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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 |

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| **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. |

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| **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 |

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