Course Syllabus

Code - Course Title	**PZL219U - Principles of Marketing**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	İngilizce
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. SEVGİ AYŞE ÖZTÜRK

Mode of Delivery	Distance Education
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	Principles of Marketing (ed: Sevgi Ayşe Öztürk), Anadolu University Open Education Faculty Publication, 2018
Work Placement	N/A

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Defining marketing and relevant terms	
Week - 2		Marketing management orientations and relationship marketing approach	
Week - 3		Strategic marketing planning	
Week - 4		Marketing environment: Micro environment	
Week - 5		The marketing environment: Effect of macro environment on marketing decisions	
Week - 6		Marketing research and marketing insight	
Week - 7		Midterm	
Week - 8		Consumer markets and consumer buying behavior	
Week - 9		B2B markets and business buying behavior	
Week - 10		Market segmentation and market targeting	
Week - 11		Positioning strategies	
Week - 12		Brief explanation of marketing mix elements	
Week - 13		Review of the chapters by questions and answers	

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Final exam	

Learning Outcomes

#	Learning Outcome
1	Define the basic marketing concepts and principles.
2	Explain the buying behaviors of consumer markets and B2B markets.
3	Explain relationships among marketing and macro-micro environmental factors.
4	recognize marketing information systems and marketing research applications.
5	Explain market segmentation, positioning and selecting target markets.
6	Explain strategic marketing planning process
7	Explain the strategic marketing planning process

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

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
Final Exam	1	70
	Sum (%)	**100**