Course Syllabus

Code - Course Title	**PZL116 - Marketing Principles II**
Course Type	II. 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	Principles of Marketing I
Recommended Resources	Principles of Marketing (2008). Ed. Serpil YILMAZ
Work Placement	None
Aims of the Course	To provide students with theoretical and practical knowledge regarding the process of customer-oriented value creation, delivering the created value to the market, and establishing sustainable customer relationships.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1	**LO-1** **LO-2** **LO-3**	The purpose of the Principles of Marketing II course is to provide information regarding the course objectives, core resources, and the conduct of the course.	Lecture
Week - 2	**LO-1**	The marketing mix and its importance from a marketing perspective.	Lecture, Question & Answer, Discussion, Problem Solving, Research and Inquiry
Week - 3	**LO-1**	Product and product mix decisions.	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry
Week - 4	**LO-1**	Product life cycle	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry, Document/Text/Data Analysis

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Week - 5	**LO-1**	Price and pricing policies	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry
Week - 6	**LO-1**	Pricing methods	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry, Document/Text/Data Analysis
Week - 7	**LO-1**	Distribution decisions and intermediaries in distribution channels	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry
Week - 8	**LO-1**	Physical distribution	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry
Week - 9	**LO-1**	The concept of promotion, its importance, and the promotion mix	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming
Week - 10	**LO-1**	Advertising and Public Relations	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming
Week - 11	**LO-1**	Personal selling	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry
Week - 12	**LO-1**	Sales promotion efforts and direct marketing	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 13	LO-3	Digital marketing.	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry
Week - 14	LO-2	Services Marketing	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry

Learning Outcomes

#	Learning Outcome
1	Students will be able to describe the marketing mix and its fundamental characteristics.
2	The student will be able to explain the concept and scope of services marketing.
3	Students will be able to recognize digital marketing tools and methods.

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 ✓ Sustainability and Green Energy ✓ Innovation Skills

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	3.00	14	42
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	2.00	10	20
Ödevler	10.00	1	10
Proje - Rapor - Sunum Hazırlama	0.00	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	10.00	1	10
Final Sınavı Hazırlığı (sınav süresi dahil)	12.00	1	12
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	1.00	14	14
Staj Uygulaması	0.00	0	0
		Calculated ECTS	**4.5**

Assessment Method and Passing Requirements

✓ Open-Ended Test ✓ Homework