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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Course Name** | | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** | | **marketing management** | |  | 2 | 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 | This course aims to teach basic approaches, concepts and techniques in marketing management. | | | | | | | Course Learning Outcomes | At the end of this course, the student;  1.Defines the basic concepts and unique features of marketing.  2.Analyzes the consumer market and the industrial market.  3.Explains the macro-micro environmental factors affecting marketing activities and the relationships between them and marketing.  4.Students explain market segmentation, positioning and target market selection, and give information about brand management and brand strategies. | | | | | | | Course Content | Marketing concept and its basic components, marketing management and decision making processes, strategic marketing management | | | | | | | **Weeks** | **Topics** | | | | | | | one | Purpose of Marketing Management Course, Concept of Marketing and Marketing Concepts | | | | | | | 2 | Marketing Management Concept, Marketing Management Process, Marketing Planning and Marketing Process | | | | | | | 3 | Macro and Micro Environmental Factors Related to Marketing Decisions | | | | | | | 4 | Marketing Information System and Market Research | | | | | | | 5 | Segmentation and Market Targeting | | | | | | | 6 | Differentiation and Positioning | | | | | | | 7 | Consumer and Industrial Buyer/User Behaviors | | | | | | | 8 | Marketing Mix (Product) | | | | | | | 9 | Marketing Mix (Price and Distribution) | | | | | | | 10 | Promotion and Marketing Communications | | | | | | | 11th | Brand Management and Brand Strategies | | | | | | | 12 | Electronic Commerce and Internet Marketing | | | | | | | 13 | international marketing | | | | | | | 14 | Social responsibility management for marketing ethics and long-term customer relationships | | | | | | | 15 | An overview | | | | | |  |  | | --- | | **General Competencies** | | Students are expected to understand the main topics of this course and use it in their fields and applications. | | **resources** | | Erdogan Z. (2013 *). Marketing management* . Anadolu University, Open Education Faculty 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** | | **LO1** | 5 | | 3 | 3 | | 2 | 3 | | 4 | 3 | | one | 2 | | one | one | | **LO2** | 5 | | 3 | 3 | | 2 | 3 | | 4 | 4 | | 2 | 2 | | one | one | | **LO3** | 5 | | 3 | 4 | | 2 | 4 | | 5 | 3 | | one | 2 | | one | one | | **LO4** | 5 | | 3 | 3 | | 2 | 3 | | 5 | 4 | | one | 2 | | one | one | | **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** | | marketing management | 5 | 3 | 3 | 2 | 3 | 5 | 4 | one | 2 | one | one | |