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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Course Name** | | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** | | **marketing management** | |  | one | 2+0 | 2 | 2 | | Prerequisite Courses |  | | | | | | | Language of the Course | Turkish | | | | | | | Type of Course | Compulsory | | | | | | | Course Coordinator |  | | | | | | | Instructor |  | | | | | | | Course Assistants |  | | | | | | | The aim of lesson | This course aims to teach the basic concepts of marketing principles. In addition to the theoretical principles of marketing principles, their applications will also be covered within the scope of the course. The course aims to enable the student to recognize the marketing problems that they may encounter in real business life, to develop suitable solutions for them and to apply them. | | | | | | | Course Learning Outcomes | At the end of this course, the student;   1. Describes basic marketing terms and concepts. 2. Explain the historical transformation in marketing science and the factors that cause it. 3. Explain the components of the marketing system and the environmental factors affecting the system. 4. Outline the differences and characteristics of consumer and organizational markets. 5. Learns the marketing mix elements and discusses the applications in the market. | | | | | | | Course Content | Basic concepts of marketing; marketing mix elements; macro and micro environmental factors; marketing information system and marketing research; markets and consumer behavior; strategic marketing management; product decisions; pricing; distribution channels and physical distribution; marketing communications; includes brand management and marketing auditing. | | | | | | | **Weeks** | **Topics** | | | | | | | one | The Subject, Scope and Concept of Value of Marketing | | | | | | | 2 | Development of Marketing Concept Over Time | | | | | | | 3 | Environmental Factors Affecting Marketing Decisions and Marketing Information System | | | | | | | 4 | Marketing Research | | | | | | | 5 | Consumer behavior | | | | | | | 6 | Consumer Markets and Industrial Markets | | | | | | | 7 | Market Segmentation and Target Market Selection | | | | | | | 8 | Differentiation and Positioning | | | | | | | 9 | Product Decisions in Marketing | | | | | | | 10 | Brand Concept and Brand Strategies | | | | | | | 11th | Price decisions in marketing | | | | | | | 12 | Distribution Channels in Marketing: Direct and Indirect Distribution | | | | | | | 13 | Marketing Communication Management: Advertising and Personal Selling | | | | | | | 14 | Marketing Communications Management: Public Relations, Sales Development and Direct Marketing | | | | | |  |  | | --- | | **General Competencies** | | Students are expected to understand the main topics of this course and use it in their fields and applications. | | **resources** |  |  | | --- | | Kotler, P. and Armstrong G. (2018 *). Marketing Principles* . Beta publications, Istanbul.  Erdogan Z. (2013). *Marketing Management* . Anadolu University publications.  Mucuk, I. (2018). *Marketing Principles* . Turkmen Bookstore. Istanbul.  Islamoglu, AH (2006). *Marketing Management* . Beta Releases. | | **Evaluation System** | | It is stated in the syllabus at the beginning of the semester. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **WITH PROGRAM LEARNING OUTCOMES**  **COURSE LEARNING OUTCOMES RELATIONSHIP TABLE** | | | | | | | | | | | | | | | | |  | **PO1** | | **PO2** | **PO3** | | **PO4** | **PO5** | | **PO6** | **PO7** | | **PO8** | **PO9** | | **PO10** | | **LO1** | 5 | | 3 | 3 | | - | 2 | | 3 | - | | 2 | 2 | | 3 | | **LO2** | 4 | | 3 | 3 | | - | 2 | | 3 | - | | 2 | 2 | | 3 | | **LO3** | 4 | | 3 | 3 | | - | 2 | | 3 | - | | 2 | 2 | | 3 | | **LO4** | 4 | | 3 | 3 | | - | 2 | | 3 | - | | 2 | 2 | | 3 | | **LO5** | 4 | | 3 | 3 | | - | 2 | | 3 | - | | 2 | 2 | | 3 | | **REVENGE: Learning Outputs OP: Program Outputs** | | | | | | | | | | | | | | | | | **Contribution**  **level** | | **1 Very Low** | | | **2 Low** | | | **3 Medium** | | | **4 High** | | | **5 Very High** | |   Relation of Program Outcomes and Related Course   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **lesson** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | | marketing management | 4 | 3 | 3 | - | 2 | 3 | - | 2 | 2 | 3 | |