

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. Ümit Gücenme Gençoğlu
15	Course Lecturers:	Prof. Dr. Hakan Altıntaş Doç. Dr. Erkan ÖZDEMİR Doç. Dr. Çağatan Taşkın
16	Contact information of the Course Coordinator:	mhakan@uludag.edu.tr 02242941066
17	Website:	
18	Objective of the Course:	To teach marketing's basic concepts and sub processes
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
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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 Philip Kotler ve Gary Armstrong, Principles of Marketing Philip Kotler ve Kevin Lane Keller, Marketing Management
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23	Assesment	
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TERM LEARNING ACTIVITIES		NUMBER	WEIGHT		
Midterm Exam		0	0.00		
Quiz		0	0.00		
Home work-proiect		0	0.00		
Activites		Number		Duration (hour)	Total Work Load (hour)
Contribution of Term (Year) Learning Activities to Success Grade		0	00	3.00	42.00
Practicals/Labs		0		0.00	0.00
Contribution of Final Exam to Success Grade		1	00.00	3.00	42.00
Self study and preperation			14		
Homeworks		2		20.00	40.00
Measurement and Evaluation Techniques Used in the Projects		0		0.00	0.00
Field Studies		0		0.00	0.00
Midterm exams		0		0.00	0.00
Others		2		20.00	40.00
Final Exams		1		50.00	50.00
Total Work Load					214.00
Total work load/ 30 hr					7.13
ECTS Credit of the Course					7.00

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	5	4	5	0	0	0	5	0	0	0	4	0	0	0	0
ÖK2	0	5	4	0	0	0	0	5	0	0	0	4	0	0	0	0
ÖK3	0	0	4	5	0	0	0	5	0	0	0	4	0	0	0	0
ÖK4	0	0	0	4	0	0	0	5	0	0	0	4	0	0	0	0

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