

İndirilme Tarihi

08.09.2026 21:22:07

GCM207 - PRINCIPLES OF MARKETING - Gülşehir Sosyal Bilimler Meslek Yüksekokulu - Büro Hizmetleri ve Sekreterlik Bölümü General Info

Objectives of the Course

Teaching the strategies that are necessary in supplying the needs of consumers by examining the marketing process by all means.

Course Contents

The definition and importance of marketing, many years in development and change, marketing environment, consumer behavior models, consumers' purchase decision-making process, buying behavior, decisions affecting the partitioning issues such as the information is given. Course also describes the marketing mix elements in detail.

Recommended or Required Reading

İslamoğlu, A. H. (2020). Pazarlama yönetimi: Stratejik yaklaşım (6. bs.). Beta Yayıncılık.

Planned Learning Activities and Teaching Methods

To provide the ability to apply the necessary strategies to satisfy needs.

Recommended Optional Programme Components

To improve their communication skills and language proficiency, students are assigned to watch films from a list that includes movies focused on marketing, sales, and business-related topics.

Instructor's Assistants

Öğr. Gör. Dr. Züleyha GÖKÇE IŞIKHAN

Presentation Of Course

Subject explanation and discussion.

Dersi Veren Öğretim Elemanları

Inst. Dr. Züleyha Gökçe Işıkhan

Program Outcomes

1. know the strategies that are necessary in supplying the needs
2. know the necessary steps for supplying the continuation of consumer contentment
3. have the necessary knowledge about marketing process and able to think analytically
4. Comment on contemporary issues in marketing.

Order	PreparationInfo	Laboratory TeachingMethods	Theoretical	Practise
1	İslamoğlu, A. H. (2020). Pazarlama yönetimi: Stratejik yaklaşım (6. bs.). Beta Yayıncılık. (1-40)	Explanation in the form of mutual question and answer.	Marketing philosophy and related concepts; Basic concepts and historical development of marketing.	
2	İslamoğlu, A. H. (2020). Pazarlama yönetimi: Stratejik yaklaşım (6. bs.). Beta Yayıncılık. (41-70)	Explanation in the form of mutual question and answer.	Approaches to marketing problems; Strategic approaches to marketing problems.	
3	İslamoğlu, A. H. (2020). Pazarlama yönetimi: Stratejik yaklaşım (6. bs.). Beta Yayıncılık. (71-100)	Explanation in the form of mutual question and answer.	Philosophy of business; relationship between business philosophy and marketing.	
4	İslamoğlu, A. H. (2020). Pazarlama yönetimi: Stratejik yaklaşım (6. bs.). Beta Yayıncılık. (101-140)	Explanation in the form of mutual question and answer.	Situation and competition analysis; market analysis and competitive strategies.	
5	İslamoğlu, A. H. (2020). Pazarlama yönetimi: Stratejik yaklaşım (6. bs.). Beta Yayıncılık. (141-180)	Explanation in the form of mutual question and answer.	Markets and consumer behavior; Consumer behavior and market segmentation.	
6	İslamoğlu, A. H. (2020). Pazarlama yönetimi: Stratejik yaklaşım (6. bs.). Beta Yayıncılık. (181-220)	Explanation in the form of mutual question and answer.	Market measurement and target market determination; Market size estimation and target market selection.	
7	İslamoğlu, A. H. (2020). Pazarlama yönetimi: Stratejik yaklaşım (6. bs.). Beta Yayıncılık. (221-260)	Explanation in the form of mutual question and answer.	Growth and competition strategies; Business growth strategies and competitive advantages.	
8			Midterm exam	
9	İslamoğlu, A. H. (2020). Pazarlama yönetimi: Stratejik yaklaşım (6. bs.). Beta Yayıncılık. (261-300)	Explanation in the form of mutual question and answer.	Optimization of marketing components; Effective management of the marketing mix.	
10	İslamoğlu, A. H. (2020). Pazarlama yönetimi: Stratejik yaklaşım (6. bs.). Beta Yayıncılık. (301-340)	Explanation in the form of mutual question and answer.	Product policies; Product development, life cycle and brand management.	
11	İslamoğlu, A. H. (2020). Pazarlama yönetimi: Stratejik yaklaşım (6. bs.). Beta Yayıncılık. (341-380)	Explanation in the form of mutual question and answer.	Pricing decisions; Pricing strategies and cost analysis.	
12	İslamoğlu, A. H. (2020). Pazarlama yönetimi: Stratejik yaklaşım (6. bs.). Beta Yayıncılık. (381-420)	Explanation in the form of mutual question and answer.	Distribution channels and physical distribution; Distribution strategies and logistics management.	
13	İslamoğlu, A. H. (2020). Pazarlama yönetimi: Stratejik yaklaşım (6. bs.). Beta Yayıncılık. (421-460)	Explanation in the form of mutual question and answer.	Promotional decisions: Advertising, public relations and sales promotions.	
14	İslamoğlu, A. H. (2020). Pazarlama yönetimi: Stratejik yaklaşım (6. bs.). Beta Yayıncılık. (461-500)	Explanation in the form of mutual question and answer.	Organization, information system and research; Marketing information systems and research methods.	
15	İslamoğlu, A. H. (2020). Pazarlama yönetimi: Stratejik yaklaşım (6. bs.). Beta Yayıncılık. (501-608)	Explanation in the form of mutual question and answer.	Marketing audit and overall evaluation; Marketing performance measurement and strategic evaluation.	

Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Derse Katılım	3	14,00
Ödev	3	10,00
Proje	3	10,00
Ara Sınav Hazırlık	2	4,00
Vize	1	1,00
Final Sınavı Hazırlık	2	4,00
Final	1	1,00

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

Büro Hizmetleri ve Sekreterlik Bölümü / Çağrı Merkezi Hizmetleri 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	P.O. 16	P.O. 17	P.O. 18	P.O. 19
L.O. 1			5				5	5								4			
L.O. 2	5	2	4	4		5		2	1		3	1	2	2					2
L.O. 3	4	5	5	5	4	5				4					3			4	
L.O. 4		4			5	5													

Table :

- P.O. 1 :** Call Center Services have information about the basic level in the field.
- P.O. 2 :** Decision, implementation, and their behavior has the ability to use information acquired in the field of Call Center Services.
- P.O. 3 :** Analyzing the information in the field of Call Center Services, has the ability to interpret and evaluate.
- P.O. 4 :** Students perform assigned duties and responsibilities.
- P.O. 5 :** Students take responsibility for unforeseen problems encountered in practice or as a team member .
- P.O. 6 :** Critically evaluates the acquired knowledge and skills.
- P.O. 7 :** Shows the need for continuity of learning and understanding.
- P.O. 8 :** Programs for the learning needs are open for accession.
- P.O. 9 :** Call Center Services related to the field at the level of acquired knowledge and skills transfers in written and oral opinions and proposals relevant .
- P.O. 10 :** Likely to help his colleagues.
- P.O. 11 :** Call Center Services field required by the European Computer User License Key Level at least in conjunction with computer software uses information and communication technologies.
- P.O. 12 :** Knows Atatürk's principles and interests, and have them.
- P.O. 13 :** Communicate effectively in oral and written Turkish.
- P.O. 14 :** Using The European Language Portfolio A2 Level General English in the field of call center services follows information.
- P.O. 15 :** Organization / the Authority, labor and act in accordance with social ethics.
- P.O. 16 :** The universality of social benefits, social justice, quality and cultural values ??and environmental protection, occupational health and safety issues has enough conscious.
- P.O. 17 :** Open to change and innovation.
- P.O. 18 :** Know the basic mathematical terms and use in problem-solving.
- P.O. 19 :** Analyzing the information in the field of Call Center Services, has the ability to interpret and evaluate.
- L.O. 1 :** know the strategies that are necessary in supplying the needs
- L.O. 2 :** know the necessary steps for supplying the continuation of consumer contentment
- L.O. 3 :** have the necessary knowledge about marketing process and able to think analytically
- L.O. 4 :** Comment on contemporary issues in marketing.