

MARKETING MANAGEMENT

1	Course Title:	MARKETING MANAGEMENT	
2	Course Code:	PAZ240	
3	Type of Course:	Compulsory	
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. Dr. CİHAD DOĞAN	
15	Course Lecturers:	Meslek Yüksekokulları Yönetim Kurullarının görevlendirdiği öğretim elemanları.	
16	Contact information of the Course Coordinator:	cdogan@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:	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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		10	
21	Course Content:		
		Course Content:	
Week	Theoretical	Practice	
1	Marketing Concepts		
2	The Content of Marketing Management and its Responsibilities		

ÖK5	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK6	2	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK7	0	0	0	0	4	0	4	0	5	0	0	0	0	0	0	0
ÖK8	0	0	0	0	0	0	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
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