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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Pazarlama Yönetimi** | |  | 1 | 2+0 | 2 | 2 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Zorunlu | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Bu ders,  pazarlama  ilkeleri konusundaki temel kavramları öğretmeyi amaçlamaktadır. Pazarlama ilkelerinin teorik prensiplerinin yanı sıra bunların uygulamaları da ders kapsamında ele alınacaktır. Ders öğrencinin gerçek iş yaşamında karşılaşabileceği pazarlama problemlerini tanıyabilmesini, bunlara uygun çözüm önerileri geliştirebilmesini ve bunları uygulayabilmesini sağlamayı hedeflemektedir. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;   1. Temel pazarlama terim ve anlayışlarını tarif eder. 2. Pazarlama bilimindeki tarihsel dönüşümü ve buna sebep olan etmenleri açıklar. 3. Pazarlama sisteminin bileşenlerini ve sistemi etkiyen çevre faktörlerini açıklar. 4. Tüketici ve örgüt pazarlarının farklarını ve özelliklerini anahatlarıyla belirtir. 5. Pazarlama karması elemanlarını öğrenir ve pazardaki uygulamaları tartışır. | | | | | | | Dersin İçeriği | Ders pazarlamayla ilgili temel kavramlar; pazarlama karması unsurları; makro ve mikro çevre faktörleri; pazarlama bilgi sistemi ve pazarlama araştırmaları; pazarlar ve tüketici davranışları; stratejik pazarlama yönetimi; ürün kararları; fiyatlama; dağıtım kanalları ve fiziksel dağıtım; pazarlama iletişimi; marka yönetimi ve pazarlama denetimi konularını içerir. | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Pazarlamanın Konusu, Kapsamı ve Değer Kavramı | | | | | | | 2 | Pazarlama Anlayışının Zaman Içindeki Gelişimi | | | | | | | 3 | Pazarlama Kararlarını Etkileyen Çevre Faktörleri ve Pazarlama Bilgi Sistemi | | | | | | | 4 | Pazarlama Araştırmaları | | | | | | | 5 | Tüketici Davranışları | | | | | | | 6 | Tüketici Pazarları ve Endüstriyel Pazarlar | | | | | | | 7 | Pazar Bölümlendirme ve Hedef Pazar Seçimi | | | | | | | 8 | Farklılaştırma ve Konumlandırma | | | | | | | 9 | Pazarlamada Ürün Kararları | | | | | | | 10 | Marka Kavramı ve Marka Stratejileri | | | | | | | 11 | Pazarlamada Fiyat kararları | | | | | | | 12 | Pazarlamada Dağıtım Kanalları: Doğrudan ve Dolaylı Dağıtım | | | | | | | 13 | Pazarlama İletişimi Yönetimi: Reklam ve Kişisel Satış | | | | | | | 14 | Pazarlama İletişimi Yönetimi: Halkla İlişkiler, Satış Geliştirme ve Doğrudan Pazarlama | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** |  |  | | --- | | Kotler, P. ve Armstrong G. (2018*). Pazarlama İlkeleri*. Beta yayınları, İstanbul.  Erdoğan Z. (2013). *Pazarlama Yönetimi*. Anadolu Üniversitesi yayınları.  Mucuk, İ. (2018). *Pazarlama İlkeleri*. Türkmen Kitabevi. İstanbul.  İslamoğlu, A.H. (2006). *Pazarlama Yönetimi*. Beta Yayınları. | | **Değerlendirme Sistemi** | | Dönem başında ders izlencelerinde belirtilir. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **PROGRAM ÖĞRENME ÇIKTILARI İLE**  **DERS ÖĞRENİM ÇIKTILARI İLİŞKİSİ TABLOSU** | | | | | | | | | | | | | | | | |  | **PÇ1** | | **PÇ2** | **PÇ3** | | **PÇ4** | **PÇ5** | | **PÇ6** | **PÇ7** | | **PÇ8** | **PÇ9** | | **PÇ10** | | **ÖÇ1** | 5 | | 3 | 3 | | - | 2 | | 3 | - | | 2 | 2 | | 3 | | **ÖÇ2** | 4 | | 3 | 3 | | - | 2 | | 3 | - | | 2 | 2 | | 3 | | **ÖÇ3** | 4 | | 3 | 3 | | - | 2 | | 3 | - | | 2 | 2 | | 3 | | **ÖÇ4** | 4 | | 3 | 3 | | - | 2 | | 3 | - | | 2 | 2 | | 3 | | **ÖÇ5** | 4 | | 3 | 3 | | - | 2 | | 3 | - | | 2 | 2 | | 3 | | **ÖÇ: Öğrenme Çıktıları PÇ: Program Çıktıları** | | | | | | | | | | | | | | | | | **Katkı**  **Düzeyi** | | **1 Çok Düşük** | | | **2 Düşük** | | | **3 Orta** | | | **4 Yüksek** | | | **5 Çok Yüksek** | |   Program Çıktıları ve İlgili Dersin İlişkisi   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Ders** | **PÇ1** | **PÇ2** | **PÇ3** | **PÇ4** | **PÇ5** | **PÇ6** | **PÇ7** | **PÇ8** | **PÇ9** | **PÇ10** | | Pazarlama Yönetimi | 4 | 3 | 3 | - | 2 | 3 | - | 2 | 2 | 3 | |