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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Course Name** | | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** | | **Marketing Principles** | |  | 1 | 3+1 | 3,5 | 5 | | Prerequisite Courses |  | | | | | | | Language of the Course | Turkish | | | | | | | Type of Course | Compulsory | | | | | | | Course Coordinator |  | | | | | | | Instructor |  | | | | | | | Course Assistants |  | | | | | | | The aim of lesson | It is aimed that the student learn the basic principles of the marketing discipline. | | | | | | | Course Learning Outcomes | At the end of this course, the student;  1.Student can describe basic marketing terms and concepts.  2.The student can explain the historical transformation in marketing science and the factors that cause it.  3.The student can explain the components of the marketing system and the environmental factors affecting the system.  4.The student can outline the differences and characteristics of consumer and organizational markets.  5.The student learns the elements of the marketing mix and can discuss the applications in the market. | | | | | | | Course Content | Marketing concept, product, price, distribution, promotion mix, marketing communication, marketing strategies. | | | | | | | **Weeks** | **Topics** | | | | | | | 1 | of marketing Subject , Scope and Value concept | | | | | | | 2 | Marketing of your understanding Time in Its development | | | | | | | 3 | Marketing their decisions Affecting Environment factors and Marketing Information system | | | | | | | 4 | Marketing His research | | | | | | | 5 | Consumer Behaviours | | | | | | | 6 | Consumer Sundays and Industrial markets | | | | | | | 7 | Sunday Segmentation and Aim Sunday selection | | | | | | | 8 | Differentiation and Positioning | | | | | | | 9 | in marketing Product Decisions | | | | | | | 10 | Brand concept and Brand Strategies | | | | | | | 11 | in marketing Price decisions | | | | | | | 12 | in marketing Distribution Channels : Direct and Indirect Distribution | | | | | | | 13 | Marketing Communication Management : Advertisement and Personal Sales | | | | | | | 14 | Marketing Communications Management: Public Relations, Sales Development and Direct Marketing | | | | | |  |  | | --- | | **General Competencies** | | from students this your lesson mother their subjects their understanding and fields with in applications their use expected . | | **resources** | | Kotler , P. and Armstrong G. (2018) *Marketing principles* , ( Ed : Ercan Gegez ) Beta publications. | | **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** | | **PO11** | **PO12** | | **LO1** | 5 | 4 | | 4 | 3 | | 3 | 5 | | 5 | 3 | | 3 | - | | - | 2 | | **LO2** | 5 | 3 | | 4 | 4 | | 3 | 5 | | 5 | 3 | | 3 | - | | - | 2 | | **LO3** | 5 | 5 | | 4 | 4 | | 3 | 5 | | 4 | 2 | | 3 | - | | - | 3 | | **LO4** | 5 | 5 | | 5 | 3 | | 3 | 5 | | 4 | 3 | | 3 | - | | -- | 3 | | **LO5** | 5 | 4 | | 5 | 4 | | 3 | 5 | | 5 | 3 | | 3 | - | |  | 3 | | **LO6** | 5 | 4 | | 4 | 3 | | 3 | 5 | | 5 | 3 | | 3 | - | | - | 2 | | **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** | **PO11** | **PO12** | | Marketing principles | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 3 | 3 | - | - | 2 | |