Course Syllabus

Code - Course Title	**PZL262 - Marketing Principles and Management**
Course Type	IV. SEMESTER
Laboratory + Practice	3+0
ECTS	**5.0**
Language of Instruction	İngilizce
Course Type	Required Courses
Course Instructor(s)	PROF. DR. BAYRAM ZAFER ERDOĞAN

Mode of Delivery	The mode of delivery of this course is face to face
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course.
Recommended Resources	Kotler, P. & Armstrong, G. (2018). Principles of Marketing (17th global edition). Harlow: PearsonÖztürk et. al. (2018) Principles of Marketing (Ed: Öztürk, S. A) Eskişehir: T.C. Anadolu University Publication
Work Placement	N/A

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		definition of marketing, its scope and core concepts	
Week - 2		marketing management and marketing management philosophies	
Week - 3		Marketing challenges for the 2000s and over: Evolution of marketing from transactional marketing to relationship marketing	
Week - 4		strategic planning and the marketing process	
Week - 5		mission statement, objectives, business portfolio analysis, market growth grid	
Week - 6		marketing environment: micro environment and its effect on marketing	
Week - 7		marketing environment: Effect of macro environmental factors on marketing (demography, technology, economy, nature, culture, legal factors)	
Week - 8		First week of midterms	
Week - 9		2. week for midterms	
Week - 10		Marketing information system	
Week - 11		marketing research	
Week - 12		market segmentation and selection of target markets	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 13		positioning strategies	
Week - 14		A short description of marketing mix elements	

Learning Outcomes

#	Learning Outcome
1	Studants define the basic marketing concepts and principles.
2	Explain the importance of relationship marketing and its tools.
3	Students may explain the effect of micro and macro environmental factors on marketing decisions
4	Explain marketing information systems and marketing research process.
5	Explain stratejik marketing planning process.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.