



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Marketing							
Course Code		ÜKK113		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course is; to teach basic marketing principles to students							
Course Content		Marketing Concept, Market Segmentation,Target Market Selection and Positioning, Brand Management, Analysis of Marketing Environment and Market Opportunities, Strategy Resources in Marketing (4P), New Approaches in Marketing, Marketing Information System and Marketing Research, Sustainable Marketing.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study					
Name of Lecturer(s)		Ins. Ümit NARİNCE							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Lecture Notes
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Week	Weekly Detailed Course Contents	
1	Theoretical	Basic Concepts of Marketing
2	Theoretical	Basic Concepts of Marketing
3	Theoretical	Market Segmentation and Target Market Selection
4	Theoretical	Market Segmentation and Target Market Selection
5	Theoretical	Positioning in Marketing
6	Theoretical	Brand Management
7	Theoretical	Analysis of Marketing Environment and Market Opportunities
8	Intermediate Exam	Midterm
9	Theoretical	Analysis of Marketing Environment and Market Opportunities
10	Theoretical	Strategy Resources in Marketing (4P)
11	Theoretical	Strategy Resources in Marketing (4P)
12	Theoretical	New Approaches in Marketing
13	Theoretical	New Approaches in Marketing
14	Theoretical	Marketing Information System and Marketing Research
15	Theoretical	Sustainable Marketing
16	Final Exam	Semester final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	At the end of this course, the student; define basic concepts about marketing.
2	Knows Market Segmentation and Target Market Selection.
3	Learns the concepts of Positioning and Brand Management.
4	Learns the concepts of Product, Price, Place and Promotion.
5	Define consumer buying behavior.

Programme Outcomes (Cosmetic Technology)

1	To know the classification of cosmetic raw materials, for what purpose, in which products and how much they should be used
2	Define and classify cosmetics,
3	To define, classify toxicity, Toxic substances and detoxification ways of these substances to know. To be able to analyze toxic substances.
4	To be aware of the precautions to be taken when working with hazardous chemicals in terms of laboratory safety and human health.
5	To have the ability to use basic mathematical methods to produce solutions.
6	To be able to define the carrier systems used in cosmetics, to be able to choose the carrier system to be used according to the cosmetic product.
7	To know and apply the necessary tests in cosmetic raw materials, intermediate products and finished products.
8	Depending on the Atatürk nationalism in accordance with Atatürk's principles and reforms, adopted the national, moral, spiritual and cultural values of the Turkish Nation, and has adopted that the Turkish language is a rich, rooted and productive language; have love and awareness of language; to have the ability to use the foreign language sufficiently to have the pleasure and habit of reading and need professionally.

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

	L1	L2	L3	L4	L5
P5	3	3	3	2	2
P8	3	3	3	2	2

