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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 | | | | | |  |  | | --- | | **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. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **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 | |