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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Perakende Yönetimi** | |  | 3 | 3+0 | 3 | 3 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Zorunlu | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Design Amacı | Perakende kavramını öğrenmek, perakendeci işletimlerin ekonomik sistem için önemi ve dağıtım kanalındaki yerini anlaşılması, perakendeciliğin pazar sistemindeki yerinin ve öneminin anlaşılması | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;  1. Perakendecilik ve mağaza yönetimi ile ilgili teorik bilgi edinir.  2. Perakendeci türlerini sınıflandırır.  3.Perakende mağaza yeri seçimi ile ilgili teorileri karşılaştırır.  4. Perakendeci ürün çeşitlendirmesi yapabilir.  5. Perakendeci işletmenin satın alma ve fiyatlandırma sistemini oluşturur.  6. Perakende iletişim karmasını oluşturur. | | | | | | | Dersin İçeriği | Perakende Kavramı ve içeriği, dağıtım kanalı ve dağıtım kanalı aktörleri, perakendecilik türleri. | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Perakendeciliğe giriş | | | | | | | 2 | Perakendeciliğin tarihçesi ve önemi | | | | | | | 3 | Perakendeciliği etkileyen çevresel faktörler | | | | | | | 4 | Perakende mağaza türleri ve özellikleri | | | | | | | 5 | Perakende mağaza türleri ve özellikleri | | | | | | | 6 | Perakende mağaza düzeni | | | | | | | 7 | Perakende mağaza yeri seçimi | | | | | | | 8 | Perakendeci mağazalarda ürün ve kategori planlaması | | | | | | | 9 | Perakendeci mağazalarda fiyatlandırma | | | | | | | 10 | Perakende pazarlama iletişimi | | | | | | | 11 | Bilgi sistemi ve lojistik | | | | | | | 12 | Perakendeci mağazacılık ve mağaza atmosferi | | | | | | | 13 | Elektronik perakendecilik | | | | | | | 14 | Elektronik perakendecilik | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | Aydın, K.(2013) *Perakende Yönetiminin Temelleri*, Ankara: Nobel Yayın Dağıtım | | **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** | | **ÖÇ1** | 5 | | 2 | - | | 2 | 1 | | - | - | | - | - | | - | 5 | | **ÖÇ2** | 4 | | 2 | - | | 2 | 1 | | - | - | | - | - | | - | 4 | | **ÖÇ3** | 4 | | 5 | - | | 2 | 1 | | - | - | | - | - | | - | 4 | | **ÖÇ4** | 4 | | 5 | - | | 2 | 1 | | - | 3 | | - | - | | - | 4 | | **ÖÇ5** | 4 | | 5 | - | | 2 | 1 | | - | 3 | | - | - | | - | 4 | | **ÖÇ6** | 4 | | 5 | - | | 2 | 1 | | - | 3 | | - | - | | - | 4 | | **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** | | Perakende Yönetimi | 4 | 4 | - | 2 | 1 | - | 2 | - | - | - | 4 | |