Course Syllabus

Code - Course Title	**PZL604 - Social Marketing**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**7.5**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	DOÇ. DR. FEYZA AĞLARGÖZ

Mode of Delivery	The mode of delivery of this course is face to face
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course.
Recommended Resources	Social Marketing: Behavior Change for Good, 7th Edition, N. Lee, P. Kotler, and J. Colehour, SAGE Publications, 2024.
Work Placement	N/A

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction to Social Marketing	
Week - 2		Social marketing efforts in Non Profit organisations	
Week - 3		Social marketing in Third sector	
Week - 4		Social marketing and developments in the world	
Week - 5		Effectiveness of Social marketing in social events	
Week - 6		The term of Campain and Campain Design	
Week - 7		The term of Campain and Campain Design	
Week - 8		Campain planning	
Week - 9		The process of campain implementation	
Week - 10		Evaluation of campains and campain results	
Week - 11		Social event marketing	
Week - 12		Ethics in social marketing	
Week - 13		The future of social marketing	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		The future of social marketing	

Learning Outcomes

#	Learning Outcome
1	Explains the concepts of social marketing.
2	Debates the development, importance and future of social marketing and social marketing practices.
3	Evaluates the role of consumers in social marketing practices.
4	Analyzes and evaluates the social 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.