



Pazarlama Karması

Umut Al

H.Ü. Bilgi ve Belge Yönetimi Bölümü

umutal@hacettepe.edu.tr



Pazarlama Karması (Marketing Mix) – Tanım

- ❖ Kurumun hedef pazarına ve belli amaçlarına ulaşmasını destekleyecek olan unsurların planlanmış bir bütünü
- ❖ Yaratıcı bir eylem



Pazarlama Karması - Gelişim

- ❖ Borden – 12 öğe
 - ❖ Ürün planlama
 - ❖ Ücretlendirme
 - ❖ Markalandırma
 - ❖ Dağıtım kanalı
 - ❖ Kişisel satış
 - ❖ Reklâm
 - ❖ Tanıtımlar
 - ❖ Paketleme
 - ❖ Gösteri
 - ❖ Hizmet verme
 - ❖ İnsan gücü
 - ❖ Analiz



Pazarlama Karması - Gelişim

❖ 4P

- ❖ Product
- ❖ Place
- ❖ Price
- ❖ Promotion

❖ 7P

- ❖ 4P +
- ❖ Personnel - People
- ❖ Physical facilities
- ❖ Process management





Pazarlama Karması – Değişim – Yeni Yaklaşımlar

- ❖ Müşterilerin gereksinim, istek ve talepleri ön planda
- ❖ CRM - Müşteri İlişkileri Yönetimi
 - ❖ Müşteriyi tanımak
 - ❖ Müşteri gereksinimlerini anlamak
 - ❖ Müşteriye uygun ürün sunmak
 - ❖ Firmaya olan bağlılığı artırmak
- ❖ 8. P
 - ❖ Personalization



Personalized Gifts For Life's Celebrations™

FAST
TURNAROUND
1-2 days

Welcome, Guest

Sign In



Shopping Bag: 0 items

search for a gift

search

OCCASIONS ▼

RECIPIENTS ▼

SHOPS ▼

WHAT'S
NEWTOP
GIFT IDEASWEDDING
GIFTSCHRISTMAS
GIFTS

Always FREE Personalization!

Occasions:

Christmas Ornaments
Christmas
Thanksgiving
Fall Season
Anniversary & Wedding
more occasions...

Recipients:

Gifts For Babies
Gifts For Bridal Party
Gifts For Birthdays
Gifts For Home
Gifts For Her
more recipients...

Shops:

Christmas Ornaments
Christmas Cards
Christmas Gifts
Halloween Gifts
Wedding & Anniversary Gifts
more shops...

Customer favorites

Trim Your Tree with Personality!



40% OFF
2010 Ornament Collection!
HURRY! SALE ENDS THIS SUNDAY...

shop now ▶

for the tree for family for sweethearts for baby

Holiday Home



SHOP NOW ▶

TODAY'S HOT DEAL



30% OFF

SHOP NOW ▶

FREE Personalization and FAST 1-2 Day Shipping...ALWAYS!

Wedding Gifts

Baby Gifts

Christmas Cards

Gifts For Home

Personalization[®]
MALL.COM
Personalized Gifts For Life's Celebrations™

Home Cart **Today's Hot Deal** My Account Order Status Contact Us

Welcome, Guest

Always
FREE
PERSONALIZATION

Shop By: Occasions Recipients Shops

description or item # Search

FREE Personalization! Most items ship in 2-3 Days

» [Mall Home](#) » [Christmas Ornaments Shop](#) » [Family & Friends](#) » [Family Tree® Engraved Glass Ornament](#)

**Shop By Department
in Christmas
Ornaments**

Family & Friends

Baby & Kids
Photo Ornaments
Sweethearts
Sports & Leisure
Occupation
Your Favorite Pet
[What's NEW](#)

Shop By Price Range:

under \$20
\$20-\$30
\$30-\$50
\$50+

**Search in Christmas
Ornaments:**

GO

Customer *favorites*

Family Tree® Engraved Glass Ornament - On Sale Today!



View Larger Image



EXCLUSIVE
Design

Our Family Tree® Engraved Glass Ornament allows you to create a one-of-a-kind personalized Christmas ornament for that special family this holiday!

We will custom engrave up to **6 names** or **any custom message** you choose within our exclusive stringing ornament design. Any **family name** will be featured below for all to see!

Include "Peace, Love, Joy or 2009" if family is smaller than 6 members.

