Course Syllabus

Code - Course Title	**PZL228 - Professional Study and Seminar**
Course Type	IV. SEMESTER
Laboratory + Practice	2+2
ECTS	**4.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	DOÇ. DR. AYLA TOPUZ SAVAŞ, ÖĞR. GÖR. DR. MEHMET GÖKHAN TURAN

Mode of Delivery	Face to face and application..
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	No
Work Placement	Yes. Application..

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		General information about the course.	
Week - 2		Vocational studies (advertising).	
Week - 3		Vocational studies (selling).	
Week - 4		Vocational studies (consumer behaviour).	
Week - 5		Vocational studies (retailing).	
Week - 6		Vocational studies (retailing).	
Week - 7		Vocational studies (marketing research-SPSS).	
Week - 8		Vocational studies (marketing research-SPSS).	
Week - 9		Vocational studies (CRM).	
Week - 10		Vocational studies (Service marketing).	
Week - 11		Vocational studies (Service marketing).	
Week - 12		Vocational studies (brands and branding).	
Week - 13		Evaluation of vocational studies.	
Week - 14		Evaluation of vocational studies.	

Learning Outcomes

#	Learning Outcome
1	1. Explains how to transform the theoretical knowledge of marketing into practice. 1.1. Describes the transformation of theoretical knowledge into practice. 1.2. Describes the connection between theory and practice. 2.Explains marketing function in private sector 2.1. Learns new techniques in marketing. 2.2. Explains the application of techniques.

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.