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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Pazarlamada Yeni Yaklaşımlar** | |  | 3 | 3+0 | 3 | 4 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Zorunlu | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Design Amacı | Sürekli olarak değişen teknoloji ve müşteri beklentilerine uygun biçimde gelişen yeni pazarlama model ve anlayışlarını öğrencilere aktarmak ve onların gündelik hayatta uygulanan bu yeni pazarlama anlayışlarını görmelerini ve ilgili uygulamaları analiz etmelerini sağlamak. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;  1.Pazarlamanın yeni uygulama ve yaklaşımlarını öğrenir.  2.Yeni pazarlama anlayışları ile tüketici beklentilerinin ilişkisini kavrar.  3.Pazarlamanın dijitalleşen dönüşümünü ve bu dijitalleşmenin hangi alanlarda uygulandığını görür.  4.Yeni Pazarlamanın insan beyni ve fizyolojisi, ekolojik çevre, işletme çalışanları, çok küçük müşteri dilimleri, siyaset, sanat ve felsefe gibi muhtelif alanlarda da uygulanabildiğini öğrenir. | | | | | | | Dersin İçeriği | Yeni pazarlama yaklaşımı türleri, dijital pazarlama, nörö pazarlama, yapay zeka ve algoritmalarla pazarlama uygulamaları. | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Yeni Pazarlama Yaklaşımlarına Giriş | | | | | | | 2 | Pazarlamada Değişime Etki Eden Faktörler: Küreselleşme ve Teknolojik Değişim | | | | | | | 3 | Pazarlama 1.0’dan Pazarlama 5.0’a: Pazarlamanın Değişen Tarihi | | | | | | | 4 | Pazarlama 4.0: Dijital Pazarlama | | | | | | | 5 | Pazarlama 5.0: Dijital Dönüşüm ve İnsani Teknoloji Pazarlamasına Giriş | | | | | | | 6 | Pazarlama 5.0: Nesnelerin İnterneti ve Pazarlama | | | | | | | 7 | Pazarlama 5.0: Çevik Pazarlama | | | | | | | 8 | Pazarlama 5.0: Müşteri Deneyiminin Geleceği | | | | | | | 9 | Pazarlama 5.0: Yapay Zeka ve Artırılmış Gerçeklik Uygulamaları | | | | | | | 10 | Pazarlama 5.0: Herşey Hizmettir İş Modeli | | | | | | | 11 | Diğer Pazarlama Yaklaşımları: Nöro Pazarlama | | | | | | | 12 | Diğer Pazarlama Yaklaşımları: Postmodern Pazarlama | | | | | | | 13 | Diğer Pazarlama Yaklaşımları: Yeşil Pazarlama ve Niş Pazarlama | | | | | | | 14 | İlişkisel Pazarlama ve Hizmet Baskın Mantık | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | Varinli, İ. (2012). *Pazarlamada yeni yaklaşımlar,* Detay Anatolia Akademik Yayıncılık. | | **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 | | 3 | 5 | | 4 | 2 | | 2 | 2 | | 3 | 5 | | **ÖÇ2** | 5 | | 3 | 3 | | 3 | 5 | | 4 | 2 | | 2 | 2 | | 3 | 5 | | **ÖÇ3** | 5 | | 3 | 3 | | 3 | 5 | | 4 | 2 | | 2 | 2 | | 3 | 5 | | **ÖÇ4** | 5 | | 3 | 3 | | 3 | 5 | | 4 | 2 | | 2 | 2 | | 3 | 5 | | **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** | | Pazarlamada Yeni Yaklaşımlar | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 3 | 3 | 2 | 5 | |