

**Vocational School of Social Sciences / Public Relations and Advertising**

**2022 - 2023 Academic Year**

**MARKETING PRINCIPLES**

**Syllabus**

<b>Course Description</b>					
<b>Name</b>	<b>Code</b>	<b>Semester</b>	<b>T+A Hour</b>	<b>Credit</b>	<b>ECTS</b>
MARKETING PRINCIPLES	HİT1132630	Fall Semester	2+0	2	4
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	Turkish				
<b>Course Level</b>	Short Cycle (Associate's Degree)				
<b>Course Type</b>	Required				
<b>Course Coordinator</b>	Assist.Prof. Fatma Betül ORTAKÖY				
<b>Name of Lecturer(s)</b>	Lect. Reha TARTICI				
<b>Assistant(s)</b>					
<b>Aim</b>	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).				
<b>Course Content</b>	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.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
1. Defines the concepts of basic marketing and give examples.			1, 10, 12, 14, 16, 18, 2, 3, 8	A, C	
2. Defines the concept of market network and analyze the elements of market network and determine their benefits for marketing management.			1, 12	A, B, C, D	
2.1. Will be able to define the concept of marketing knowledge system, specify the types of information needed for marketing management and analyze them.			1, 12	A, C, D	
3. Knows the reasons of consumer behaviors and build marketing programs.			1, 18	A, C, D	
3.1. Will be able to define the concept of segmentation and targeting, show segmentation process and implement targeting.			1, 12	A, C, D	
4. Analyzes the elements of marketing, organize them in marketing process.			1, 18	A, C, D	
5. Analyze marketing activities of a company and build marketing programs.			1, 12	A, C, D	
5.1. Will be able to define the concept of marketing plan and strategic marketing, clarify the relevant elements and improve a strategic plan.			1, 12	A, C, D	
6. Evaluate the current events and progress in business world, analyze them and build marketing programs in a rational way.			1	A, C, D	
6.1. Will be able to follow up-to-date developments in the market and use them to create new strategies.			1	A	
<b>Teaching Methods</b>	1: Lecture, 10: Brainstorming, 12: Case study, 14: Self-Study, 16: Project Based Learning, 18: Case Study, 2: Question - Answer, 3: Discussion, 8: Teamwork				
<b>Assessment Methods</b>	A: Written Exam, B: Oral Exam, C: Homework, D: Project / Design				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
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				
14	Project Presentations				
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

**Resources**

Presentation DocumentsPazarlama İlkeleri ve Yönetimi, Remzi Altunışık, Şuayıp Özdemir, Ömer Torlak. Beta YayıncılıkPAZARLAMA(Kavramlar, İlkeler ve Kararlar), Zeliha ESER, Sezer KORKMAZ, Sevgi Ayşe ÖZTÜRK.Siyasal Kitabevi