Course Syllabus

Code - Course Title	**PZL211 - Principles of Marketing**
Course Type	V. SEMESTER
Laboratory + Practice	3+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	DOÇ. DR. FEYZA AĞLARGÖZ, PROF. DR. ELİF EROĞLU HALL

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	-Pazarlama İlkeleri (2018). Philip Kotler ve Gary Armstrong (16.baskı). (Çev. Ed.: A.Ercan Gegez). Beta Yayıncılık.-Kotler, P. & Armstrong, G. (2018). Principles of Marketing (17th edition). Harlow: Pearson.
Work Placement	N/A

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		General information about the aim of the course, textbook, reading materials and student responsibilities	
Week - 2		Introduction to marketing	
Week - 3		Definition of marketing concept, explanation of basic concepts, development of marketing understanding (approaches)	
Week - 4		Definition of marketing concept, explanation of basic concepts, development of marketing understanding (approaches)	
Week - 5		Strategic planning and marketing	
Week - 6		Marketing mix concept	
Week - 7		Marketing environment: Micro environmental factors	
Week - 8		Marketing environment: Macro environmental factors	
Week - 9		Marketing environment: Macro environmental factors	
Week - 10		Marketing research and marketing informations systems	
Week - 11		Marketing research and marketing informations systems	
Week - 12		Market segmentation and target market selection	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 13		Market segmentation and target market selection	
Week - 14		Differentiation and positioning	

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 the marketing mix strategies that are possible for marketing managers.

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.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	40

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
Final Exam	1	60
	Sum (%)	**100**