

MARKETING POINT OF VIEW IN BUILDING MATERIALS

1	Course Title:	MARKETING POINT OF VIEW IN BUILDING MATERIALS	
2	Course Code:	MIM4034	
3	Type of Course:	Optional	
4	Level of Course:	First Cycle	
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 face	
14	Course Coordinator:	Doç.Dr. 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
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21	Course Content:		
		Course Content:	
Week	Theoretical	Practice	
1	The Definition and Scope of Marketing		
2	Futures of Marketing, Concept and Types of Market		
3	Marketing Principles, Management of Marketing, Building Material and Relationship Between These Three		

4	Building Material In Terms Of Macroeconomics	
5	Building Material In Terms Of Microeconomics	
6	Relationship Between Supply and Demand In Building Material Sector, Market Structure of Building Material	
7	Relationship Between Supply and Demand In Building Material Sector, Market Structure of Building Material	
8	Problems In Building Material Market	
9	Recent Developments In Building Material Market	
10	Recent Developments In Building Material Market	
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
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Activites		Number	Duration (hour)	Total Work Load (hour)
23	Theoretical Assessment	14	2.00	28.00
	Practicals/Labs	0	0.00	0.00
	Self study and preparation	14	2.00	28.00
	Midterm Exam	1	20.00	20.00
	Homeworks	1	20.00	20.00
	Quiz	0	0.00	0.00
	Projects	0	0.00	0.00
	Home work project	1	20.00	20.00
	Field Studies	4	2.00	8.00
	Final Exam	1	3.00	3.00
	Midterm exams	1	3.00	3.00
	Total	36	100.00	100.00
	Others	0	0.00	0.00
	Contribution of Term (Year) Learning Activities to Final Exams	1	3.00	3.00
	Total Work Load			93.00
	Total work load/ 30 hr			3.00
	Total	100.00		
	ECTS Credit of the Course			3.00

Measurement and Evaluation Techniques Used in the Course	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.
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24	ECTS / WORK LOAD TABLE
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25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	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 ution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			