

BASIC MARKETING

1	Course Title:	BASIC MARKETING	
2	Course Code:	IIB4004	
3	Type of Course:	Optional	
4	Level of Course:	First Cycle	
5	Year of Study:	2	
6	Semester:	3	
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:	Prof. Dr. ERKAN ÖZDEMİR	
15	Course Lecturers:	Doç. Dr. Erkan Özdemir	
16	Contact information of the Course Coordinator:	eozdemir@uludag.edu.tr 02242941153	
17	Website:		
18	Objective of the Course:	Showing basic concept and sub-processes of marketing.	
19	Contribution of the Course to Professional Development:		
20	Learning Outcomes:		
		1	Understanding the importance of marketing
		2	Analyzing marketing problems that businesses can face in their sectors and solve these problems
		3	Applying the necessary techniques for marketing practices
		4	Defining consumer markets and industrial markets
		5	Understanding how businesses can communicate with their target markets
		6	Analyzing numerical data related with marketing function and observing these informations
		7	Using marketing informations in doing an effective marketing plan
		8	Understanding new marketing trends
		9	
		10	
21	Course Content:		
		Course Content:	
Week	Theoretical	Practice	
1	Concept of marketing		
2	Consumer buying behavior		
3	Target segment analysis		
4	Market segmentation and positioning		
5	Product development process		

6	Pricing decisions	
7	Distribution and online distribution mechanisms (Mid-term exam)	
8	Advertising and promotion	
9	Developing marketing plan	
10	Industrial markets	
11	Marketing research	
12	Service marketing	
13	Direct marketing	
14	Contemporary approaches in marketing	

22	Textbooks, References and/or Other Materials:	Philip Kotler, Gary Armstrong, Principles of Marketing, Pearson Prentice Hall. Sezer Korkmaz, Zeliha ESER, Ayşe Sevgi Öztürk, F. Bahar IŞIN, Pazarlama Kavramlar-İlkeler-Kararlar, Siyasal yayınları, Jim Blythe, Pazarlama İlkeleri, Bilim Teknik Yayınevi.
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23	Assesment	
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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
Total	2	100.00
Contribution of Term (Year) Learning Activities to Success Grade		40.00
Contribution of Final Exam to Success Grade		60.00
Total		100.00
Measurement and Evaluation Techniques Used in the Course		

24	ECTS / WORK LOAD TABLE
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Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	14	2.00	28.00
Practicals/Labs	0	0.00	0.00
Self study and preperation	14	1.00	14.00
Homeworks	0	0.00	0.00
Projects	0	0.00	0.00
Field Studies	0	0.00	0.00
Midterm exams	1	15.00	15.00
Others	1	15.00	15.00
Final Exams	1	20.00	20.00
Total Work Load			92.00
Total work load/ 30 hr			3.07
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	0	0	0	0	0	4	0	0	0	0	0	0	0	0	0	0
ÖK2	0	0	0	0	0	4	0	0	0	0	0	4	0	0	0	0
ÖK3	0	0	0	0	0	4	3	4	0	0	0	0	0	0	0	0
ÖK4	0	0	0	0	4	4	0	0	0	0	0	0	0	0	0	0
ÖK5	0	0	0	0	0	4	0	0	0	0	0	0	0	0	0	0
ÖK6	3	3	0	0	0	4	0	0	0	0	0	0	0	0	0	0
ÖK7	0	0	0	0	0	4	0	0	0	0	0	4	0	0	0	0
ÖK8	0	0	0	0	0	4	0	0	0	0	0	0	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			