

## General Info

## 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, Istanbul: 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	PreparationInfo	Laboratory TeachingMethods	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	PreparationInfo	Laboratory TeachingMethods	Theoretical	Practise
7	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	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. 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	Product and product decisions	
10	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	Product Mix and Policies	
11	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	Price and Pricing methods	
12	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 communication	
13	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 channels and distribution policies	
14	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 audit and performance evaluation	
15	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 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 :** Alanıyla ilgili finansal kararlar verebilme
- P.O. 9 :** Uluslararası ticari organizasyonlar ile iletişim kurabilme
- P.O. 10 :** Alanıyla 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 kontrol yöntemlerini açıklayabilir.