

**OSTİM TECHNICAL UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES
DEPARTMENT OF MARKETING
COURSE SYLLABUS FORM**

WAP226 Workplace Application II							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECTS
Workplace Application II	WAP226	4	0	6	0	3	4

Language of Instruction	English
Course Status	Compulsory
Course Level	Bachelor
Learning and Teaching Techniques of the Course	On the Job Learning, Reporting, Communication, Group Work

Course Objective	
The activities carried out in the workplace experience course will provide candidates with various skills that will enable them to become an experienced employee. The students' progress in understanding the future profession and gaining the competencies constituting the profession will be evaluated by the university instructors who are in close cooperation with them and the application trainers and mentors who have gained experience in their work.	

Learning Outcomes
<p>The students who succeeded in this course will be;</p> <ol style="list-style-type: none"> 1. To be able to make suggestions according to the SWOT-PESTLE analysis of the workplace. 2. To be able to analyze customer workplace relations. 3. Suggesting at least two ideas that are accepted to be implemented based on their observations and experience in relation to the workplace. 4. To be able to use the package programs used in the workplace at a moderate level. 5. To know what are the practices that create added value in the workplace. 6. To know and apply ethical rules in their work.

Course Outline		
Students make observations and experience in the workplace one day of the week. Students take this course in business environment. The tasks and activities of the vocational candidates in this course should provide them with the opportunity to observe experienced superiors and workplace trainers on-the-job, to work individually with the students, even if they are limited.		
Weekly Topics and Related Preparation Studies		
Weeks	Topics	Preparation Studies
1	Workplace Application	Workplace Application

2	Workplace Application	Workplace Application
3	Workplace Application	Workplace Application
4	Workplace Application	Workplace Application
5	Workplace Application	Workplace Application
6	Workplace Application	Workplace Application
7	Workplace Application	Workplace Application
8	MIDTERM EXAM	
9	Workplace Application	Workplace Application
10	Workplace Application	Workplace Application
11	Workplace Application	Workplace Application
12	Workplace Application	Workplace Application
13	Workplace Application	Workplace Application
14	Workplace Application	Workplace Application
15	Workplace Application	Workplace Application
16	FINAL EXAM	

Textbook(s)/References/Materials:

- No textbook required

Assessment

Studies	Number	Contribution margin (%)
Active Participation		
Lab		
Application	16	
Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical		
Homework		
Presentation		
Projects		
Report		
Seminar		

Midterm Exams / Midterm Jury	1	40	
General Exam / Final Jury	1	60	
Total		100	
Success Grade Contribution of Semester Studies		40	
Success Grade Contribution of End of Term		60	
Total		100	
ECTS / Workload Table			
Activities	Number	Duration (Hours)	Total Workload
Course hours (Including the exam week: 16 x total course hours)			
Laboratory			
Application	16	6	96
Course-Specific Internship			
Field Study			
Study Time Out of Class			
Presentation / Seminar Preparation			
Projects			
Reports			
Homework			
Quizzes / Studio Review			
Preparation Time for Midterm Exams / Midterm Jury	1	6	6
Preparation Period for the Final Exam / General Jury	1	6	6
Total Workload	(108/25 = 4,32)		108
ECTS	4		

Relationship Between Course Learning Outcomes and Program Competencies						
NO	Learning Outcomes	Contribution Level				
		1	2	3	4	5
L01	To be able to make suggestions according to the SWOT-PESTLE analysis of the workplace.					X
L02	To be able to analyze customer workplace relations.					X
L03	Suggesting at least two ideas that are accepted to be implemented based on their observations and experience in relation to the workplace.					X
L04	To be able to use the package programs used in the workplace at a moderate level.					X
L05	To know what are the practices that create added value in the workplace.					X
L06	To know and apply ethical rules in their work.					X

Relationship Between Course Learning Outcomes and Program Competencies (Department of Marketing)									
Nu	Program Competencies	Learning Outcomes							Total Effect (1-5)
		L01	L02	L03	L04	L05	L06	L07	
1	Understanding the formal and informal processes associated with a business structure.	X		x	X	x		x	4
2	Evaluate a business on the basis of all functional units.	x	x		x	x			3
3	To use analytical thinking effectively in the decisions taken for the problem solving process.	x	x	x	X	X	x		4
4	Having a vision of self-improvement and learning.			x		X	x		3
5	To carry out all activities within this framework, equipped with ethics			x				x	2
6	To analyze the cases encountered by doing research and studies individually and as a team within the organization.	x	x	x	X		x		4
7	To convey his thoughts and suggestions at the level of knowledge and skills he has acquired in the field of marketing to the relevant people in writing and orally		x			x			2

8	Developing effective and creative marketing mix strategies that will adapt to different market conditions and buyer types in national and international dimensions.			x	X				2
9	To have the ability to interpret and analyze data, to identify problems and to suggest solutions by using the knowledge acquired in the field of marketing.		x			X	x		3
10	To have sufficient awareness of the universality of social rights, social justice, quality and cultural values, environmental protection, occupational health and safety.	x		x				x	3
11	Evaluate the knowledge and skills gained by the marketing education with a critical perspective within the framework of the practices in business life.	x	x		x	x	X		4
12	To follow and correctly interpret the current trends developing within the framework of marketing.			x	X		x		3
Total Effect									37

Policies and Procedures

Web page: <https://www.ostimteknik.edu.tr/marketing-1242>

Exams: The exams aim at assessing various dimensions of learning: knowledge of concepts and theories and the ability to apply this knowledge to real-world phenomena, through analyzing the situation, distinguishing problems, and suggesting solutions. The written exams can be of two types, i.e. open-ended questions, which can also be in the form of problems or multiple-choice questions. The case could also be carried to the Dean's Office for additional disciplinary action.

Assignments: Quizzes and Homework (Assignments) might be applicable. Scientific Research Ethics Rules are very important while preparing assignments. The students should be careful about citing any material used from outside sources and reference them appropriately.

Missed exams: Any student missing an exam needs to bring an official medical report to be able to take a make-up exam. The medical report must be from a state hospital.

Projects: Not applicable

Attendance: Attendance requirements are announced at the beginning of the term. Students are usually expected to attend at least 70% of the classes during each term.

Objections: If the student observes a material error in his/her grade, he/she has the right to place an objection to the Faculty or the Department. The claim is examined and the student is notified about its outcome.