Presented in an **elegant velvet drawstring bag** making it ready for gift-giving and providing protective storage year after year.

- Beautifully crafted from glistening, ultra-polished glass featuring a delicate, beveled-cut edge.
- Tree ornament measures 3 3/4" x 3 1/4" and includes a shimmering gold ribbon for a festive finishing touch.



David

Kathy

Cooper

Hailey

James

2009

BRADFORD

CART



34 MM

E 223

INDIVIDUALLY
DESIGNED

NIKE iD

LOGIN | REGISTER
MY LOCKER
CUSTOMER SERVICE
SHOPPING CART

SHOES

GEAR

VIEW ALL

NOW DESIGNING: NIKE SHOX NZ iD (USD 120.00)

START OVER

SHIPPING TAKES APPROX. 3 TO 4 WEEKS - U.S. SHOPPING ONLY



VIEW ANGLE:



1. START

0 of 2

Design your own Nike Shox NZ iD: A nimble ride and responsive feel compliment this lightweight, fast shoe.

PRODUCT INFO -->

Gender

MALE FEMALE

2. DESIGN

3. PERSONALIZE

4. REVIEW

Questions? 1.866.633.6453
5am - 10pm PST, 7 days/wkNeed help building your
NIKE iD order?Live Help Monday-Friday
7am-3:50pm (PST)More information
about NIKE iD

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about NIKE iD

NIKE.COM

NIKE iD: JAPAN

NIKE iD: EUROPE

PRIVACY

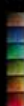
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VIEW ANGLE:



1. START

1 of 2

Design your own Nike Shox NZ iD: A nimble ride and responsive feel compliment this lightweight, fast shoe.

PRODUCT INFO -->

Gender



MALE



FEMALE

Size

SELECT

2. DESIGN

3. PERSONALIZE

4. REVIEW

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START OVER

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VIEW ANGLE:



1. START

DONE

Design your own Nike Shox NZ ID: A nimble ride and responsive feel compliment this lightweight shoe.

PRODUCT INFO

Gender



Size

10

6

6.5

7

7.5

8

8.5

9

9.5

10

10.5

11

11.5

12

12.5

2. DESIGN

0 of 11

3. PERSONALIZE

4. REVIEW

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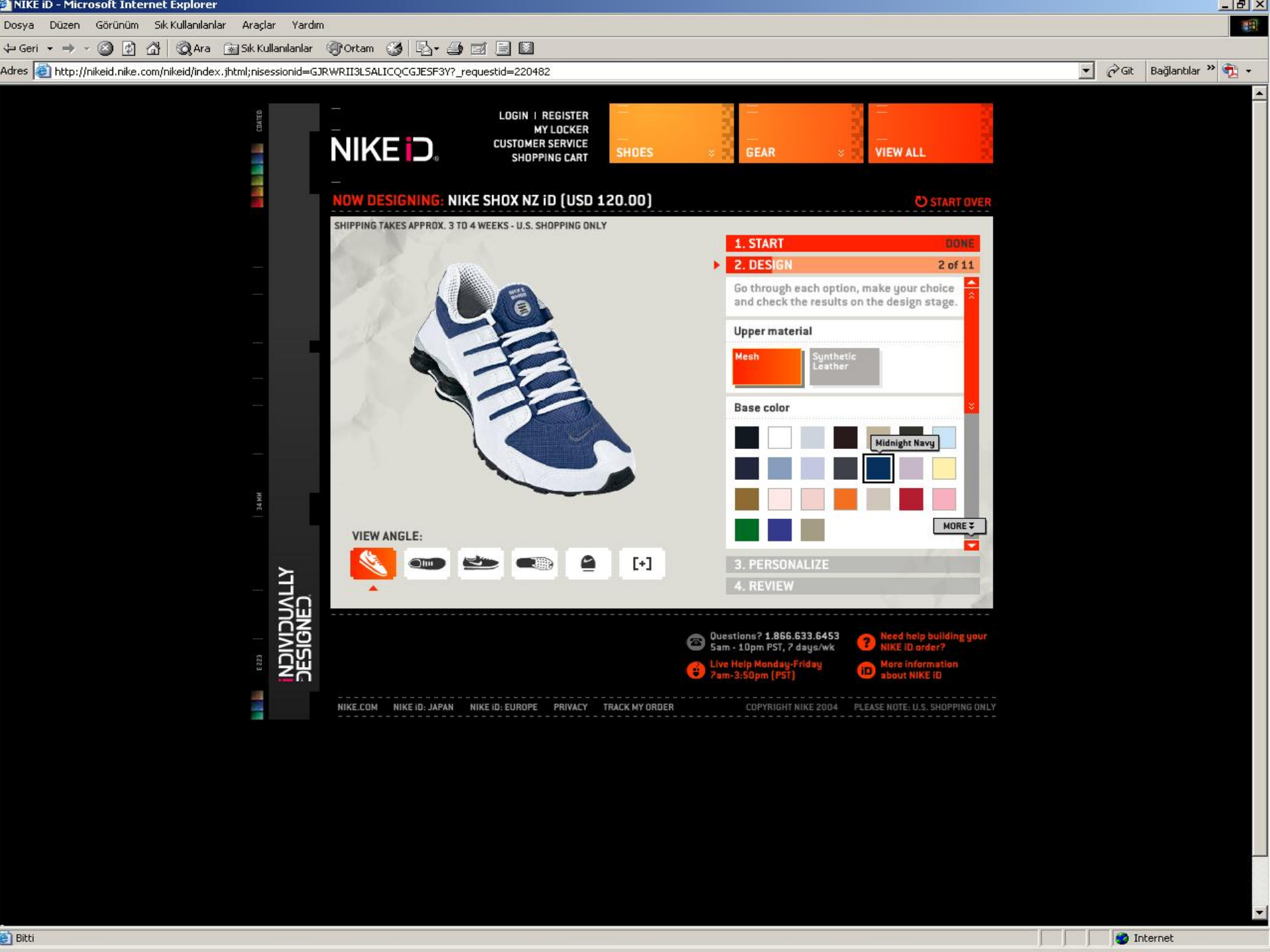
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START OVER

