Course Syllabus

Code - Course Title	**PZL220U -**
Course Type	VI. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	İngilizce
Course Type	Required Courses
Course Instructor(s)	PROF. DR. SEVGİ AYŞE ÖZTÜRK

Mode of Delivery	Online education
Prerequisites	Principles of Marketing
Courses Recomended	There is no recommended optional programme component for this course.
Recommended Resources	Marketing Management (ed: Gülfidan Barış), Anadolu University Open Education Faculty Publication, 2019
Work Placement	N/A

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Review of marketing terms and definitions, Changing marketing landscape	
Week - 2		Product Management	
Week - 3		New product development process and Product life cycle	
Week - 4		Pricing and Price Management	
Week - 5		Designing and Managing Marketing Channels	
Week - 6		Wholesaling, Retailing, and Logistics Management	
Week - 7		Midterm	
Week - 8		Marketing Communication:Communication process and Integrated marketing Communication	
Week - 9		Elements of Promotion Mix	
Week - 10		Strategic Management, Competition, and Marketing	
Week - 11		Marketing Planning, Implementation and Control	
Week - 12		Managing Marketing Effort	
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 core marketing concepts
2	Explain the product and price elements of the marketing mix , their characteristics and how to manage these tools.
3	Explain the marketing communication and marketing channel elements of the marketing mix
4	Explain strategic marketing planning and marketing management 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
Final Exam	1	70
	Sum (%)	**100**