

Vocational School of Social Sciences / Human Resource Management

2024 - 2025 Academic Year

MARKETING PRINCIPLES

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
MARKETING PRINCIPLES	İK1232630	Spring Semester	2+0	2	4
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	Short Cycle (Associate's Degree)				
Course Type	Required				
Course Coordinator	Assist.Prof. Fatma Betül ORTAKÖY				
Name of Lecturer(s)	Assist.Prof. Mahmut Selami AKIN				
Assistant(s)					
Aim	To provide competence about basic principles of modern marketing such as strategic marketing, marketing research, consumer behavior and markets, industrial markets, segmentation, targeting, positioning and marketing mix(price, product, promotion, place).				
Course Content	This course contains; Concept of Marketing, The change in Marketing Approach,Market Segmentation and Market Environment,Consumer Behaviors,Marketing Management,Strategic Marketing Planning,Competition and Growth Strategies,Positioning,Define the concept of marketing plan and strategic marketing, clarify the relevant elements and improve a strategic plan.,Price Decisions,Pricing Strategies,Marketing Channels and Distribution Channels,Marketing Communication Strategies,Current Marketing Issues,Project Presentations.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1. Will be able to define the concepts of basic marketing and give examples.			10, 13, 14, 16, 2, 4, 5, 9	A, E	
1.1. Gives examples about marketing concepts			10, 13, 14, 16, 4, 5, 6, 9		
1.2. Learns production, product, sales and marketing approaches.			13, 16, 6, 9		
2. Will be able to analyze the concept of market network in frame of the elements of market network.			13, 9	A, D, E, F	
2.1. Defines the concept of marketing knowledge system.			13, 4, 9		
2.2. Specifies the types of information needed for marketing management.			10, 13, 16, 4, 9		
2.3. Determines the market network benefits for marketing management.			10, 16, 9		
3. Will be able to learn the concept of segmentation, segmentation strategies and targeting.			13, 9	A, E, F	
3.1. Implements targeting by learning segmentation process and criteria.			10, 13, 16, 9		
3.2. Learns the implementation of targeting strategies in different companies.			13, 16, 4, 9		
4. Will be able interpret the reasons of consumer behaviors by understanding the reasons.			4, 9	A, E, F	
4.1. Learns the consumer buying behavior process.			10, 13, 16, 6, 9		
4.2. Learns the psychological, social and situational factors of consumer buying behaviors.			10, 13, 16, 6, 9		
5. Will be able to understand the elements of marketing and marketing process.			4, 9	A, E, F	
5.1. Defines the concept of marketing plan and strategic marketing, clarify the relevant elements and improves a strategic plan.			13, 9	A, E, F	
5.2. Defines the product concept of marketing mix elements.			10, 13, 14, 16, 4, 5, 6, 9		
5.3. Defines the price concept of marketing mix elements.			10, 13, 14, 16, 4, 5, 6, 9		
5.4. Defines the place concept of marketing mix elements.			10, 13, 14, 16, 4, 5, 6, 9		
5.5. Defines the promotion concept of marketing mix elements.			10, 13, 14, 16, 4, 5, 6, 9		
6. Will be build marketing programs by analyzing marketing activities of a company.			13, 9	A, E, F	
6.1. Creates new marketing strategies by following up-to-date developments in the market.			10, 16, 9		
6.2. Builds marketing programs in a rational way by evaluating the current events and progress in business world.			10, 13, 9		
Teaching Methods	10: Discussion Method, 13: Case Study Method, 14: Self Study Method, 16: Question - Answer Technique, 2: Project Based Learning Model, 4: Inquiry-Based Learning, 5: Cooperative Learning, 6: Experiential Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, D: Oral Exam, E: Homework, F: Project Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Concept of Marketing, The change in Marketing Approach				
2	Market Segmentation and Market Environment				
3	Consumer Behaviors				
4	Marketing Management				
5	Strategic Marketing Planning				
6	Competition and Growth Strategies				
7	Positioning				
8	Define the concept of marketing plan and strategic marketing, clarify the relevant elements and improve a strategic plan.				
9	Price Decisions				
10	Pricing Strategies				
11	Marketing Channels and Distribution Channels				
12	Marketing Communication Strategies				
13	Current Marketing Issues				

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Lecture Schedule		
Sequence	Topics	Preliminary Preparation
14	Project Presentations	
Evaluation Methods		Weight(%)
Midterm Exam		40
General Exam		60

Resources
Presentation DocumentsMarketing Principles and Management, Remzi Altunışık, Şuayip Özdemir, Ömer Torlak. Beta PublishingMARKETING(Concepts, Principles and Decisions), Zeliha ESER, Sezer KORKMAZ, Sevgi Ayşe ÖZTÜRK.Siyasal Kitabevi