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VIEW ANGLE:



1. START

DONE

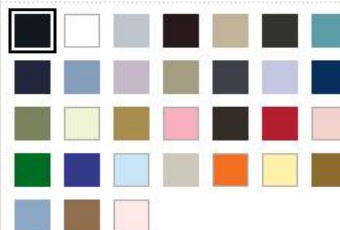
2. DESIGN

5 of 11

Quarter accent color



Swoosh color



Swoosh border

3. PERSONALIZE

4. REVIEW

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START OVER

SHIPPING TAKES APPROX. 3 TO 4 WEEKS - U.S. SHOPPING ONLY



VIEW ANGLE:



1. START

DONE

2. DESIGN

7 of 11



Heel Plate Color



Column color



3. PERSONALIZE

4. REVIEW

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NIKE iD: JAPAN

NIKE iD: EUROPE

PRIVACY

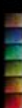
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START OVER

SHIPPING TAKES APPROX. 3 TO 4 WEEKS - U.S. SHOPPING ONLY



VIEW ANGLE:



1. START DONE
2. DESIGN DONE
3. PERSONALIZE DONE

Now that you've completed your design,
it's time to get personal.

Symbol/iD

Personal iD

Symbol

Primary iD

KUT 470

DISPLAY

MAXIMUM 8 CHARACTERS

☐ I DON'T WANT TO PERSONALIZE IT

PERSONALIZATION POLICY →

4. REVIEW

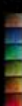
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GEAR

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START OVER

SHIPPING TAKES APPROX. 3 TO 4 WEEKS - U.S. SHOPPING ONLY



VIEW ANGLE:



1. START DONE
2. DESIGN DONE
3. PERSONALIZE DONE
4. REVIEW

Lining color White

Heel Plate Color Black

Column color Metallic Silver

The iD

Symbol/iD Personal iD

Primary iD KUT 470

If your design is final, choose an option below.

EMAIL DESIGN

PRINT DESIGN

SAVE IN LOCKER

ADD TO CART

Questions? 1.866.633.6453
5am - 10pm PST, 7 days/wk

Need help building your
NIKE iD order?

