Course Syllabus

Code - Course Title	**PZL101 - Marketing Principles I**
Course Type	I. SEMESTER
Laboratory + Practice	3+1
ECTS	**4.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	ÖĞR. GÖR. DR. MEHMET GÖKHAN TURAN

Mode of Delivery	Face to face
Place of Delivery	On Campus
Used Educational Platforms	Face-to-face
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	None
Recommended Resources	Principles of Marketing (2008). Ed. Serpil YILMAZ
Work Placement	None
Aims of the Course	To provide students with a strategic perspective on marketing activities by conveying the fundamental concepts and principles of modern marketing, as well as its importance and operational mechanisms.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1	**LO-1**	The purpose of the Principles of Marketing I course is to provide information regarding the course objectives, fundamental resources, and the instructional methodology.	Lecture, Question & Answer
Week - 2	**LO-1**	Introduction to marketing, the concept and scope of marketing.	Lecture, Question & Answer, Discussion, Research and Inquiry
Week - 3	**LO-2**	The evolution of marketing concepts (approaches).	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry
Week - 4	**LO-3**	The relationship between marketing management and the environment.	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry, Document/Text/Data Analysis

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 5	LO-3	Process of marketing planning ve competitive marketing strategies.	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry
Week - 6	LO-3	Macro-environmental factors related to marketing decisions.	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry, Document/Text/Data Analysis
Week - 7	LO-3	Micro-environmental factors related to marketing decisions.	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry
Week - 8	LO-4	Marketing information system.	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry, Document/Text/Data Analysis
Week - 9	LO-4	Marketing research and the marketing research process.	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry, Document/Text/Data Analysis
Week - 10	LO-5	The concept of the market and the characteristics of the consumer market, and the factors influencing the consumer market.	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry
Week - 11	LO-5	Industrial market and features.	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry, Document/Text/Data Analysis

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Week - 12	**LO-5**	Factors effecting industrial customer/user purchasing behavior.	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry
Week - 13	**LO-6**	Market segmentation	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry, Document/Text/Data Analysis
Week - 14	**LO-6**	Positioning and differentiation.	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry

Learning Outcomes

#	Learning Outcome
1	Students will be able to define marketing concepts and their scope.
2	Students will be able to explain the evolution of marketing approaches.
3	Students will be able to explain the relationship between marketing management and the environment.
4	Students will be able to recognize marketing information systems and marketing research applications.
5	Students will be able to explain consumer and industrial markets and their characteristics.
6	Students will be able to define the concepts of market segmentation and positioning.

Sustainable Development Goals

✓ Decent Work and Economic Growth ✓ Industry, Innovation and Infrastructure ✓ Responsible Production and Consumption ✓ Climate Action

Course Theme

✓ Economics, Finance and Management ✓ Entrepreneurship ✓ Logistics and Supply Chain ✓ Innovation Skills

AKTS Workload

Activity	Duration (Hour)	Count	Workload

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	3.00	14	42
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	2.00	14	28
Ödevler	8.00	1	8
Proje - Rapor - Sunum Hazırlama	0.00	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	12.00	1	12
Final Sınavı Hazırlığı (sınav süresi dahil)	15.00	1	15
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	1.00	14	14
Staj Uygulaması	0.00	0	0
		Calculated ECTS	**5.0**

Assessment Method and Passing Requirements

✓ Open-Ended Test ✓ Homework

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	30
Final Exam	1	50
Homework	1	20
	Sum (%)	**100**