Course Syllabus

Code - Course Title	**PZL615 - Special Marketing Issues**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**7.5**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	DOÇ. DR. NUR ÖZER CANARSLAN

Mode of Delivery	Face to face
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	No recommended optional programme component.
Work Placement	N/A

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Communication issues	
Week - 2		Special issues in marketing practices	
Week - 3		Specials issues in marketing practices in Turkey	
Week - 4		Product related issues	
Week - 5		Pricing and inflation issues	
Week - 6		Brand development issues	
Week - 7		Brand development issues	
Week - 8		Communication issues	
Week - 9		Issues of delivery and logistics	
Week - 10		Issues of advertising	
Week - 11		Exporting issues	
Week - 12		Issues about internet	
Week - 13		Issues about marketing elements	
Week - 14		Issues about marketing elements	

Learning Outcomes

#	Learning Outcome
1	studies the current issues in marketing practices.

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.