

Dentistry (English)			
Bachelor	TR-NQF-HE: Level 6	QF-EHEA: First Cycle	EQF-LLL: Level 6

## Course Introduction and Application Information

Course Code:	UNI331		
Course Name:	Introduction to Marketing		
Semester:	Fall		
Course Credits:	<div>ECTS</div> <div>5</div>		
Language of instruction:	English		
Course Condition:			
Does the Course Require Work Experience?:	No		
Type of course:	University Elective		
Course Level:	<div> <div>Bachelor</div> <div>TR-NQF-HE:6. Master`s Degree</div> <div>QF-EHEA:First Cycle</div> <div>EQF-LLL:6. Master`s Degree</div> </div>		
Mode of Delivery:	Face to face		
Course Coordinator:	Dr. Öğr. Üy. ALPASLAN KELLEÇİ		
Course Lecturer(s):	Alpaslan Kelleci, Faculty Member, PhD		
Course Assistants:			

## Course Objective and Content

Course Objectives:	<p>This course provides a comprehensive introduction to contemporary marketing practices. When students complete this course, they will be able to:</p> <ul style="list-style-type: none"> <li>• Understand basic marketing concepts and their real-world applications</li> <li>• Ability to apply state-of-the-art frameworks and techniques to analyze marketing problems.</li> <li>• Analyzing and developing a marketing plan</li> </ul> <p>This course examines both marketing theory and practice. We will examine established concepts,</p>
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	frameworks, techniques, case studies and discuss practical ways to approach marketing problems.
Course Content:	Topics to be covered include market planning, market research, consumer behavior, advertising and promotion, branding, marketing strategy, distribution, pricing, product management, global and sustainable marketing. In addition to assignments focusing on the launch of a new product, students will apply theories to a variety of real-life examples and cases throughout the course.

## Learning Outcomes

The students who have succeeded in this course;

- 1) Understand marketing as a process and a function
- 2) Understand the tools used for market segmentation and planning
- 3) Understand the elements of the marketing mix and their role in developing and delivering value to customers
- 4) Understand the importance of marketing in creating a sustainable competitive advantage
- 5) Understand and assess the opportunities and challenges organizations can face in today's rapidly changing business environment and how these shape the marketing decision-making process

## Course Flow Plan

Week	Subject	Related Preparation
1)	Introduction to Marketing	
2)	Global, Ethical and Sustainable Marketing	
3)	Strategic Market Planning	
4)	Market Research and Marketing Analytics	
5)	Marketing Strategy: Segmentation, Targeting and Positioning	
6)	Consumer and Business Markets: Consumer Behavior and B2B Marketing	
7)	Product Management 1: Innovation and New Product Development	
8)	Product Management 2: Product Strategy and Branding	
9)	Advertising and Sales Promotions	
10)	Personal Selling, PR, Social Media and Direct/Database Marketing	
11)	Pricing	
12)	Distribution - Delivery and Strategy	
13)	Services Marketing and Retailing	
14)	Revision	

## Sources

Course Notes / Textbooks:	Ders notları/Lecture Notes Slaytlar/Slides
References:	Philip Kotler & Gary Armstrong - Principles of Marketing, Eighteenth Edition, Global Edition, Pearson

## Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3	4	5
Program Outcomes					
1) Has basic and up-to-date knowledge in the field of dentistry, follows scientific publications, and applies evidence-based data to his/her professional practice.					
2) Knows well and effectively uses devices, tools, and materials specific to diagnosis and treatment in the field of dentistry.					
3) Evaluates the knowledge in the field of dentistry critically, integrates it with the knowledge of disciplines in the field of health, uses it by analyzing and synthesizing it.					
4) Produces projects related to the field of dentistry, can work with other health disciplines, takes part as a member of the research team and evaluates and reports the results obtained at a scientific level.					
5) Uses information that will contribute to the dentistry profession during practice, takes responsibility, and produces solutions in unforeseen situations.					
6) Shares, compares, and exchanges dental knowledge with professional colleagues in social and scientific environments in written, verbal, and visual forms.					
7) Within the framework of social, scientific, and ethical values including patient privacy, communicates with patients and their relatives, knows all the characteristics of the patient, and recommends the most appropriate treatment with a patient-centered approach.					
8) Follows technological developments, participates in national and international studies, and shares and presents own observations, experiences, and research to further advance dental practices.					
9) By adopting the principle of lifelong learning throughout the dentistry profession, follows current evidence-based dental knowledge and uses it during his professional practice.					

