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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Pazarlama İlkeleri** | |  | 1 | 3+1 | 3,5 | 5 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Zorunlu | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Öğrencinin pazarlama disiplinin temel ilkelerini öğrenmesi amaçlanmaktadır. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;  1.Öğrenci temel pazarlama terim ve anlayışlarını tarif edebilir.  2.Öğrenci pazarlama bilimindeki tarihsel dönüşümü ve buna sebep olan etmenleri açıklayabilir.  3.Öğrenci pazarlama sisteminin bileşenlerini ve sistemi etkiyen çevre faktörlerini açıklayabilir.  4.Öğrenci tüketici ve örgüt pazarlarının farklarını ve özelliklerini ana hatlarıyla belirtebilir.  5.Öğrenci pazarlama karması elemanlarını öğrenir ve pazardaki uygulamaları tartışabilir. | | | | | | | Dersin İçeriği | Pazarlama kavramı, ürün,fiyat,dağıtım,tutundurma karması, pazarlama iletişimi, pazarlama stratejileri. | | | | | | | **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 ilkeleri*, (Ed: Ercan Gegez) 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** | | **PÇ11** | **PÇ12** | | **ÖÇ1** | 5 | 4 | | 4 | 3 | | 3 | 5 | | 5 | 3 | | 3 | - | | - | 2 | | **ÖÇ2** | 5 | 3 | | 4 | 4 | | 3 | 5 | | 5 | 3 | | 3 | - | | - | 2 | | **ÖÇ3** | 5 | 5 | | 4 | 4 | | 3 | 5 | | 4 | 2 | | 3 | - | | - | 3 | | **ÖÇ4** | 5 | 5 | | 5 | 3 | | 3 | 5 | | 4 | 3 | | 3 | - | | -- | 3 | | **ÖÇ5** | 5 | 4 | | 5 | 4 | | 3 | 5 | | 5 | 3 | | 3 | - | |  | 3 | | **ÖÇ6** | 5 | 4 | | 4 | 3 | | 3 | 5 | | 5 | 3 | | 3 | - | | - | 2 | | **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** | **PÇ11** | **PÇ12** | | Pazarlama İlkeleri | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 3 | 3 | - | - | 2 | |