

Objectives of the Course

Making students understand basic concepts and subjects of marketing.

Course Contents

The concept of marketing, marketing approaches, environment and strategic planning, market segmentation, product price, promotion and distribution decisions.

Recommended or Required Reading

Altunışık R., Özdemir Ş. and Torlak Ö. (2014-2024 editions); Marketing Principles and Management, Istanbul: Beta Printing. Lecture notes and slides.

Planned Learning Activities and Teaching Methods

Lecture, Q&A, discussion

Recommended Optional Programme Components

In order to understand the strategic differences and case studies created by environmental change, especially digitalization, in marketing management, it is recommended that students turn to the internet and textbooks on this subject. It is recommended that they read about the topics before the course.

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. Explain the concept of marketing
2. Can analyze the relationship between marketing and the environment.
3. Explain marketing strategies.

Order	PreparationInfo	Laboratory TeachingMethods	Theoretical	Practise
1	Read the course content and ECTS information before proceeding. Read the relevant page range of the book "Marketing Principles and Management" by Altunışık et al. Review the lecture notes and uploaded slides.	Lecture, question-answer, and discussion method	Ders Tanıtımı. Pazarlama kavram ve yaklaşımları	
2	Read the course content and ECTS information before proceeding. Read the relevant page range of the book "Marketing Principles and Management" by Altunışık et al. Review the lecture notes and uploaded slides.	Lecture, question-answer, and discussion method	Comparison of marketing approaches	
3	Read the course content and ECTS information before proceeding. Read the relevant page range of the book "Marketing Principles and Management" by Altunışık et al. Review the lecture notes and uploaded slides.	Lecture, question-answer, and discussion method	Marketing research and information systems	
4	Read the course content and ECTS information before proceeding. Read the relevant page range of the book "Marketing Principles and Management" by Altunışık et al. Review the lecture notes and uploaded slides.	Lecture, question-answer, and discussion method	Marketing environment: macro and micro	
5	Read the course content and ECTS information before proceeding. Read the relevant page range of the book "Marketing Principles and Management" by Altunışık et al. Review the lecture notes and uploaded slides.	Lecture, question-answer, and discussion method	Markets and types of markets	
6	Read the course content and ECTS information before proceeding. Read the relevant page range of the book "Marketing Principles and Management" by Altunışık et al. Review the lecture notes and uploaded slides.	Lecture, question-answer, and discussion method	Consumer market	
7	Read the course content and ECTS information before proceeding. Read the relevant page range of the book "Marketing Principles and Management" by Altunışık et al. Review the lecture notes and uploaded slides.	Lecture, question-answer, and discussion method	Industrial market	
8	You are responsible for all content and lecture notes covered so far.		Midterm Exam	
9	Read the course content and ECTS information before proceeding. Read the relevant page range of the book "Marketing Principles and Management" by Altunışık et al. Review the lecture notes and uploaded slides.	Lecture, question-answer, and discussion method	Market segmentation	
10	Read the course content and ECTS information before proceeding. Read the relevant page range of the book "Marketing Principles and Management" by Altunışık et al. Review the lecture notes and uploaded slides.	Lecture, question-answer, and discussion method	Target market selection	
11	Read the course content and ECTS information before proceeding. Read the relevant page range of the book "Marketing Principles and Management" by Altunışık et al. Review the lecture notes and uploaded slides.	Lecture, question-answer, and discussion method	Marketing Mix: Product	
12	Read the course content and ECTS information before proceeding. Read the relevant page range of the book "Marketing Principles and Management" by Altunışık et al. Review the lecture notes and uploaded slides.	Lecture, question-answer, and discussion method	Marketing Mix: Product	
13	Read the course content and ECTS information before proceeding. Read the relevant page range of the book "Marketing Principles and Management" by Altunışık et al. Review the lecture notes and uploaded slides.	Lecture, question-answer, and discussion method	Price decisions	
14	Read the course content and ECTS information before proceeding. Read the relevant page range of the book "Marketing Principles and Management" by Altunışık et al. Review the lecture notes and uploaded slides.	Lecture, question-answer, and discussion method	Price decisions	
15	Read the course content and ECTS information before proceeding. Read the relevant page range of the book "Marketing Principles and Management" by Altunışık et al. Review the lecture notes and uploaded slides.	Lecture, question-answer, and discussion method	Marketing Mix: Promotion (Communication)	

Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Final	1	2,00
Vize	1	2,00
Final Sınavı Hazırlık	6	5,00
Ders Öncesi Bireysel Çalışma	14	1,00
Bütünleme	1	1,00
Ara Sınav Hazırlık	7	5,00
Ders Sonrası Bireysel Çalışma	14	2,00

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

Uluslararası Ticaret ve Lojistik Bölümü / ULUSLARARASI TİCARET VE LOJİSTİK X Learning Outcome Relation

	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	2						3				3				
L.O. 2	2						3				3				
L.O. 3	2						3				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 yanı sıra 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 kavramını açıklayabilir
- L.O. 2 :** Pazarlama ve çevre ilişkisin analiz edebilir.
- L.O. 3 :** Pazarlama stratejilerini açıklayabilir.