Course Syllabus

Code - Course Title	**PZL105U - Marketing Principles**
Course Type	I. SEMESTER
Laboratory + Practice	0+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROF. DR. NİLGÜN ÖZDAMAR

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	Marketing Management, Consumer Behaviour
Recommended Resources	Pazarlama İlkeleri (2018). (Çev. Ed. Ercan Gegez),Beta YayınlarıPazarlama İlkeler ve Yönetim (2014). (Ed. B. Zafer Erdoğan) Ekin YayınlarıALTUNIŞIK, R., TORLAK Ö., ÖZDEMİR Ş., UZKURT C., ÖZMEN M., (2013), Pazarlama İlkeleri, Editör: Ömer TORLAK, Müjdat ÖZMEN, Anadolu Üniversitesi Yayın No: 3012, Açıköğretim Fakültesi Yayın No: 1965, Eskişehir
Work Placement	There is no work placement for the course

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		The Basic Concepts of Marketing	
Week - 2		Marketing Environment and Analysis of Market Opportunities	
Week - 3		Marketing Environment and Analysis of Market Opportunities	
Week - 4		Analysis of Consumer Behaviours	
Week - 5		Analysis of Consumer Behaviours	
Week - 6		Marketing Information System and Marketing Research	
Week - 7		Mid-term exam	
Week - 8		Market Segmentation, Targeting and Positioning	
Week - 9		Market Segmentation, Targeting and Positioning	
Week - 10		Marketing Mix and Marketing Decisions	
Week - 11		Marketing Mix and Marketing Decisions	
Week - 12		Marketing Strategies	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 13		Control of Marketing Activities	
Week - 14		FİNAL SINAVI	

Learning Outcomes

#	Learning Outcome
1	Pazarlama disiplininin temellerini açıklayabilir.
2	Pazarlama karmasını ve pazarlama karması unsurlarını açıklayabilir.
3	Yoğun rekabet ortamında pazarlama faaliyetlerini anlatabilir.
4	Pazarlama disiplini kapsamında yaşanan gelişmeleri ifade edebilir.

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	30
Final Exam	1	70
	Sum (%)	**100**