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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Course Name** | | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** | | **New Approaches in Marketing** | |  | 3 | 3+0 | 3 | 4 | | Prerequisite Courses |  | | | | | | | Language of the Course | Turkish | | | | | | | Type of Course | Compulsory | | | | | | | Course Coordinator |  | | | | | | | Instructor |  | | | | | | | Course Assistants |  | | | | | | | Design Purpose | To transfer new marketing models and understandings that are constantly evolving in accordance with changing technology and customer expectations to students and to enable them to see these new marketing approaches applied in daily life and to analyze related applications. | | | | | | | Course Learning Outcomes | At the end of this course, the student;  1. Learns new applications and approaches of marketing.  2. Comprehends the relationship between new marketing approaches and consumer expectations.  3. Sees the digitalization transformation of marketing and in which areas this digitalization is applied.  4. Learns that New Marketing can be applied in various fields such as human brain and physiology, ecological environment, business employees, very small customer segments, politics, art and philosophy. | | | | | | | Course Content | New types of marketing approaches, digital marketing, neuro marketing, artificial intelligence and marketing applications with algorithms. | | | | | | | **Weeks** | **Topics** | | | | | | | one | new Marketing to their approach Login | | | | | | | 2 | in marketing to change Influencing Factors : Globalization \_ and Technological Change | | | | | | | 3 | From Marketing 1.0 to Marketing 5.0: Changing Date | | | | | | | 4 | Marketing 4.0: Digital Marketing | | | | | | | 5 | Marketing 5.0: Digital Transformation and Human Technology to marketing Login | | | | | | | 6 | Marketing 5.0: Objects internet and Marketing | | | | | | | 7 | Marketing 5.0: Agile Marketing | | | | | | | 8 | Marketing 5.0: Customer of your experience future | | | | | | | 9 | Marketing 5.0: Artificial Intelligence and augmented Reality Applications | | | | | | | 10 | Marketing 5.0: Everything is service Business model | | | | | | | 11th | Other Marketing Approaches : Neuro Marketing | | | | | | | 12 | Other Marketing Approaches : Postmodern Marketing | | | | | | | 13 | Other Marketing Approaches : Green Marketing and niche Marketing | | | | | | | 14 | Relationship Marketing and Service Dominant Logic | | | | | |  |  | | --- | | **General Competencies** | | from students this your lesson mother their subjects their understanding and fields with in applications their use expected . | | **resources** | | Varinli, İ. (2012). *Pazarlamada yeni yaklaşımlar,* Detay Anatolia Akademik Yayıncılık. | | **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 | | 3 | 5 | | 4 | 2 | | 2 | 2 | | 3 | 5 | | **LO2** | 5 | | 3 | 3 | | 3 | 5 | | 4 | 2 | | 2 | 2 | | 3 | 5 | | **LO3** | 5 | | 3 | 3 | | 3 | 5 | | 4 | 2 | | 2 | 2 | | 3 | 5 | | **LO4** | 5 | | 3 | 3 | | 3 | 5 | | 4 | 2 | | 2 | 2 | | 3 | 5 | | **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** | | New Approaches in Marketing | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 3 | 3 | 2 | 5 | |