

TOROS ÜNİVERSİTESİ

Vocational School
Logistics

Course Information

LOGISTICS MARKETING					
Code	Semester	Theoretical	Practice	National Credit	ECTS Credit
		Hour / Week			
LOJ271	Fall	2	0	2	5

Prerequisites and co-requisites	
Language of instruction	Turkish
Type	Required
Level of Course	Associate
Lecturer	Lec. Ayşe GÜNGÖR
Mode of Delivery	Face to Face
Suggested Subject	
Professional practise (internship)	None
Objectives of the Course	Marketing is to provide the exchange of people and organizations in accordance with their aims; The planning and implementation of the creation, pricing, distribution and promotion efforts of products, services and considerations.
Contents of the Course	Logistic product, need, demand, demand, consumer, customer and commercial customer, sales and marketing, value and satisfaction, competition. These concepts form the basis of marketing.

Learning Outcomes of Course

#	Learning Outcomes
1	Product. This concept forms the basis of marketing.
2	Needs and desires. These concepts form the basis of marketing.
3	Demand, consumer, customer and commercial client. These concepts are the basis of marketing.
4	Sales and marketing, value and satisfaction, competition. These concepts form the basis of marketing.
5	Value and satisfaction, competition. These concepts form the basis of marketing.

Course Syllabus

#	Subjects	Teaching Methods and Technics
1	The Concept of Marketing Management and Marketing Management in the 21st Century	Lecture, Presentation
2	Marketing Planning, Implementation and Control	Lecture, Presentation
3	Macro and Micro Environmental Factors Related to Marketing Decisions, Target Market and Market Segmentation	Lecture, Presentation
4	Positioning and Competitive Strategies, Development of Marketing Mix, Product and Brand Decisions	Lecture, Presentation
5	Price Decisions in Marketing, Pricing Practices in Marketing	Lecture, Presentation
6	Distribution Decisions in Marketing, Retail, Wholesale and Logistics	Lecture, Presentation
7	Promotion Decisions and Marketing Communication Process	Lecture, Presentation
8	Midterm	
9	Logistics Coordination Ability, Logistics Innovation Ability and Customer Relations Ability	Lecture, Presentation

10	Coordination Between Production, Logistics and Marketing Departments	Lecture, Presentation
11	Competitive Strategies and Operating Profit of Logistics Activities	Lecture, Presentation
12	New Approaches in Marketing	Lecture, Presentation
13	New Approaches in Marketing	Lecture, Presentation
14	E-commerce and E-Logistics	Lecture, Presentation
15	E-commerce and E-Logistics	Lecture, Presentation
16	Final Exam	

Course Syllabus

#	Material / Resources	Information About Resources	Reference / Recommended Resources
1			
2			
3			

Method of Assessment

#	Weight	Work Type	Work Title
1	40%	Mid-Term Exam	Mid-Term Exam
2	60%	Final Exam	Final Exam

Relationship between Learning Outcomes of Course and Program Outcomes

#	Learning Outcomes	Program Outcomes	Method of Assessment
1	Product. This concept forms the basis of marketing.	1	1,2
2	Needs and desires. These concepts form the basis of marketing.	2,3	1,2
3	Demand, consumer, customer and commercial client. These concepts are the basis of marketing.	1	1,2
4	Sales and marketing, value and satisfaction, competition. These concepts form the basis of marketing	1	1,2
5	Value and satisfaction, competition. These concepts form the basis of marketing.	3	1,2

PS. The numbers, which are shown in the column Method of Assessment, presents the methods shown in the previous table, titled as Method of Assessment.

Work Load Details

#	Type of Work	Quantity	Time (Hour)	Work Load
1	Course Duration	14	2	28
2	Course Duration Except Class (Preliminary Study, Enhancement)	14	5	70
3	Presentation and Seminar Preparation	0	0	0
4	Web Research, Library and Archival Work	0	0	0
5	Document/Information Listing	0	0	0
6	Workshop	0	0	0
7	Preparation for Midterm Exam	1	20	20
8	Midterm Exam	1	1	1
9	Quiz	0	0	0
10	Homework	0	0	0
11	Midterm Project	0	0	0
12	Midterm Exercise	0	0	0

13	Final Project	2	5	10
14	Final Exercise	0	0	0
15	Preparation for Final Exam	1	20	20
16	Final Exam	1	1	1
				150