



ESOGU Tourism Faculty Course Information Form

TERM	Spring
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COURSE CODE		COURSE NAME	Principles of Marketing
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	CREDITS	ECTS	TYPE	LANGUAGE
II	2	0	0	2	4	CORE (X) ELECTIVE ()	Turkish

COURSE CATEGORY

Supportive Courses	Basic Vocational	Proficiency/Field	Human, Communication, and Management Skills	Transferable Skills
		X		

ASSESSMENT CRITERIAS

DURING TERM	Activity	Number	Percentage (%)
	I. Mid-Term		
II. Mid-Term			
Quiz			
Homework			
Project			
Report			
Other (.....)			
FINAL EXAM			60

PREREQUISITE(S) (IF ANY)	
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COURSE CONTENT	Basic concepts of marketing, marketing environment, marketing knowledge and marketing research, consumer purchasing behavior, market segmentation and determining target marketing, product, price, promotion and place strategies.
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COURSE OBJECTIVES	Informing the students about the marketing notions and development process, ensuring them to have point of view in the fields of marketing
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CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING	
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COURSE OUTCOMES	To comprehend the importance and objectives of marketing Analyzing the marketing constituents Learning the course of marketing research Relating marketing with social responsibilities To have information about the consumer behaviour
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TEXTBOOK(S)	Altunışık, R., Özdemir, Ş., Torlak, Ö. (2014). Pazarlamaya İlkeleri ve Yönetimi. Beta Yayınları.
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SUPPORTIVE RESOURCES	Pazarlamaya Giriş. Anadolu Üniversitesi Yayını (2020). Yayın No.3974
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EQUIPMENTS REQUIRED	
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COURSE OUTLINE	
WEEK	SUBJECTS / TOPICS
1	Concepts of Marketing
2	Marketing Environment
3	Marketing Knowledge and Marketing Research
4	Consumer Behaviour
5	Marketing Division and Determining Target Marketing
6	Product and Product Strategies
7	Price and Pricing Strategies
8	Marketing Communications
9	Marketing Communications
10	Distribution Channels and Strategies
11	Marketing Control, Social Responsibility and Marketing Ethics
12	Service Marketing
13	New Approaches in Marketing
14	New Approaches in Marketing
15,16	Final Exam

No.	OUTCOMES	3	2	1
1	To understand the terms and concepts this related with tourism and hotel management.		X	
2	To be able to plan the process of investment of a new established tourism company.		X	
3	To be able to manage companies to be established in the areas of tourism.		X	
4	To understand local, national and international dimension of management in tourism administration.		X	
5	To evaluate the concepts, ideas and data by using scientific methods.		X	
6	To be able to use information and communication technologies with computer at a level which tourism sector requires.			X
7	To understand the sectoral conditions at a level they can cope with the constant fluctuations depending on the flexible demands in the area of tourism management.		X	
8	To be expertise at a special area of a tourism company (the services of front office, housekeeping, sales and marketing etc.)and hotel management	X		
9	To be able to research scientific knowledge about tourism and hotel management.		X	
10	To be able to understand and comment the new trends about tourism industry.	X		
11	To have sufficient knowledge and consciousness of the subjects concerning society (the protection of natural and cultural environment)		X	
12	To define the source of the problems in the field by using critical thinking.		X	
13	To have verbal and written communication skills in Turkish base on tourism sector.			X
14	To have verbal and written communication skills in at least one, by choice two foreign languages.			X
15	To be able to communicate by empathy with the managers of companies, customers and employees.			X
1:Few. 2:Partially. 3:Many.				

Instructor Name :