Course Syllabus

Code - Course Title	**PZL409 - Industrial Marketing**
Course Type	VII. SEMESTER
Laboratory + Practice	2+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	PROF. DR. NEZİHE FİGEN ERSOY ARCA

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	Nezihe Figen Balta, (2006), Endüstriyel Pazarlama, Nobel Yayıncılık, AnkaraF. Müge Aslan, (2012), Endüstriyel Pazarlama, Beta, İstanbulNezihe Figen Ersoy, (2015), Endüstriyel/B2B Müşteri Davranışları ve Satın Alma Merkezi Analizi, Detay yayıncılık, Ankara
Work Placement	N/A

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		industrial markets and products	
Week - 2		industrial marketing concept	
Week - 3		defining the industrial markets	
Week - 4		defining the oppurtunities of industrial markets	
Week - 5		industrial market segmentation	
Week - 6		industrial buyer behaviour	
Week - 7		designing the industrial marketing mix	
Week - 8		planning and developing of industrial products	
Week - 9		industrial price strategy	
Week - 10		industrial distribution strategy	
Week - 11		industrial promotion strategy	
Week - 12		controlling of industrial marketing programmes	
Week - 13		customer acquisition strategies and customer-buyer relationships	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Case study	

Learning Outcomes

#	Learning Outcome
1	define the industrial 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 in industrial market.
5	explain industrial market segmentation, positioning and selecting target markets.
6	explain the industrial 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.