



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Marketing of Food Products							
Course Code		MSİ102		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		From the idea of ??a making the individual useful to society ulaşıl, which is the general aim of the training activities, the closest specific objective to be reached in the marketing principles course is; To examine the concept of id marketing kavram which is accepted as the main factor in the success of enterprises in today's competitive world and to teach basic information about marketing. In this way, the students learn how to use this information in business life and what they can do with this information.							
Course Content		The concept of marketing, the analysis of classical and modern marketing concepts, the concept of supply and demand, the factors affecting supply and demand in agricultural products, the determination of price formation.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	SINGLE Baybars Omar, 1999. "Principles of Marketing Practices Turkey Global Managerial Approach", Izmir
2	KOTLER, Philip, 2000. 2000 Marketing Management , Istanbul

Week	Weekly Detailed Course Contents	
1	Theoretical	Marketing strategy, marketing development, marketing strategy and factors
2	Theoretical	Marketing actions, Market research
3	Theoretical	Marketing mix (P and C group)
4	Theoretical	Goods and their qualities, types, life of the goods
5	Theoretical	Distribution; distribution channel; physical distribution
6	Theoretical	Price; pricing methods and policies
7	Theoretical	Sales efforts; Subject review
8	Intermediate Exam	Midterm
9	Theoretical	International marketing
10	Theoretical	Guerrilla Marketing
11	Theoretical	Niche marketing; One-to-One Marketing (CRM)
12	Theoretical	Post modern marketing; WOM marketing
13	Theoretical	E-commerce; Green marketing
14	Theoretical	Homework submission and presentation
15	Theoretical	Homework presentation
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	8	1	9



Final Examination	1	12	1	13
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To understand the basic information about marketing and the importance of marketing
2	To be able to relate professional technical knowledge to marketing concept
3	To be able to make market research, report and interpret
4	To be able to make interdisciplinary and interdisciplinary team work, to make independent work
5	To have knowledge about new marketing approaches
6	To be able to relate the functions of marketing, personnel, production, finance, R & D, accounting and public relations with marketing function
7	Ability to create marketing mix for food products

Programme Outcomes (Fruit and Vegetables Processing Technology)

1	To be able to understand social, cultural and social responsibilities and to have the ability to follow national and international contemporary
2	In line with the principles and reforms of Atatürk; Adopting the national, moral, spiritual and cultural values ??of the Turkish Nation, open to universal and contemporary developments, the Turkish language is a rich, rooted and productive language; love and awareness of language; to have the ability to use the foreign language sufficiently and with the habit of reading and professionally.
3	To know the basic hardware units and operating systems of computer, internet to be able to prepare documents, spreadsheets and presentations on the computer by using office programs
4	Gains the theoretical and practical knowledge at the basic level in mathematics, science and professional fields
5	Recognize and analyze the problems with the knowledge of fruit and vegetable technology in the field, interpret the data and propose solutions.
6	According to the prepared work plan and program in laboratories, it can carry out the necessary works to obtain the desired quality product.
7	To have professional and ethical responsibility in business life.
8	It is open to development and change, follows scientific social and cultural innovations and constantly improves itself.

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
P1	4	4	4	2	3	3	3
P2	3	3	3	2	2	2	2
P3	1	1	1	1	1	1	1
P4	1	1	1	1	1	1	1
P5	3	3	2	2	1	3	4
P6	1	1	1	2	1	1	1
P7	2	2	2	4	2	2	2
P8	2	3	2	2	2	2	2

