



COURSE INFORMATION FORM

			SEMESTER	Fall
COURSE CODE	141315024	COURSE NAME	MARKETING	

SEMESTER	WEEKLY COURSE HOURS			COURSE			
	THEORY	APPLICATION	LAB.	CREDIT	ECTS	TYPE	LANGUAGE
5	2	0		2	2	Elective	Turkish

CATEGORY OF COURSE (ECTS Credit Distribution)				
Basic Education	Art	Design	Visual Communication	Social Science
				2

EVALUATION CRITERIA			
ASSESSMENT		EXAM TYPE	PERCENTAGE OF EXAM
EXAMS IN SEMESTER	Midterm Exam	Written exam	40
FINAL		Written exam	60
EXCUSE EXAMINATION			
RESIT EXAMINATION			

RECOMMENDED PREREQUISITES OF COURSE	NONE
BRIEF CONTENTS	The concept and the content of marketing management, Marketing environment, Marketing information systems, Strategic planning, Positioning strategies, Products and product strategies, Service marketing, Distribution channels and retailing, Pricing, Promotion
COURSE OBJECTIVES	Introduce marketing and teach the methods used in marketing
CONTRIBUTION TO VOCATIONAL EDUCATION	1) Ability to establish and conceive the basic concepts, principles and the history of communication and visual communication design and relate to other disciplines 2) Ability to analyze with interrogation and critical thinking and to reflect it into design, and to find appropriate solutions to design problems
LEARNING OUTCOMES	1) Student distinguishes the content of marketing and its approaches. 2) Student evaluates how to determine market opportunities and target market. 3) Student distinguishes the product and the services.
TEXTBOOK	1) KORKMAZ, S., ESER, Z. vd., Pazarlama, Ankara: Siyasal Yayın ve Dağıtım, 2009 2) MUCUK, İ., Pazarlama, Türkmen Kitabevi, 2010
REFERENCES	1) BLYTHE, J., Pazarlama İlkeleri, Bilim Teknik Yayınevi, 2001 2) TENEKÇİOĞLU, B., ERSOY, F., Pazarlama Yönetimi, Birlik Ofset Yayıncılık, 2000
MATERIALS	



WEEKLY COURSE PLAN	
WEEK	SUBJECTS
1	The concept and the content of marketing management
2	Marketing environment
3	Marketing research and information systems
4	Strategic planning and the marketing process
5	Market types, Market segmentation, targeting
6	Positioning strategies
7	MIDTERM EXAMS
8	MIDTERM EXAMS
9	Product concept
10	New product development and product life-cycle strategies
11	Service marketing
12	Distribution channels and retailing
13	Pricing products and pricing strategies
14	Promotion
15-16	FINAL EXAM

NO	COURSE CONTRIBUTION TO THE PROGRAM OUTCOMES	CONTRIBUTION LEVEL		
		1 low	2 med	3 high
1	Ability to establish and conceive the basic concepts, principles and the history of communication and visual communication design and relate to other disciplines.			x
2	Understanding of the design culture, ethics, and the rights and responsibilities of designers.	x		
3	Understanding of the diversity, aesthetic sensitivity and the visual language of art and design and to reflect it into design.	x		
4	Ability to analyze with interrogation and critical thinking and to reflect it into design, and to find appropriate solutions to design problems.		x	
5	Ability to recognize the design techniques and technology and to identify their differences, applications and methods.	x		
6	Ability to understand and practice the design process, its steps, and production techniques.	x		
7	Ability to refresh knowledge on design process and design information in accordance with the modern requirements and technological developments.	x		
8	Ability to utilize various artistic and industrial production techniques.		x	
9	Appreciation of the national and universal values and ability to expand design concepts from national level to universal level.	x		
10	Awareness for the protection of nature and the environment as well as eco-design,	x		
11	Ability to prepare social responsibility projects in order to raise design awareness.	x		

LECTURER	SIGNATURE	DATE
Latif Koşu		23.03.2015