

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 ULUÇAY ŞAKAR
15	Course Lecturers:	Meslek Yüksekokulları Yönetim Kurullarının görevlendirdiği öğretim elemanları.
16	Contact information of the Course Coordinator:	Öğr.Gör. Özlem ŞAKAR ulucay@uludag.edu.tr 02247112781/61731
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:	Being able to define and apply responsibilities of the marketing management in business life.
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
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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:	1 Bildiğimiz Pazarlamanın Sonu; Sergio Zyman, MediaCat Yayınları 2 Stratejik Pazarlama Planı Nasıl Hazırlanır?; Norton Paley, MediaCat Yayınları 3 A'dan Z'ye Pazarlama; Philip Kotler, MediaCat Yayınları
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23	Assesment
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TERM	LEARNING ACTIVITIES	NUMBER	WEIGHT	
Activites		Number	Duration (hour)	Total Work Load (hour)
Theoretical	1	14	2.00	28.00
Final Exam		60.00		
Practicals/Labs		0	0.00	0.00
Self study and preparation		14	2.00	28.00
Contribution of Term (Year) Learning Activities to	40.00			
Homeworks		0	0.00	0.00
Contribution of Final Exam to Success Grade	60.00			
Projects		0	0.00	0.00
Field Studies		0	0.00	0.00
Midterm exams		1	14.00	14.00
Measurement and Evaluation Techniques Used in the	Case studies, Quiz			
Others		0	0.00	0.00
Final Exam		1	20.00	20.00
ECTS / WORK LOAD TABLE				
Total Work Load				90.00
Total work load/ 30 hr				3.00
ECTS Credit of the Course				3.00

[illegible]

ÖK5	5	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	5	4
ÖK7	5	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	5	4
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			