

COMPETITIVE STRATEGIES

1	Course Title:	COMPETITIVE STRATEGIES	
2	Course Code:	PZRZ211	
3	Type of Course:	Compulsory	
4	Level of Course:	Short Cycle	
5	Year of Study:	2	
6	Semester:	3	
7	ECTS Credits Allocated:	3.00	
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:	Öğr.Gör. ÖZLEM ŞAKAR	
15	Course Lecturers:		
16	Contact information of the Course Coordinator:	Öğr.Gör. Özlem ŞAKAR ulucay@uludag.edu.tr 02247112781/61731	
17	Website:		
18	Objective of the Course:	The aim of this course is provide to the students how they will apply compete strategies and brand management successfully in business life.	
19	Contribution of the Course to Professional Development:		
20	Learning Outcomes:		
		1	To be able to comprehend the effects of market, competitor and competition on marketing decisions.
		2	To be able competition strategies.
		3	To be able to follow competitors strategies according to the aim and strategies of the enterprise and to be able to behave.
		4	To be able to plan competition strategies and the use these in market.
		5	To be able to provide competition activity in accordance with qualifications of the market structure.
		6	Being able to design competition strategies correct and realistic.
		7	Being be able to follow up the trends in marketing and the use of them in the own competitors.
		8	To be able to reconstruct the brand by following the brand strategies of the competitors.
		9	
		10	
21	Course Content:		
		Course Content:	
Week	Theoretical	Practice	
1	Marketing Concepts.		

2	The concept of competitor-competition and its characteristics.	
3	The necessity of competition.	
4	Competition Strategies.	
5	New developments at competition strategies	
6	Competitor Management	
7	The importance of competitors in market.	
8	The importance of competition in marketing	
9	Product strategy in competition.	
10	Price strategy in competition	
11	Distribution strategy in competition	
12	Marketing communication attempts in competition.	
13	Marketing communication attempts in competition	
14	Creating brand character and competitors different	

22	Textbooks, References and/or Other Materials:	
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23	Assesment	
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TERM LEARNING ACTIVITIES	NUMBER	WEIGHT
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Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	1	3.00	42.00
Final Exam	60.00		
Practicals/Labs	0	0.00	0.00
Self study and preparation	1	2.00	28.00
Contribution of Term (Year) Learning Activities to	40.00		
Homeworks	0	0.00	0.00
Projects	60.00	0.00	0.00
Contribution of Final Exam to Success Grade	60.00		
Field Studies	0	0.00	0.00
Midterm exams	1	10.00	10.00
Measurement and Evaluation Techniques Used in the			
Others	0	0.00	0.00
Final Exam	1	10.00	10.00
24 ECTS / WORK LOAD TABLE			
Total Work Load			90.00
Total work load/ 30 hr			3.00
ECTS Credit of the Course			3.00

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	2	3	4	2	3	3	3	3	3	3	3	3	0	0	0	0
ÖK2	2	3	3	3	4	4	4	4	4	3	4	5	0	0	0	0
ÖK3	3	3	3	3	3	3	4	4	5	5	4	5	0	0	0	0
ÖK4	1	1	2	3	3	3	3	3	4	5	5	5	0	0	0	0

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