

FINANCIAL ANALYSIS OF FOOD SECTOR

1	Course Title:	FINANCIAL ANALYSIS OF FOOD SECTOR	
2	Course Code:	TRE5438	
3	Type of Course:	Optional	
4	Level of Course:	Second Cycle	
5	Year of Study:	1	
6	Semester:	2	
7	ECTS Credits Allocated:	7.50	
8	Theoretical (hour/week):	3.00	
9	Practice (hour/week):	0.00	
10	Laboratory (hour/week):	0	
11	Prerequisites:		
12	Language:	Turkish	
13	Mode of Delivery:	Face to face	
14	Course Coordinator:	Doç.Dr. ŞULE TURHAN	
15	Course Lecturers:		
16	Contact information of the Course Coordinator:	Doç. Dr. Şule TURHAN e-posta: sbudak@uludag.edu.tr Tel:2242941594 Adres: U.Ü.Ziraat Fakültesi Tarım Ekonomisi Bölümü Bursa.	
17	Website:		
18	Objective of the Course:	In short, solve our problems and meet our requirements, the purpose of communication. The main objective of the course, which analyzes the communication process and that the witness is to educate students gained awareness about their communication styles	
19	Contribution of the Course to Professional Development:		
20	Learning Outcomes:		
		1	Identifies the actors in the marketing process
		2	Questioning the ability to win
		3	Knows his place in the concept of advertising and marketing
		4	Understand advertising communication process and components
		5	Theoretical hardware earns about ad creation process
		6	Communication tools and allows the advertising medium
		7	Learn what the development in advertising strategy and develop strategy
		8	Research, planning, evaluation, and will have information about all processes involving the application.
		9	
		10	
21	Course Content:		
		Course Content:	
Week	Theoretical	Practice	

1	Definition of advertising	
2	The subtitle of Advertising	
3	General concepts and approaches	
4	Effective advertising	
5	Posts strategies	
6	Corporate advertising	
7	The development of national and international advertising in the advertising process	
8	Presentation of Paper	
9	Presentation of Paper	
10	Presentation of Paper	
11	Brand creation, followed by advertising and promotion management process	
12	Advertising management process	
13	Samples from the food industry	
14	Samples from the food industry	

22	Textbooks, References and/or Other Materials:	Tosun, N. 2007, Sosyal Sorumluluk Bağlamında Reklamda Etik Anlayışı. (Ed.: Sayımer, İ. & Eraslan Yayınoğlu, P.)		
Activites		Number	Duration (hour)	Total Work Load (hour)
Theoretical	Vascular Surgery, Vol.43, Issue2. Alparslan, İ. Yılmaz, C. & Alparslan, F. 2010. Reklamda	43	0.00	42.00
Practicals/Labs		0	0.00	0.00
Self study and preperation	Uzerine Deneysel Bir Araştırma. Anadolu Üniversitesi Sosyal Bilimler Dergisi/Anadolu University Journal of			
Homeworks		1		
Projects	AMA (2008). American Marketing Association OnlineDictionary			
Field Studies				
Midterm exams	dictionary.aspx?dletter=g). Eiden, M. (2009). Reklam ve Reklamcılık. İstanbul: Sav			
Others				
Final Exams	Emine Y.,I. Yılmaz, H.Uran, 2007, Gıda Maddeleri Tüketiminde Medyanın Rolü: Tekirdağ İli Örneği. Gıda			
Total Work Load				
Total work load/ 30 hr	Ozdemir, Ş., F. Yaman, TV Reklamlarında Dikkat Çekici Arac Ve Yöntemlerdeki Değişim : Kristal Elma Ödülü Almış			
ECTS Credit of the Course				7.50

23	Assesment		
TERM LEARNING ACTIVITIES		NUMBER	WEIGHT
Midterm Exam		0	0.00
Quiz		0	0.00
Home work-project		1	10.00
Final Exam		1	90.00
Total		2	100.00
Contribution of Term (Year) Learning Activities to Success Grade			10.00
Contribution of Final Exam to Success Grade			90.00

Total									100.00							
Measurement and Evaluation Techniques Used in the Course																
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	3	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0
ÖK2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK3	0	5	0	0	0	0	0	0	0	0	4	0	0	0	0	0
ÖK4	0	0	3	0	0	0	0	0	4	0	0	0	0	0	0	0
ÖK5	0	0	0	0	5	5	0	5	0	3	5	0	0	0	0	0
ÖK6	0	0	3	5	0	4	2	0	4	0	0	0	0	0	0	0
ÖK7	0	0	0	0	0	0	0	3	0	0	2	0	0	0	0	0
ÖK8	4	0	0	0	0	0	0	0	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			