

MARKETING

1	Course Title:	MARKETING
2	Course Code:	ISL5303
3	Type of Course:	Compulsory
4	Level of Course:	Second Cycle
5	Year of Study:	1
6	Semester:	1
7	ECTS Credits Allocated:	7.00
8	Theoretical (hour/week):	3.00
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. Çağatan Taşkın
15	Course Lecturers:	Prof. Dr. Erkan Özdemir Prof. Dr. M. Hakan Altıntaş Prof. Dr. Çağatan Taşkın
16	Contact information of the Course Coordinator:	Prof. Dr. Erkan Özdemir E-posta: eozdemir@uludag.edu.tr Telefon: 0224 294 11 53 Adres: Uludağ Üniversitesi İİBF İşletme Bölümü, Görükle, Nilüfer 16059 - Bursa
17	Website:	
18	Objective of the Course:	The main purpose of the marketing management course is to make students understand the fundamentals of the concept of marketing and the role of marketing in the business world. For this purpose, it is aimed that students learn the elements of 'Marketing mix' and know the strategies and principles underlying modern marketing practices.
19	Contribution of the Course to Professional Development:	This course makes significant contributions to the customer-oriented thinking and studies of the students in the businesses and institutions they will work or work in.
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	Marketing Concepts, The Marketing Environment	
2	Marketing Planning	
3	Consumer Market And Consumer Buyer Behavior	
4	Competition Analysis And Competitive Marketing Strategies	
5	Market Segmentation	
6	Targeting And Positioning	
7	Product, Brand	
8	Packing And Services	
9	New Product Development And Product Life-Cycle Strategies	
10	Pricing	
11	Distribution	
12	Advertising	
13	Promotion	
14	Personel Selling	

22	Textbooks, References and/or Other Materials:		Philip Kotler, Kotler ve Pazarlama - Pazar Yaratmak, Pazar Korumak ve Pazarı Egemen Olmak /Çev. Ayşe		
Activites			Number	Duration (hour)	Total Work Load (hour)
Theoretical			14	3.00	42.00
Practicals/Labs			0	0.00	0.00
Self study and preparation			14	3.00	42.00
23	Assesment				
Homeworks			2	20.00	40.00
Projects		R	0	0.00	0.00
Field Studies			0	0.00	0.00
Quiz	Midterm exams		0	0.00	0.00
Others			2	20.00	40.00
Final Exams		1	100.00	50.00	50.00
Total Work Load					214.00
Contribution of Term (Year) Learning Activities to Total Work Load			0.00		7.13
ECTS Credit of the Course					7.00
Contribution of Final Exam to Success Grade			100.00		
Total			100.00		
Measurement and Evaluation Techniques Used in the Course			Multiple choice or classical exams are used for measurement and evaluation.		

24 ECTS / WORK LOAD TABLE

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	1	5	4	5	1	1	1	5	1	1	1	4	0	0	0	0
ÖK2	1	5	4	1	1	1	1	5	1	1	1	4	0	0	0	0

ÖK3	1	1	4	5	1	1	1	5	1	1	1	4	0	0	0	0
ÖK4	1	1	1	4	1	1	1	5	1	1	1	4	0	0	0	0
ÖK5	3	4	1	1	1	1	1	5	1	1	1	4	0	0	0	0
ÖK6	1	1	4	1	1	1	1	5	1	4	1	4	0	0	0	0
ÖK7	4	1	5	1	1	1	1	5	1	1	1	4	0	0	0	0
ÖK8	1	1	4	1	1	1	1	5	1	1	1	4	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			