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.
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, mission statement, objectives, business portfolio analysis, market growth grid.	
Week - 5		marketing environment: micro environment and its effect on marketing	
Week - 6		marketing environment: Effect of macro environmental factors on marketing (demography, technology, economy, nature, culture, legal factors)	
Week - 7		First week of midterms	
Week - 8		2. week for midterms	
Week - 9		Marketing information system	
Week - 10		marketing research	
Week - 11		market segmentation and selection of target markets	
Week - 12		positioning strategies	
Week - 13		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	
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.