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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Turizm Pazarlaması** | |  | III | 3+0 | 3 | 4 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Zorunlu | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Bu ders ile konaklama, seyahat ve yiyecek içecek işletmeleri için pazarlama ilkelerini yorumlayabilme ve genel pazarlama uygulamalarını gerçekleştirebilme bilgi ve becerilerin kazandırılması amaçlanmaktadır. | | | | | | | Dersin Öğrenme Çıktıları | |  |  | | --- | --- | | |  | | --- | | Bu dersin sonunda öğrenci;   1. Turizm pazarlama kavramını tanır 2. Turizm pazarlaması karmasını tanıtır 3. Mal ve hizmet pazarlamasına ilişkin farkları ortaya koyar 4. Pazarlama araştırmasını açıklar | | | | | | | | | Dersin İçeriği | Pazarlama, turizm pazarlaması, hizmet pazarlaması, pazarlama stratejileri, pazarlama uygulamaları | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Genel Olarak Pazarlama | | | | | | | 2 | Turizm Pazarlamasına Giriş | | | | | | | 3 | Pazarlama Bilgi Sistemi | | | | | | | 4 | Turizm Pazarı-Piyasası | | | | | | | 5 | Turistik Ürün | | | | | | | 6 | Turistik Ürün | | | | | | | 7 | Turistik Ürünün Fiyatlandırması | | | | | | | 8 | Turistik Ürünün Fiyatlandırması | | | | | | | 9 | Turizmde Dağıtım | | | | | | | 10 | Turistik Ürünün Tutundurulması | | | | | | | 11 | Turizmde Tanıtma | | | | | | | 12 | Turizmde Tanıtma | | | | | | | 13 | Turizm Pazarlama Araştırması | | | | | | | 14 | Turizm Pazarlama Politikası Ve Uluslararası Turizm Pazarlaması. | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** |  |  | | --- | | Kozak, N. (2010). Turizm Pazarlaması, 3. Baskı, Detay Yayınclılık.  Rızaoğlu, B. (2006). Turizm Pazarlaması, 5. Baskı, Detay Yayıncılık.  Varinli, İ. (2010). Güncel Pazarlama Yaklaşımlarından Seçmeler, 2. Baskı, Detay Yayıncılık.  Hacıoğlu, N. (2008). Turizm Pazarlaması, 6. Baskı, Nobel 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** | 4 | | 3 | 4 | | 5 | 4 | | 2 | 3 | | 3 | 2 | | 1 | 1 | | **ÖÇ2** | 3 | | 4 | 4 | | 4 | 3 | | 1 | 3 | | 4 | 2 | | 1 | 1 | | **ÖÇ3** | 3 | | 3 | 4 | | 4 | 3 | | 3 | 2 | | 3 | 2 | | 2 | 2 | | **ÖÇ4** | 2 | | 3 | 5 | | 4 | 3 | | 2 | 1 | | 2 | 1 | | 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** | | Turizm Pazarlaması | 3 | 3 | 4 | 4 | 3 | 2 | 2 | 4 | 2 | 1 | 1 | |