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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Pazarlama Yönetimi** | |  | 2 | 3+1 | 3,5 | 5 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Zorunlu | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Bu ders, pazarlama yönetimi konusundaki temel yaklaşımları, kavramları ve teknikleri öğretmeyi amaçlamaktadır. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;  1.Pazarlama ile ilgili temel kavramları ve kendine has özellikleri tanımlar.  2.Tüketici pazarını ve endüstriyel pazarı analiz eder.  3.Pazarlama faaliyetlerini etkileyen makro-mikro çevresel faktörleri ve bunlarla pazarlama arasındaki ilişkileri açıklar.  4.Öğrenciler pazar bölümleme, konumlandırma ve hedef pazarın seçimini açıklar, marka yönetimi ve marka stratejileri hakkında bilgi verir. | | | | | | | Dersin İçeriği | Pazarlama kavramı ve temel bileşenleri, pazarlama yönetimi ve karar alam süreçleri, stratejik pazarlama yönetimi | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Pazarlama Yönetimi Dersinin Amacı, Pazarlama Kavramı ve Pazarlama Anlayışları | | | | | | | 2 | Pazarlama Yönetimi Kavramı, Pazarlama Yönetim Süreci, Pazarlama Planlaması ve Pazarlama Süreci | | | | | | | 3 | Pazarlama Kararlarıyla İlgili Makro ve Mikro Çevre Faktörleri | | | | | | | 4 | Pazarlama Bilgi Sistemi ve Pazar Araştırması | | | | | | | 5 | Bölümlendirme ve Pazar Hedefleme | | | | | | | 6 | Farklılaştırma ve Konumlandırma | | | | | | | 7 | Tüketici ve Endüstriyel Alıcı/Kullanıcı Davranışları | | | | | | | 8 | Pazarlama Karması (Ürün) | | | | | | | 9 | Pazarlama Karması (Fiyat ve Dağıtım) | | | | | | | 10 | Tutundurma ve Pazarlama İletişimi | | | | | | | 11 | Marka Yönetimi ve Marka Stratejileri | | | | | | | 12 | Elektronik Ticaret ve İnternette Pazarlama | | | | | | | 13 | Uluslararası Pazarlama | | | | | | | 14 | Pazarlama etiği ve uzun dönemli müşteri ilişkileri için sosyal sorumluluk yönetimi | | | | | | | 15 | Genel Tekrar | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | Erdoğan Z. (2013*). Pazarlama yönetimi*. Anadolu Üniversitesi, Açıköğretim Fakültesi Yayınları | | **Değerlendirme Sistemi** | | Dönem başında ders izlencelerinde belirtilir. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **PROGRAM ÖĞRENME ÇIKTILARI İLE**  **DERS ÖĞRENİM ÇIKTILARI İLİŞKİSİ TABLOSU** | | | | | | | | | | | | | | | | | |  | **PÇ1** | | **PÇ2** | **PÇ3** | | **PÇ4** | **PÇ5** | | **PÇ6** | **PÇ7** | | **PÇ8** | **PÇ9** | | **PÇ10** | **PÇ11** | | **ÖÇ1** | 5 | | 3 | 3 | | 2 | 3 | | 4 | 3 | | 1 | 2 | | 1 | 1 | | **ÖÇ2** | 5 | | 3 | 3 | | 2 | 3 | | 4 | 4 | | 2 | 2 | | 1 | 1 | | **ÖÇ3** | 5 | | 3 | 4 | | 2 | 4 | | 5 | 3 | | 1 | 2 | | 1 | 1 | | **ÖÇ4** | 5 | | 3 | 3 | | 2 | 3 | | 5 | 4 | | 1 | 2 | | 1 | 1 | | **ÖÇ: Öğrenme Çıktıları PÇ: Program Çıktıları** | | | | | | | | | | | | | | | | | | **Katkı**  **Düzeyi** | | **1 Çok Düşük** | | | **2 Düşük** | | | **3 Orta** | | | **4 Yüksek** | | | **5 Çok Yüksek** | | |   Program Çıktıları ve İlgili Dersin İlişkisi   |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Ders** | **PÇ1** | **PÇ2** | **PÇ3** | **PÇ4** | **PÇ5** | **PÇ6** | **PÇ7** | **PÇ8** | **PÇ9** | **PÇ10** | **PÇ11** | | Pazarlama Yönetimi | 5 | 3 | 3 | 2 | 3 | 5 | 4 | 1 | 2 | 1 | 1 | |