Live Help Monday-Friday
7am-3:50pm (PST)

More information
about NIKE iD

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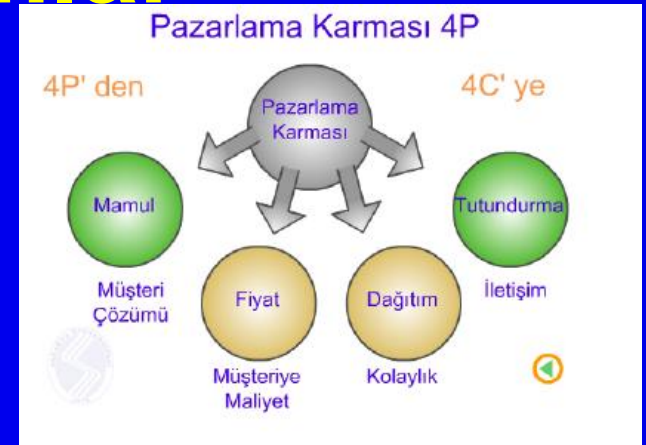
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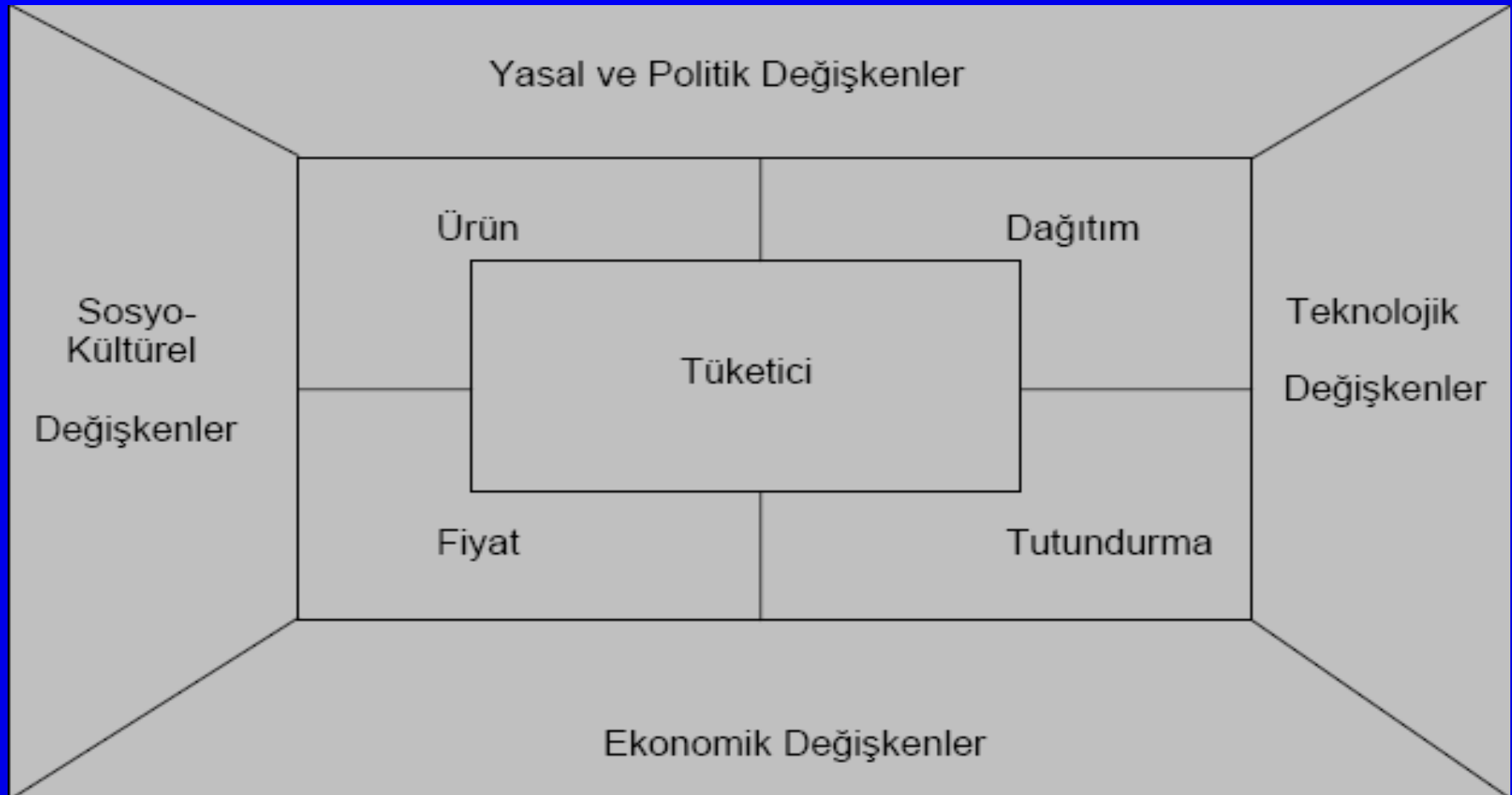
Pazarlama Karması – Değişim – Yeni Yaklaşımlar

