Course Syllabus

Code - Course Title	**İŞL212U -**
Course Type	IV. SEMESTER
Laboratory + Practice	0+0
ECTS	**7.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROF. DR. ELİF EROĞLU HALL

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	PAZARLAMAYA GİRİŞ T.C. ANADOLU ÜNİVERSİTESİ YAYINI NO: 4154 AÇIKÖĞRETİM FAKÜLTESİ YAYINI NO: 2934 (AÖF KİTABI)
Work Placement	Not Applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Basic Concepts and Scope of Marketing	
Week - 2		Marketing and Strategy	
Week - 3		Marketing Environment	
Week - 4		Marketing Environment II	
Week - 5		Marketing and Change	
Week - 6		Marketing and Change II	
Week - 7		Midterm	
Week - 8		Marketing Information System and Marketing Research	
Week - 9		Consumer Markets and Consumer Behaviors	
Week - 10		Industrial Markets and Buyer Behaviors	
Week - 11		Industrial Markets and Buyer Behaviors II	
Week - 12		Globalization and Marketing	
Week - 13		Globalization and Marketing II	

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	Will be able to comprehend the basic concepts and scope of marketing.
2	Will be able to evaluate marketing strategies.
3	Will be able to explain the marketing environment.
4	Will be able to evaluate trends in marketing and change.
5	Will be able to comprehend marketing information system and marketing research process.
6	Will be able to evaluate consumer markets and consumer behavior.
7	Will be able to evaluate industrial markets and buyer behavior.
8	Will be able to explain the relationship between globalization and marketing.

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 (%)

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	30
Final Exam	1	70
	Sum (%)	**100**