

Objectives of the Course

The aim of the course is to develop competences about the effect of postmodernism on the marketing theory and applications in a changing world.

Course Contents

In a changing world, the impact of the socio-economic stages on the society, transition from modern world to the postmodern world and the effect of this transition to the marketing field.

Recommended or Required Reading

• Güneren, Ebru & Yusuf Karakuş (2015). Postmodern Pazarlama, in: Burhan Kılıç, Zafer Öter (Eds.), Turizm Pazarlamasında Güncel Yaklaşımlar (pp.454-487). İstanbul: Beta Basım Yayın Dağıtım A.Ş. • Tuna, Muammer, Hasan Şen & Zafer Durdu.(2011) "Modern Toplumun İnşası. Tarihsel ve Sosyolojik Bir Perspektif." Ankara: Detay Yayıncılık. • Brown, Stephen. Postmodern Marketing. London: Routledge, 1995. • Odabaşı, Yavuz & Gülfidan Barış. (2004) "Postmodern Pazarlama." İstanbul: MediaCat Kitapları .

Planned Learning Activities and Teaching Methods

Literature review, analytical thinking, discussions through presentation

Recommended Optional Programme Components

Students should do detailed and extensive research before the presentation so that they will be prepared for the Q&A and discussions that will take place during class.

Instructor's Assistants

Doç. Dr. Ebru GÜNEREN

Presentation Of Course

The course consists of student presentations, Q&A and discussions.

Dersi Veren Öğretim Elemanları

Assoc. Prof. Dr. Ebru Güneren

Program Outcomes

1. Analyze and explain the effects of postmodernism on marketing practices.
2. Evaluate postmodern marketing approaches in the tourism sector.
3. Using scientific methods, able to analyze postmodern marketing literature in tourism, conduct field research, and report these researches.

Weekly Contents

Order	PreparationInfo	Laboratory TeachingMethods	Theoretical	Practise
1	Conducting literature search is expected.	The instructor responsible for the course provides a general overview of the concept and development of postmodernism. Students' knowledge levels are determined using a question-and-answer method.	Examining the history of world civilization in terms of the socio-economic development process.	
2	Conducting literature search is expected.	The instructor continues his explanation of the concept and development of postmodernism. Student participation is encouraged using a question-and-answer method.	Examining the history of world civilization in terms of socio-economic development process.	
3	The student is expected to conduct a literature research for the presentation topic and report it in a presentation format.	Conducting literature research for the presentation topic by the student, making the presentation, question-answer session and discussion.	Concepts of Modernism and Postmodernism	
4	The student is expected to conduct a literature research for the presentation topic and report it in a presentation format.	Conducting literature research for the presentation topic by the student, making the presentation, question-answer session and discussion.	Comparison of Fordist and Post-Fordist production approaches from the perspective of postmodernism.	
5	The student is expected to conduct a literature research for the presentation topic and report it in a presentation format.	Conducting literature research for the presentation topic by the student, making the presentation, question-answer session and discussion.	Discussions on the basic characteristics of postmodernism.	
6	The student is expected to conduct a literature research for the presentation topic and report it in a presentation format.	Conducting literature research for the presentation topic by the student, making the presentation, question-answer session and discussion.	Discussions on consumption and the transformation of the consumer phenomenon in postmodernism.	

Order	PreparationInfo	Laboratory TeachingMethods	Theoretical	Practise
7	The student is expected to conduct a literature research for the presentation topic and report it in a presentation format.	Conducting literature research for the presentation topic by the student, making the presentation, question-answer session and discussion	Discussions on postmodern tourism paradigms in terms of production styles, tourism types and tourist products.	
8		Midterm exam grades are based on an analysis of a paper approved by the instructor. This analysis form and the scoring rubric are provided to the student before the exam.	MIDTERM EXAM	
9	The student is expected to conduct a literature research for the presentation topic and report it in a presentation format.	Conducting literature research on the topic of presentation by the student, making the presentation, question-answer and discussion.	Brand and Symbolic Consumption in Postmodernism	
10	The student is expected to conduct a literature research for the presentation topic and report it in a presentation format.	Conducting literature research for the presentation topic by the student, making the presentation, question-answer session and discussion	Postmodern Advertising and Marketing Communications	
11	The student is expected to conduct a literature research for the presentation topic and report it in a presentation format.	Conducting literature research for the presentation topic by the student, making the presentation, question-answer session and discussion.	Discussions on the Postmodern Characteristics of Contemporary Marketing Practices	
12	The student is expected to conduct a literature research for the presentation topic and report it in a presentation format.	Conducting literature research for the presentation topic by the student, making the presentation, question-answer session and discussion.	The Concept of Postmodernism in Turkish Tourism Literature	
13	The student is expected to conduct a literature research for the presentation topic and report it in a presentation format.	presentation topic by the student, making the presentation, question-answer session and discussion.	The Relationship Between Postmodernism and Consumer Culture	
14	The student is expected to conduct a literature research for the presentation topic and report it in a presentation format.	Conducting literature research for the presentation topic by the student, making the presentation, question-answer session and discussion	Destination Competitiveness from a Postmodern Perspective	
15	The student is expected to conduct a literature research for the presentation topic and report it in a presentation format.	Conducting literature research for the presentation topic by the student, making the presentation, question-answer session and discussion	Postmodern Branding	

Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Vize	1	1,00
Final	1	1,00
Derse Katılım	15	3,00
Ders Öncesi Bireysel Çalışma	15	2,00
Ders Sonrası Bireysel Çalışma	15	1,00
Ara Sınav Hazırlık	1	10,00
Final Sınavı Hazırlık	1	10,00
Araştırma Sunumu	1	10,00
Tartışmalı Ders	15	3,00

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	5	4	5	5	5	4	5	4	5	4	5	4	5	5	5
L.O. 2	4	4	5	4	5	5	5	4	5	4	5	4	5	4	5
L.O. 3	4	4	4	5	5	5	4	5	4	5	4	5	5	4	5

Table :

- P.O. 1 :** Turizm İşletmeciliği alanında ve ilgili disiplinlerde sahip olduğu bilgiyi uzmanlık düzeyinde geliştirir ve derinleştirir.
- P.O. 2 :** Turizm alanı ile ilgili ulusal ve uluslararası hukuki düzenlemeleri kavrar ve uygular.
- P.O. 3 :** Turizm sektöründeki güncel konular ve sorunlar için yaratıcı ve pratik çözüm önerileri geliştirir.
- P.O. 4 :** Bilimsel araştırma yöntemlerini kullanarak alanıyla ilgili bir araştırmayı planlar, yürütür, değerlendirir ve rapor halinde sunar.
- P.O. 5 :** Makro ve mikro ölçekte turizm plan ve politikaları konusunda ayrıntılı bilgi sahibi olur.
- P.O. 6 :** Ulusal ve uluslararası turizm işletmelerini etkin şekilde yönetebilmek için gerekli olan önemli işletmecilik ilkelerini bilir, eleştirel şekilde değerlendirir ve uygular.
- P.O. 7 :** Turizm işletmeciliği ile ilgili rekabet stratejileri geliştirir ve uygular.
- P.O. 8 :** Alanında uzmanlık gerektiren konularda bir çalışmayı başkalarıyla ve bağımsız olarak etkin bir şekilde yürütür.
- P.O. 9 :** Yaşam boyu öğrenme için gerekli olan davranışlar ve yetkinlikler geliştirir.
- P.O. 10 :** Edindiği bilgi ve becerileri analiz eder, eleştirel şekilde yorumlar ve değerlendirir.
- P.O. 11 :** Bir yabancı dili en az Avrupa Dil Portföyü B2 genel düzeyinde kullanarak sözlü ve yazılı iletişim kurar.
- P.O. 12 :** Turizm İşletmeciliği alanıyla ilgili bilgisayar yazılımı, bilgi ve iletişim teknolojilerini ileri düzeyde kullanır.
- P.O. 13 :** Toplumsal ve mesleki etik değerleri kavrar, eleştirel bakış açısıyla değerlendirir ve uygun davranışlar geliştirir.
- P.O. 14 :** Yazılı ve sözlü olarak etkili iletişim ve sunum becerileri gösterir.
- P.O. 15 :** Sosyal adalet, kültürel değerler ve çevreye duyarlılık gibi konularda yeterli bilince sahip olur.
- L.O. 1 :** Postmodernizm anlayışının pazarlama uygulamaları açısından etkilerini analiz edip açıklayabilir.
- L.O. 2 :** Turizm sektöründe postmodern pazarlama yaklaşımlarını değerlendirebilir.
- L.O. 3 :** Bilimsel yöntemler kullanarak, turizmde postmodern pazarlama literatürünü analiz ederek, alan araştırmaları yürütebilir ve bu araştırmaları raporlayabilir.