Course Syllabus

Code - Course Title	**PZL242 - Industrial Products Marketing**
Course Type	II. SEMESTER
Laboratory + Practice	2+0
ECTS	**3.0**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	ÖĞR. GÖR. DR. GÜNNUR TUBA TÜRKSAVAŞ

Mode of Delivery	face to face
Prerequisites	There is no prerequisite or co-requisite for this course.
Recommended Resources	Industrial Güter Marketing, Backer
Work Placement	N/A

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		The purpose of marketing of industrial products	
Week - 2		Basic elements of the Marketing conception, situation analyze, understanding of the central purchasing system	
Week - 3		Relative competition analysis	
Week - 4		determining the location and timing of organisations, relationships with other companies.	
Week - 5		The classification of industrial products marketing	
Week - 6		The classification of industrial products marketing	
Week - 7		Characteristics of manufacturing enterprises	
Week - 8		Communication and efforts	
Week - 9		marketing of Large-scale products	
Week - 10		Financing of large-scale products	
Week - 11		marketing of system products	
Week - 12		marketing of system products	
Week - 13		Suppliers (delivery) marketing	
Week - 14		Performing transactions	

Learning Outcomes

#	Learning Outcome
1	describes what is industrial marketing
2	describes how to communicate with these consumers
3	Develops sales strategies,

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.