	MARKETING POINT	OF VII	EW IN BUILDING MATERIALS					
1	Course Title:	MARKET	ING POINT OF VIEW IN BUILDING MATERIALS					
2	Course Code:	MIM4034	1					
3	Type of Course:	Optional						
4	Level of Course:	First Cyc	le					
5	Year of Study:	4						
6	Semester:	8						
7	ECTS Credits Allocated:	3.00						
8	Theoretical (hour/week):	2.00						
9	Practice (hour/week):	0.00						
10	Laboratory (hour/week):	0						
11	Prerequisites:	None						
12	Language:	Turkish						
13	Mode of Delivery:	Face to f	ace					
14	Course Coordinator:	Doç.Dr. 2	ZEHRA SEVGEN PERKER					
15	Course Lecturers:							
16	Contact information of the Course Coordinator:	zsperker	@uludag.edu.tr					
17	Website:							
18	Objective of the Course:	The aim of this course is to teach concept of marketing, marketing principles and strategies, relationship between marketing and building material sector, current issues in building material market.						
19	Contribution of the Course to Professional Development:	This course contributes to professional development in ensuring the application of correct strategies both technically and ethically in building material marketing.						
20	Learning Outcomes:							
		1	Teaching relationship between marketing and building material sector.					
		2	Teaching ethic and true marketing strategies in building material sector, relationship between marketing and architecture, building material development					
		3	Teaching current issues in building material sector					
		4						
		5						
		6						
		7						
		8						
		9						
		10						
21	Course Content:							
		Co	urse Content:					
Week	Theoretical		Practice					
1	The Definition and Scope of Marketin							
2	Futures of Marketing, Concept and T Market							
3	Marketing Principles, Management of Marketing, Building Material and Rel Between These Three							

	I									
4	Building Material In Terms Of Macroeconomics									
5	Building Material In Terms Of Microeconomics									
6	Relationship Between Supply and De Building Material Sector, Market Stru Building Material									
7	Relationship Between Supply and De Building Material Sector, Market Stru Building Material									
8	Problems In Building Material Market									
9	Recent Developments In Building Ma Market	iterial								
10	Recent Developments In Building Ma Market	iterial								
11	Concept of Competition, Firms and Development of Building Material									
12	Concept of Competition, Firms and Development of Building Material									
13	Homeworks Presentation									
14	Homeworks Presentation									
22	Textbooks, References and/or Other Materials:		Öztürk, A. (2009). Pazarlama İlkeleri, Gazi Kitabevi. Tokol, T. (2007). Pazarlama Yönetimi, Nobel Yayın Dağıtım. Eriç, M. (1994) Yapı Fiziği ve Malzemesi, Literatür Yayıncılık Toydemir, N. (2011) Yapı Elemanı Tasarımında Malzeme, Literatür Yayıncılık.							
23	Assesment									
TERM L	LEARNING ACTIVITIES	NUMBE R	WEIGHT							
Midtern	m Exam	1	20.00							
Quiz		0	0.00							
Home v	work-project	1	20.00							
Final E	xam	1	60.00							
Total		3	100.00							
Contrib	oution of Term (Year) Learning Activities S Grade	es to	40.00							
Contrib	oution of Final Exam to Success Grade	9	60.00							
Total			100.00							
Measur Course	•	sed in the	When the number of students is below 20, absolute evaluation is applied, and when the number of students is above 20, the relative evaluation system is used. Course success is evaluated through the midterm exam (test), final exam (test) and homework.							
	24 EUIS/ WURN LUAD IABLE									

Activites		Number	Duration (hour	Total Work Load (hour)						
Theoretical		14	2.00	28.00						
Practicals/L	abs	0	0.00	0.00						
Self study a	and preperation	14	2.00	28.00						
Homeworks	3	1	20.00	20.00						
Projects		0	0.00	0.00						
Field Studie	es	4	2.00	8.00						
Midterm ex	ams	1	3.00	3.00						
Others		0	0.00	0.00						
Final Exam	S	1	3.00	3.00						
Total Work	Load			93.00						
Total work	load/ 30 hr									
ECTS Cred	lit of the Course			3.00						
25 CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS										

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ1 0	PQ11	PQ12	PQ1 3	PQ14	PQ15	PQ16
ÖK1	4	5	4	5	1	3	1	0	5	5	5	0	0	0	0	0
ÖK2	4	5	4	5	1	3	1	0	5	4	5	0	0	0	0	0
ÖK3	4	5	4	5	1	3	1	0	5	5	4	0	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contrib 1 very low ution Level:			2 low			3 Medium		4 High			5 Very High					