10) During dental practice, in cases such as abuse and addiction, performs the <b>Course Learning Outcomes</b> treatment by exhibiting the behaviors required by social ethics and legal rules, and collects and records the relevant data.	1	2	3	4	5
11) Uses basic and current knowledge in the field of dentistry during professional practice for the benefit of society within the framework of national values and country realities.					
12) In natural disasters and emergency cases, takes the protective measures required by the dentistry profession; performs professional practices that benefit patients and society					
13) Generates ideas regarding health policy in dentistry, prioritizes individual and public health, and carries out preventive and therapeutic medical practices within the framework of scientific, ethical, and quality processes.					
14) Differentiates the signs and symptoms commonly encountered in the dentistry profession, makes a treatment plan and refers when necessary, and manages diseases and clinical situations regarding their urgency and patient priority.					
15) Can assume the leadership responsibility of the team he/she works for, manage it following scientific criteria, and support the professional development of the team.					

### Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	Has basic and up-to-date knowledge in the field of dentistry, follows scientific publications, and applies evidence-based data to his/her professional practice.	
2)	Knows well and effectively uses devices, tools, and materials specific to diagnosis and treatment in the field of dentistry.	
3)	Evaluates the knowledge in the field of dentistry critically, integrates it with the knowledge of disciplines in the field of health, uses it by analyzing and synthesizing it.	
4)	Produces projects related to the field of dentistry, can work with other health disciplines, takes part as a member of the research team and evaluates and reports the results obtained at a scientific level.	
5)	Uses information that will contribute to the dentistry profession during practice, takes responsibility, and produces solutions in unforeseen situations.	

6)	Shares, compares, and exchanges dental knowledge with professional colleagues in social and scientific environments in written, verbal, and visual forms.	
7)	Within the framework of social, scientific, and ethical values including patient privacy, communicates with patients and their relatives, knows all the characteristics of the patient, and recommends the most appropriate treatment with a patient-centered approach.	
8)	Follows technological developments, participates in national and international studies, and shares and presents own observations, experiences, and research to further advance dental practices.	
9)	By adopting the principle of lifelong learning throughout the dentistry profession, follows current evidence-based dental knowledge and uses it during his professional practice.	
10)	During dental practice, in cases such as abuse and addiction, performs the treatment by exhibiting the behaviors required by social ethics and legal rules, and collects and records the relevant data.	
11)	Uses basic and current knowledge in the field of dentistry during professional practice for the benefit of society within the framework of national values and country realities.	
12)	In natural disasters and emergency cases, takes the protective measures required by the dentistry profession; performs professional practices that benefit patients and society	
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15)	Can assume the leadership responsibility of the team he/she works for, manage it following scientific criteria, and support the professional development of the team.	

### Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution
Attendance	14	% 0
Midterms	1	% 40
Final	1	% 60
<b>total</b>		<b>% 100</b>

PERCENTAGE OF SEMESTER WORK		% 40
PERCENTAGE OF FINAL WORK		% 60
<b>total</b>		<b>% 100</b>

### Workload and ECTS Credit Calculation

Activities	Number of Activities	Preparation for the Activity	Spent for the Activity Itself	Completing the Activity Requirements	Workload
Course Hours	14	0	3		42
Midterms	1	30	1		31
Final	1	50	1		51
<b>Total Workload</b>					<b>124</b>