



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Introduction to Marketing							
Course Code		ISL205		Couse Level		First Cycle (Bachelor's Degree)			
ECTS Credit	4	Workload	100 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		It aims to understand the concepts and phenomena that form the basis of marketing, to be able to understand and interpret consumer behaviors and to use them in shaping marketing programs, and to analyze the places and interactions of basic marketing components in the marketing process.							
Course Content		basic concepts, changes in marketing approach, market and marketing types, principles of marketing planning, micro and macro environment of marketing, consumer markets, corporate markets, international markets, market computation, the target market segmentation principles, marketing mix, products and services, price, location and distribution channels, promotion, case studies and practices.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion					
Name of Lecturer(s)		Prof. Ece ARMAĞAN							

Prerequisites & Co-requisites

ECTS Requisite	25
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Assessment Methods and Criteria

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

Recommended or Required Reading

1	İsmet Mucuk Pazarlama İlkeleri Türkmen Kitabevi
2	Cemal Yükselen, Pazarlama--dijitalleşme sürecinde ilkeler-yönetim-örnek olaylar -Detay Yayıncılık-2019, Ankara
3	Philip Kotler&Garry Armstrong, (Çeviri Editörü: A. Ercan Gegez), Pazarlama İlkeleri, Beta Yayınları, 2018, İstanbul
4	Philip Kotler&Kevin Lane Keller,(Çeviri Editörü: İbrahim Kirova), Pazarlama Yönetimi, Beta yayınları,2018, İstanbul
5	Zeliha Eser, Sezer Korkmaz, Sevgi Ayşe Öztürk, Pazarlama Kavramlar-İlkeler-Kararlar, Siyasal Kitabevi, 2017, Ankara
6	Canan Ay &Tülin Ural/Editör/, Pazarlama İlkeleri, Lisans Yayıncılık, İstanbul
7	İsmail Kaya, Pazarlama Bi Tanedir, Bâbıali Kültür yayıncılık, İstanbul
8	William D. Perreault, Joseph P. Cannon, E. Jerome McCarthy, (Çevri Editörü: Asım Günal Önce), Pazarlamanın temelleri-Bir Pazarlama stratejisi Planlama Yaklaşımı, Nobel yayınları, 2013, İstanbul
9	J. Paul Pter, James H. Donnely, (Çeviri Editörü: Aykan Candemir), Pazarlama Yönetimine Giriş, Nobel Yayınları, 2016, İstanbul
10	Aysel Erciş/editör/ Pazarlama İlkeleri, Atatürk Üniversitesi AÖF
11	Süphan Nasır, Pazarlama İlkeleri, İstanbul Üniversitesi Açık ve Uzaktan Eğitim Fakültesi
12	Bayram Zafer Erdoğan, Vd., Pazarlamaya Giriş, Anadolu Üniversitesi AÖF

Week	Weekly Detailed Course Contents	
1	Theoretical	Definition of marketing and basic concepts
2	Theoretical	Marketing Environment
3	Theoretical	Marketing management
4	Theoretical	Market Information system and Marketing Research
5	Theoretical	Market Segmentation and Target Market Selection
6	Theoretical	Product Positioning and Differentiation
7	Theoretical	Discussion for the Midterm Exam, Problem Solving
8	Intermediate Exam	Midterm Exam
9	Theoretical	Current Marketing concepts
10	Theoretical	Products
11	Theoretical	Price
12	Theoretical	Distribution



13	Theoretical	Promotion
14	Theoretical	Case Studies
15	Theoretical	Discussion, problem solving for the final exam
16	Final Exam	Final Exams
17	Final Exam	Final Exams

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Midterm Examination	1	20	1	21
Final Examination	1	22	1	23
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to comprehend concepts and phenomena that lay the foundation of marketing,
2	To be able to comprehend and interpret consumer behavior, and shape it through marketing programs,
3	To be able to analyze the position of marketing components and their interactions in the marketing process,
4	To be able to analyze marketing activities of a firm and craft marketing programs,
5	To be able to appreciate the events and changes in the business world critically and rationally through marketing lenses,
6	To be able to learn strategic planning and the process of building a strategic plan and its implementation
7	To be able to comprehend market penetration and defensive marketing strategies.

Programme Outcomes (International Trade and Finance)

1	To become individuals having high intellectual capacity, improved social skills, positive thinking, the ability to adapt to different environments and institutions
2	To have technical equipment, flexible thinking and action ability and multiple language skills to be capable of working in international platforms
3	To be able to utilize the basic knowledge they obtained with an interdisciplinary approach to business, economics, etc. in creating expertise in the fields of International Trade and Finance in accordance with the requirements of the globalized business world
4	To develop suggested solutions and recommendations by informing the people and institutions predicting regional, national and international problems in the fields of international trade and finance with a proactive approach
5	To possess the ability of analytical thinking and the ability to synthesize with quantitative proficiency as required in the program
6	To have the characteristics to inquire and investigate the knowledge and skills acquired during the education process in relation to the requirements of existing market conditions
7	To identify and analyze the validity of theories related to the international trade and finance and their relationships regarding current conditions
8	To possess the knowledge of a second foreign language to the extent of their individual abilities, besides the competency in the English language to be able to communicate effectively
9	To have the qualifications of managing and being managed to solve existing and potential problems encountered in practice
10	To be able to organize activities that will contribute to the personal and professional development of the employees in the department where he/she holds an executive position

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	3	3	4	1	2	4	3
P2	2	5	4	1	2	4	4
P3	2	3	4	1	3	4	4
P4	3	5	3	5	3	3	4
P5	3	4	2	3	3	3	4
P6	4	3	2	5	3	4	5
P7	4	2	2	2	3	4	4
P8	4	2	3	3	4	4	4
P9	3	3	3	5	4	5	3
P10	4	4	4	4	4	2	4