- ❖ Dönüşüm: 4P - 4C
- ❖ Müşteri odaklılık
 - ❖ Product – Customer value
 - ❖ Place – Customer convenience
 - ❖ Price – Customer cost
 - ❖ Promotion – Customer communication





Pazarlama Karması – Çevre Değişkenleri





Ürün

- ❖ Pazarlama karmasının temel ögesi
- ❖ Kalite, tasarım ve marka gibi önemli birtakım unsurları içeren ve firma tarafından pazara sunulan nesnedir
- ❖ Gereksinim ve istekleri karşılamaya yarayan ve genellikle parayla veya başka bir ekonomik madde ile değiştirilebilen ve elde edilmesi belli bir çaba gerektiren maddeler
- ❖ Pazarlama karmasında her bir unsur farklı kavramların biraraya gelmesi ile oluşmakta



Ürün

- ❖ Ürün çeşidi
- ❖ Kalite
- ❖ Tasarım
- ❖ Marka
- ❖ Özellikler
- ❖ Paketleme - ambalajlama
- ❖ Ürün ölçüleri
- ❖ Hizmet
- ❖ Garantiler
- ❖ İadeler



Ürün Kalitesi

- ❖ Performans
- ❖ Özellik
- ❖ Güvenilirlik
- ❖ Uygunluk
- ❖ Dayanıklılık
- ❖ Hizmet görürlük
- ❖ Estetik
- ❖ Algılanan kalite



Ürün - Marka İlişkisi

- ❖ Markalaşma bir süreç
- ❖ Markalaşma kavramının doğru anlaşılması
- ❖ Marka araştırması
- ❖ Uygun marka
- ❖ Marka tescili
 - ❖ Risk yönetimi
 - ❖ Örnek “majestik” “my-jestic”

25 Ekim 2006 / Çarşamba

Hülya Atakul Gündüzalp / AA

Şarkıcı Kenan Doğulu'nun da "Kenan Doğulu", "ken" ve "ken-d" şeklinde 3 markası bulunuyor.

Türk Patent Enstitüsü (TPE) Başkanı Yusuf Balcı, marka başvurularında son yıllarda çok yüksek artış meydana geldiğini belirterek, Türkiye'nin bu yıl 70 bin başvuruyla Avrupa'da ilk üç içinde yer alacağını söyledi.



