MARKETING MANAGEMENT

1	Course Title:	MARKETING MANAGEMENT
2	Course Code:	PZRS024
3	Type of Course:	Optional
4	Level of Course:	Short Cycle
5	Year of Study:	1
6	Semester:	2
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:	Öğr.Gör. ÖZLEM ŞAKAR
15	Course Lecturers:	
16	Contact information of the Course Coordinator:	ulucay@uludag.edu.tr
17	Website:	
18	Objective of the Course:	To provide the management of marketing department by comprehending the functions of marketing department in business.
19	Contribution of the Course to Professional Development:	
20	Learning Outcomes:	

	1	Being able to describe the structure and function of the marketing department within the business
	2	Being able to define and apply responsibilities of the marketing management
	3	Being able to constitute a strategic marketing plan
	4	Being able to manage the strategic marketing plan by use of efficient communication techniques
	5	Being able to design market segmentation correct and realistic
	6	Being able to be innovative in the elements of the whole marketing mix and to conduct innovative studies
	7	Being able to constitute and apply marketing communication efforts by means of business and market
	8	Being able to follow up the trends in marketing and the use of them in the own market
	9	
	10	

21	Course Content:	

Course Content:		
Week	Theoretical	Practice
1	Marketing Concepts	
2	The Content of Marketing Management and its Responsibilities	
3	Strategic Marketing Planning	

4	Market Segmentation	
5	Positioning, Differentiation, Focusing	
6	Marketing Strategies	
7	Product and Product Management,	
8	Course review and Mid-term	
9	New Product Development	
10	Price and Price Management	
11	Distribution Management	
12	Promotion and Promotion Strategies	
13	New Developments at Marketing	
14	Marketing Managemet and Social Responsibilities	
22	Textbooks, References and/or Other Materials:	
23	Assesment	

TERM LEARNING ACTIVITIES	NUMBER	WEIGHT
Midterm Exam	1	40.00
Quiz	0	0.00
Home work-project	0	0.00
Final Exam	1	60.00

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	14	2.00	28.00
Contribution of Final Exam to Success Grade	60.00		
Practicals/Labs	0	0.00	0.00
Total	100.00		
Self study and preperation	14	2.00	28.00
Measurement and Evaluation Techniques Used in the			
Homeworks	0	0.00	0.00
Projects	0	0.00	0.00
24 ECTS / WORK LOAD TABLE			
Field Studies	0	0.00	0.00
Midterm exams	1	14.00	14.00
Others	0	0.00	0.00
Final Exams	1	20.00	20.00
Total Work Load			90.00
Total work load/ 30 hr			3.00
ECTS Credit of the Course			3.00

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	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4
ÖK2	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4
ÖK3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4
ÖK4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4

ÖK5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4
ÖK6	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4
ÖK7	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4
ÖK8	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4

LO: Learning Objectives   PQ: Program Qualifications

Contribution Level:	**1 very low**	**2 low**	**3 Medium**	**4 High**	**5 Very High**