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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Pazarlama İlkeleri** | |  | 1 | 3+1 | 3.5 | 4 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Zorunlu | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Teorik ve uygulamalı bilgilerle pazarlama hakkında temel bilgilere sahip olmak | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;   1. İşletmenin pazarlama anlayışının gelişimine katkıda bulunur. 2. Pazarlama çevresini analiz eder. 3. Pazarı bölümleyerek hedef pazarın seçimine katkıda bulunur. 4. Ürün kararlarına yardımcı olacak fikirler oluşturabilir. 5. Fiyatlama stratejilerinin oluşumuna katkı sağlar. 6. İlgili birimlere pazarlama kanallarına ilişkin bilgi sağlar. | | | | | | | Dersin İçeriği | Pazarlamanın konusu, kapsamı ve gelişimi, pazarlamanın 4P’si ve güncel paszarlama yaklaşımları | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Pazarlamanın konusu, kapsamı ve gelişimi | | | | | | | 2 | Pazarlamanın konusu, kapsamı ve gelişimi | | | | | | | 3 | Tüketici pazarları ve tüketici davranışları | | | | | | | 4 | Tüketici pazarları ve tüketici davranışları | | | | | | | 5 | Tüketim Psikolojisi ve Satın Alma Motifleri | | | | | | | 6 | Bölümlendirme, hedef Pazar seçimi ve satış tahmini | | | | | | | 7 | Bölümlendirme, hedef Pazar seçimi ve satış tahmini | | | | | | | 8 | Mamül | | | | | | | 9 | Mamül | | | | | | | 10 | Fiyat | | | | | | | 11 | Fiyat | | | | | | | 12 | Tutundurma | | | | | | | 13 | Tutundurma | | | | | | | 14 | Dağıtım | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden, bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | Mucuk, İ. (2014). Pazarlama İlkeleri (20. Baskı). *Türkmen Kitabevi, İstanbul*. | | **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** | | **ÖÇ1** | 5 | | 4 | 5 | - | | 2 | | - | 2 | - | | 4 | | 5 | | **ÖÇ2** | 5 | | 4 | 5 | - | | 2 | | - | 2 | - | | 4 | | 5 | | **ÖÇ3** | 5 | | 4 | 5 | - | | 2 | | - | 2 | - | | 4 | | 5 | | **ÖÇ4** | 5 | | 4 | 5 | - | | 2 | | - | 2 | - | | 4 | | 5 | | **ÖÇ5** | 5 | | 4 | 5 | - | | 2 | | - | 2 | - | | 4 | | 5 | | **ÖÇ6** | 5 | | 4 | 5 | - | | 2 | | - | 2 | - | | 4 | | 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** | | Pazarlama İlkeleri | 5 | 4 | 5 | - | 2 | - | 2 | - | 4 | 5 | |