

Objectives of the Course

Making students understand basic concepts and subjects of marketing management.

Course Contents

The concept of marketing, marketing approaches, environment and strategic planning, marketing strategies, Organization and control

Recommended or Required Reading

Altunışık R., Özdemir Ş. And Torlak Ö. (Editions between 2014-2024); Marketing Principles and Management, İstanbul: Beta Publishing. Lecture notes and slides

Planned Learning Activities and Teaching Methods

Lecture, Question-Answer, Discussion

Recommended Optional Programme Components

Before the lesson, it is recommended to read about the topics.

Instructor's Assistants

There is no assistant teaching staff.

Presentation Of Course

Theoretical and face-to-face

Dersi Veren Öğretim Elemanları

Prof. Dr. Suzan Çoban

Program Outcomes

1. They can explain the marketing strategies
2. They can explain the relationship between marketing and the environment
3. They can explain the strategic planning process
4. Explain performance analysis and control methods in marketing.

Weekly Contents

Order	Preparation Info	Laboratory	Teaching Methods	Theoretical	Practise
1	Come by reading the course content and ECTS information. Altunışık et al.; Read the relevant page range of the book Marketing Principles and Management. Review the lecture notes and slides uploaded to the system	Lecture, Question and Answer, Discussion		Marketing concepts and approaches	
2	Come by reading the course content and ECTS information. Altunışık et al.; Read the relevant page range of the book Marketing Principles and Management. Review the lecture notes and slides uploaded to the system	Lecture, Question and Answer, Discussion		Environment: macro and micro	
3	Come by reading the course content and ECTS information. Altunışık et al.; Read the relevant page range of the book Marketing Principles and Management. Review the lecture notes and slides uploaded to the system	Lecture, Question and Answer, Discussion		Market segmentation and target market selection	
4	Come by reading the course content and ECTS information. Altunışık et al.; Read the relevant page range of the book Marketing Principles and Management. Review the lecture notes and slides uploaded to the system	Lecture, Question and Answer, Discussion		Strategic Planning Process	
5	Come by reading the course content and ECTS information. Altunışık et al.; Read the relevant page range of the book Marketing Principles and Management. Review the lecture notes and slides uploaded to the system	Lecture, Question and Answer, Discussion		Functional planning and Strategic orientation: Strategy Development, Market Entry, Positioning strategies	
6	Come by reading the course content and ECTS information. Altunışık et al.; Read the relevant page range of the book Marketing Principles and Management. Review the lecture notes and slides uploaded to the system	Lecture, Question and Answer, Discussion		Competition, Growth and Downsizing Strategies	

Order	Preparation Info	Laboratory	Teaching Methods	Theoretical	Practise
7	Come by reading the course content and ECTS information. Altunişik et al.; Read the relevant page range of the book Marketing Principles and Management. Review the lecture notes and slides uploaded to the system	Lecture, Question and Answer, Discussion		Implementation in the strategic marketing process: target market selection, development, implementation and control of the marketing mix	
8	You are responsible for all the content and lecture notes covered so far.			Visa	
9	Come by reading the course content and ECTS information. Altunişik et al.; Read the relevant page range of the book Marketing Principles and Management. Review the lecture notes and slides uploaded to the system	Lecture, Question and Answer, Discussion		Product and product decisions	
10	Come by reading the course content and ECTS information. Altunişik et al.; Read the relevant page range of the book Marketing Principles and Management. Review the lecture notes and slides uploaded to the system	Lecture, Question and Answer, Discussion		Product Mix and Policies	
11	Come by reading the course content and ECTS information. Altunişik et al.; Read the relevant page range of the book Marketing Principles and Management. Review the lecture notes and slides uploaded to the system	Lecture, Question and Answer, Discussion		Price and Pricing methods	
12	Come by reading the course content and ECTS information. Altunişik et al.; Read the relevant page range of the book Marketing Principles and Management. Review the lecture notes and slides uploaded to the system	Lecture, Question and Answer, Discussion		Marketing communication	
13	Come by reading the course content and ECTS information. Altunişik et al.; Read the relevant page range of the book Marketing Principles and Management. Review the lecture notes and slides uploaded to the system	Lecture, Question and Answer, Discussion		Marketing channels and distribution policies	
14	Come by reading the course content and ECTS information. Altunişik et al.; Read the relevant page range of the book Marketing Principles and Management. Review the lecture notes and slides uploaded to the system..	Lecture, Question and Answer, Discussion		Marketing audit and performance evaluation	
15	Come by reading the course content and ECTS information. Altunişik et al.; Read the relevant page range of the book Marketing Principles and Management. Review the lecture notes and slides uploaded to the system..	Lecture, Question and Answer, Discussion		Marketing audit and performance evaluation	

Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Vize	1	1,00
Final	1	1,00
Teorik Ders Anlatım	14	3,00
Derse Katılım	10	1,00
Ara Sınav Hazırlık	7	3,00
Final Sınavı Hazırlık	7	2,00
Ders Öncesi Bireysel Çalışma	14	2,00
Bütünleme	1	1,00

Assesments

Activities	Weight (%)
Ara Sınav	40,00
Final	60,00

	P.O. 1	P.O. 2	P.O. 3	P.O. 4	P.O. 5	P.O. 6	P.O. 7	P.O. 8	P.O. 9	P.O. 10	P.O. 11	P.O. 12	P.O. 13	P.O. 14	P.O. 15
L.O. 1	3					2					3				
L.O. 2	3					3					3				
L.O. 3	3					2					3				
L.O. 4	3					2					3				

Table :

P.O. 1 : Uluslararası ticaret, işletme yönetimi ve tedarik zinciri konusunda gerekli olan bilgi birikimi

P.O. 2 : Türk hukuk sistemi ile dış ticaret mevzuatına hâkim olma

P.O. 3 : Temel istatistik ve karar almada kullanılan modelleme yöntemlerine hâkim olma

P.O. 4 : İnsan ilişkileri, örgütsel davranış ve iletişim konusunda etkin olma

P.O. 5 : Çalıştığı sektörle ilgili üretim yönetimi ve süreçleri ile ilgili bilgi sahip olma

P.O. 6 : Uluslararası ekonomik gelişmeleri takip etme

P.O. 7 : Ulusal ve uluslararası pazar pozisyonlarında yer alabilme

P.O. 8 : Alıyla ilgili finansal kararlar verebilme

P.O. 9 : Uluslararası ticari organizasyonlar ile iletişim kurabilme

P.O. 10 : Alıyla ilgili muhasebeleştirme işlemlerini ve finansal tabloları hazırlayabilme ve yorumlayabilme

P.O. 11 : Uluslararası pazarlama stratejilerini, faaliyet gösterdiği pazar koşulları çerçevesinde değerlendirebilme ve uyarlayabilme

P.O. 12 : Farklı disiplinlerle uyumlu çalışabilme

P.O. 13 : Türkiye ve Dünya tarihinin yanısıra kültür ve coğrafya hakkında ayrıntılı bilgiye sahip olur.

P.O. 14 : Sanatsal, kültürel ve sportif konulara ilişkin bireysel yeteneklerini geliştirir.

P.O. 15 : Sözlü ve yazılı etkin iletişim kurar; bir yabancı dili en az. Avrupa Dil Portföyü B1 genel düzeyinde kullanır.

L.O. 1 : Pazarlama stratejilerini açıklayabilirler.

L.O. 2 : Pazarlama ve çevre ilişkisini açıklayabilirler.

L.O. 3 : Stratejik planlama sürecini açıklayabilirler.

L.O. 4 : Pazarlamada performans analizi ve kontol yöntemlerini açıklayabilir.