Course Syllabus

Code - Course Title	**GMS519 - Food Marketing**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. SİBEL ÖNÇEL GÜLER

Mode of Delivery	face to face

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1	**LO-1** **LO-2**	Food Marketing, Consumption, and Production	Lecture, Question & Answer, Discussion, Case Study, Problem Solving
Week - 2	**LO-1** **LO-4**	Food Marketing	Lecture, Question & Answer, Discussion, Case Study
Week - 3	**LO-4**	Demographics and Food Marketing	Lecture, Question & Answer, Discussion
Week - 4	**LO-2**	Food Marketing and Consumption Patterns	Lecture, Question & Answer, Discussion, Case Study
Week - 5	**LO-3** **LO-5**	International Cases	Lecture, Question & Answer, Discussion, Case Study
Week - 6	**LO-3**	Food Marketing Issues	Lecture, Question & Answer, Discussion
Week - 7	**LO-3**	Food Marketing Issues	Lecture, Question & Answer, Discussion
Week - 8	**LO-1** **LO-2**	Food markets: characteristics	Lecture, Question & Answer, Discussion
Week - 9	**LO-5**	Characteristics of Food Products and Production, Trends in Food and Agricultural Marketing	Lecture, Question & Answer, Discussion
Week - 10	**LO-4**	Price and Competition in Food Markets	Lecture, Question & Answer, Discussion
Week - 11	**LO-1** **LO-4**	Distribution: Wholesaling and Retailing of Food Products,	Lecture, Question & Answer, Discussion

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 12	LO-5 LO-6	International Food Markets, Food Market Structure, Food Market Development	Lecture, Question & Answer, Discussion
Week - 13	LO-6	Production Costs, Demand, and Competition; Promotional efforts in Food Marketing.	Lecture, Question & Answer, Discussion
Week - 14	LO-6	Production Costs, Demand, and Competition; Promotional efforts in Food Marketing	Lecture, Question & Answer, Discussion

Learning Outcomes

#	Learning Outcome
1	Gains knowledge of food marketing
2	Analyze food marketing and consumer preferences
3	Gains knowledge of food marketing problems
4	Refers to the food market and its properties
5	Recognize the trends in food and agricultural marketing
6	Gains knowledge of food promotion activities

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.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	40
Final Exam	1	60
	Sum (%)	**100**