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| --- | --- | --- | --- | --- | --- |
| **Course Name** | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** |
| **Principles of Marketing** |  | 2 | 2+1 | 2.5 | 4 |
| Prerequisite Courses |  |
| Language of the Course | Turkish |
| Type of Course | Compulsory |
| Course Coordinator |   |
| Instructor |  |
| Course Assistants |  |
| The aim of lesson | Theoric and applied with information marketing about basis information owner be |
| Course Learning Outcomes | At the end of this course, the student;1. Marketing of the business of the concept to the development contribute is found .
2. Marketing around analysis it does .
3. market by partitioning aim your market to your choice contribute is found .
4. Product to their decisions helper will be opinions can create .
5. Pricing of your strategies to the formation contribution provides .
6. It provides information about marketing channels to relevant units.
 |
| Course Content | Subject and scope of marketing and development , the 4Ps of marketing and current marketing approaches |
| **Weeks** | **Topics** |
| 1 | Subject and scope of marketing and development |
| 2 | Subject and scope of marketing and development |
| 3 | consumer markets and consumer behaviours |
| 4 | consumer markets and consumer behaviours |
| 5 | Consumption Psychology and Buying Motifs |
| 6 | Segmentation, target Sunday selection and sales estimated |
| 7 | Segmentation, target Sunday selection and sales estimated |
| 8 | product |
| 9 | product |
| 10 | Price |
| 11 | Price |
| 12 | promotion |
| 13 | promotion |
| 14 | Distribution |

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| --- |
| **General Competencies** |
| From students, this your lesson mother their subjects their understanding and fields with in applications their use expected . |
| **resources** |
| Mucuk, İ. (2014). Pazarlama İlkeleri (20. Baskı). Türkmen Kitabevi, İstanbul. |
| **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** |
| **LO1** | 5 | 4 | 5 | - | 2 | - | 2 | - | 4 | 5 |
| **LO2** | 5 | 4 | 5 | - | 2 | - | 2 | - | 4 | 5 |
| **LO3** | 5 | 4 | 5 | - | 2 | - | 2 | - | 4 | 5 |
| **LO4** | 5 | 4 | 5 | - | 2 | - | 2 | - | 4 | 5 |
| **LO5** | 5 | 4 | 5 | - | 2 | - | 2 | - | 4 | 5 |
| **LO6** | 5 | 4 | 5 | - | 2 | - | 2 | - | 4 | 5 |
| **LO: Learning Outcomes OP: Program Outcomes** |
| **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** |
| Principles of Marketing | 5 | 4 | 5 | - | 2 | - | 2 | - | 4 | 5 |

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