Course Syllabus

Code - Course Title	**PZL103U -**
Course Type	I. SEMESTER
Laboratory + Practice	0+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	ASSIST. PROF. DR. NAZLI NUR UZ

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	PAZARLAMA YÖNETİMİ
Work Placement	Not Applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Marketing as a Value Creation Process	
Week - 2		Marketing Management Process	
Week - 3		Marketing Strategies and Competition	
Week - 4		Marketing Strategies and Competition-II	
Week - 5		Product Management	
Week - 6		Product Management-II	
Week - 7		Ara Sınav	
Week - 8		Price Management	
Week - 9		Channel Management	
Week - 10		Marketing Communication Management	
Week - 11		Marketing Communication Management-II	
Week - 12		Evaluation of Marketing Performance and Control	
Week - 13		Evaluation of Marketing Performance and Control-II	
Week - 14		Final Sınavı	

Learning Outcomes

#	Learning Outcome
1	Will be able to explain marketing as a value creation process
2	Will be able to explain the marketing management process.
3	Will be able to evaluate marketing strategies and competition.
4	Will be able to explain product concept and product classifications.
5	Will be able to evaluate price management and pricing decision process.
6	Will be able to comprehend channel management and channel design.
7	Will be able to explain the marketing communication mix.
8	Will be able to comprehend the evaluation of marketing performance and control 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**