Course Syllabus

Code - Course Title	**PZL211 - Principles of Marketing**
Course Type	III. SEMESTER
Laboratory + Practice	3+0
ECTS	**5.0**
Language of Instruction	İngilizce
Course Type	Required Courses

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.
Work Placement	N/A

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		definition of marketing and related concepts	
Week - 2		marketing management and marketing management philosophies	
Week - 3		Marketing challenges for the 2000s.	
Week - 4		strategic planning and the marketing process, mission statement, objectives, business portfolio analysis, market growth grid.	
Week - 5		marketing environment(demografic, economic and cultural environment) Small project (%5 contribution) after the completion of chapter 3.	
Week - 6		marketing information systems	
Week - 7		marketing research process	
Week - 8		marketing research process	
Week - 9		marketing research process	
Week - 10		market segmentation	
Week - 11		selection of target markets	
Week - 12		positioning	
Week - 13		relationship marketing The exam will contain a mixture of essay and short answer questions. Duration will be 60 minutes. (% 50)	

Learning Outcomes

#	Learning Outcome
1	define the basic marketing concepts and principles.
2	analyze the consumer and industrial market.
3	explain relationships among marketing and macro-micro environmental factors.
4	recognize marketing information systems and marketing research applications.
5	explain market segmentation, positioning and selecting target markets.
6	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.