Course Syllabus

Code - Course Title	**PZL120 - Contemporary Marketing Approaches**
Course Type	II. SEMESTER
Laboratory + Practice	2+0
ECTS	**2.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	ÖĞR. GÖR. DR. BÜLENT ATMACAN

Mode of Delivery	This course is conducted only in the form of face-to-face training.
Prerequisites	There are no prerequisites or prerequisites for this course.
Courses Recomended	There are no other recommended courses related to this course.
Recommended Resources	Editor Prof. Dr. İ., VARİNLİ, Doç. Dr. K.ÇATI, Güncel Pazarlama Yaklaşımlarından Seçmeler, Detay Yayıncılık, 2010
Work Placement	It is not suitable for this lesson.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Developments in Marketing Approaches in The Historical Process (Classical-Modern and Post-Modern Approaches)	
Week - 2		New Marketing Trends Today	
Week - 3		Creativity and Innovation in Customer Experience Management	
Week - 4		Hygiene and Sanitation in Food Marketing	
Week - 5		Niche Marketing, Sustainable/Green Marketing	
Week - 6		Value Based Marketing, Event Marketing	
Week - 7		Permission Marketing, Internal Marketing	
Week - 8		Relationship Marketing	
Week - 9		Database Marketing	
Week - 10		Experiential Marketing, Neuro Marketing	
Week - 11		Radical Marketing	
Week - 12		Viral Marketing	
Week - 13		Destination Marketing	
Week - 14		Word of Mouth Marketing	

Learning Outcomes

#	Learning Outcome
1	Explain marketing and its basic concepts.
2	Discuss the development, importance and future of marketing and its applications.
3	Students will be able to evaluate the role of consumers within the scope of marketing practices.
4	Be able to analyze and evaluate marketing campaigns.

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.