



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Marketing Technics							
Course Code		KZM206		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	74 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		It is aimed to learn the concepts of marketing and marketing related concepts and to examine the marketing techniques formed according to current conditions.							
Course Content		Learning actual marketing technics and applications.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Varinli, İnci ve Kahraman Çatı (Ed.), Güncel Pazarlama Yaklaşımından Seçmeler, Detay Publications 2008.
2	Doyle, Peter (Translation; Gülfidan Barış) (2003), Değer Temelli Pazarlama, İstanbul, MediaCat Publications

Week	Weekly Detailed Course Contents	
1	Theoretical	Basics of marketing
2	Theoretical	Changing market conditions and new marketing techniques
3	Theoretical	Consumer-oriented marketing
4	Theoretical	Consumer-oriented marketing
5	Theoretical	Relational marketing
6	Theoretical	Market research
7	Theoretical	Web based marketing
8	Intermediate Exam	Mid-term exam
9	Theoretical	Web based marketing
10	Theoretical	Social media marketing
11	Theoretical	Social media marketing
12	Theoretical	Mobile marketing
13	Theoretical	Mobile marketing
14	Theoretical	Evaluation of marketing activities
15	Theoretical	Evaluation of marketing activities
16	Final Exam	Final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Assignment	3	1	0	3
Midterm Examination	1	5	1	6
Final Examination	1	8	1	9
Total Workload (Hours)				74
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be informed about changing market conditions
2	To be informed about actual marketing technics



3	To be informed about consumer behaviour
4	To be able to apply of appropriate marketing strategies according to changing conditions
5	To be informed about web based marketing and applications

Programme Outcomes (Cosmetic Technology)

1	To define and classify cosmetics.
2	To learn the classification of cosmetic raw materials, purposes, products to use and what properties should be carried.
3	To describe and classify toxicity, to learn toxic substances and analyze methods.
4	To learn laboratory safety, to apply safety precautions when working with dangerous chemicals.
5	To learn and apply necessary tests for cosmetic raw materials, intermediates and finished products.
6	To perform a scientific study, analyze study and report results of study scientifically.
7	To interpret experimental results, to evaluate data in point of cosmetic science.
8	To act in accordance with the principles of ethics, to have awareness of professional and ethical responsibility.
9	To be individuals who are committed to Atatürk's Principles and Revolutions, contemporary, democratic, secular, protecting and developing their country, protecting their nation, respecting human rights, protecting nature, non-discriminatory, adhering to their traditions and customs, and protecting their values.
10	To be an individual who has completed his personal development, can adapt to society and contribute positively

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	2	2	2	2	2
P2	4	3	4	3	3

