'deki Pazarlama Vak'aları: Zorluklar ve Fırsatlar", Donald N. Thompson, Gazi Kitabevi
6	Theoretical	Case Studies on Marketing of Goods and Services
	Preparation Work	"Türkiye'deki Pazarlama Vak'aları: Zorluklar ve Fırsatlar", Donald N. Thompson, Gazi Kitabevi
7	Theoretical	Case studies on Pricing Strategies
	Preparation Work	"Türkiye'deki Pazarlama Vak'aları: Zorluklar ve Fırsatlar", Donald N. Thompson, Gazi Kitabevi
8	Intermediate Exam	Midterm Exams
9	Theoretical	Case studies on Promotion Strategies
	Preparation Work	"Türkiye'deki Pazarlama Vak'aları: Zorluklar ve Fırsatlar", Donald N. Thompson, Gazi Kitabevi
10	Theoretical	Case studies on Selling Strategies
	Preparation Work	"Türkiye'deki Pazarlama Vak'aları: Zorluklar ve Fırsatlar", Donald N. Thompson, Gazi Kitabevi
11	Theoretical	Case Studies on Supply Chain
	Preparation Work	"Türkiye'deki Pazarlama Vak'aları: Zorluklar ve Fırsatlar", Donald N. Thompson, Gazi Kitabevi
12	Preparation Work	"Türkiye'deki Pazarlama Vak'aları: Zorluklar ve Fırsatlar", Donald N. Thompson, Gazi Kitabevi
13	Theoretical	Case Studies on the E-Trade applications
	Preparation Work	"Türkiye'deki Pazarlama Vak'aları: Zorluklar ve Fırsatlar", Donald N. Thompson, Gazi Kitabevi
14	Theoretical	Case Studies on the E-Trade applications
	Preparation Work	"Türkiye'deki Pazarlama Vak'aları: Zorluklar ve Fırsatlar", Donald N. Thompson, Gazi Kitabevi
15	Preparation Work	"Türkiye'deki Pazarlama Vak'aları: Zorluklar ve Fırsatlar", Donald N. Thompson, Gazi Kitabevi
16	Final Exam	Final Exam



17	Final Exam	Final Exam
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Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Midterm Examination	1	25	1	26
Final Examination	1	30	1	31
Total Workload (Hours)				127
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Recognition of the problems encountered in the field of marketing and an ability to detect
2	Detailed and systematic thinking about the problems encountered in the field of marketing mix, and analyze
3	About the ability to develop concrete solutions to marketing problems
4	
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Programme Outcomes (Business Administration Master's Without Thesis)

1	To equip the students from different academic backgrounds with the theoretical and practical information in the fundamental fields of business (i.e. Production management, marketing, accounting and finance, management and organization, and quantitative me
2	Be able to make financial analysis in micro and macro level and develop skills in the analysis of the primary and secondary markets; evaluation of the financial structure of the firms and interpretation of accounting reports and financial statements.
3	Be able to use mathematical, statistical and econometric models in the field of business develop skills for interpreting quantitative data, using data in the decision making process and be able to use statistical forecasting methods
4	To have knowledge about the management techniques, be able to assume responsibility in dealing with unforeseeable and complex problems as an individual and group member and develop leadership and communication skills.
5	Be able to understand principles of marketing, marketing research, market share estimation, market segmentation, market positioning, target markets, marketing mix and the place of marketing department in a business organization, the concept of international

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	3	3	4	4	4
P2	2	5	3	3	3
P3	3	3	5	5	5
P4	4	4	3	3	3
P5	5	3	3	3	4