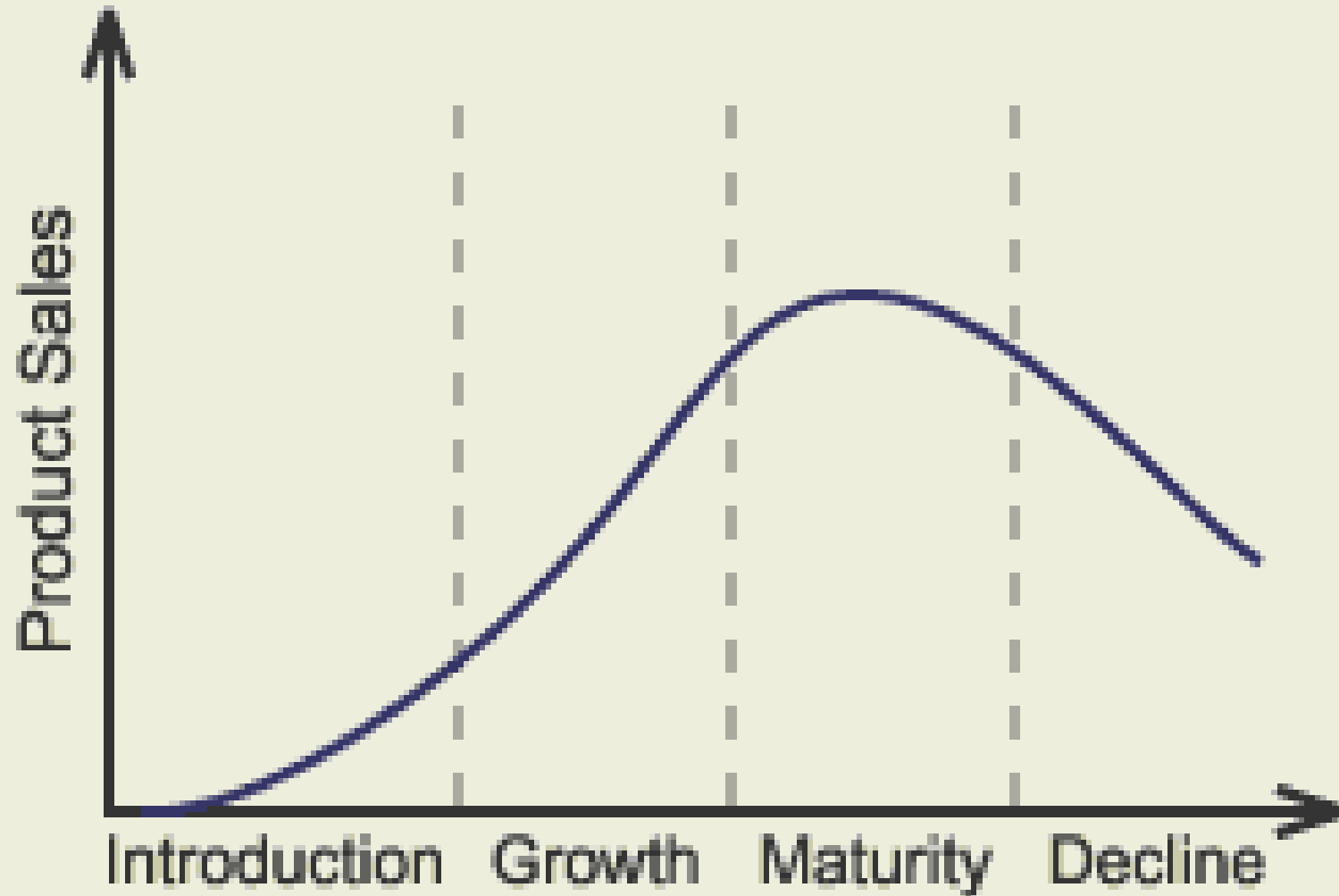


Ürün Yaşam Döngüsü

- ❖ Sunuş
- ❖ Büyüme
- ❖ Olgunluk
- ❖ Gerileme



Ürün Yaşam Döngüsü





Yer

- ❖ Dağıtım kanalları
- ❖ Dağıtımın kapsamı
- ❖ Sınıflandırma
- ❖ Çıkış noktaları
- ❖ Stoklar
- ❖ Taşıma



Fiyat

- ❖ Liste fiyatı
- ❖ Fiyat indirimleri
- ❖ Borçtan indirimler
- ❖ Ödeme süresi
- ❖ Kredi şartları



Tanıtım

- ❖ Kişisel satış
- ❖ Reklâm
- ❖ Satış geliştirme
- ❖ Halkla ilişkiler
- ❖ Doğrudan pazarlama



Tanıtımın Önem Kazanmasındaki Faktörler

- ❖ Üretici ile tüketici arasındaki mesafenin artışı
- ❖ Tüketici sayısının artışı
- ❖ Aracı kurumların artışı
- ❖ Rekabet
- ❖ Gelir artışı
 - ❖ Pazar büyüyor
 - ❖ Tüketici istekleri farklılaşıyor



Pazarlama Karmasını Etkileyen Pazar Güçleri

- ❖ Tüketiciler
- ❖ Ticari birimler
- ❖ Rakipler
- ❖ Hükümet



Kütüphane Hizmetlerinin Pazarlanmasında 4P



Ürün

- ❖ Ürünler
 - ❖ Koleksiyon
 - ❖ Hizmetler
 - ❖ Programlar (Weingand 1998)
- ❖ Ürün deneme ve değerlendirme



Fiyat

- ❖ Hizmetlerin ücretli olup olmaması
- ❖ Kullanıcı beklentisi ücretsiz olması
- ❖ Kütüphanede verilen hizmetlerin maliyeti
- ❖ Kütüphanede verilen hizmetlerden kâr elde etme amacı güdülmüyor



Yer

- ❖ Yer, zaman ve kullanım yararları
- ❖ Kullanıcıların kütüphane hizmetlerinden yararlanabilmeleri
 - ❖ Kütüphanenin açık olduğu saatler
 - ❖ Coğrafik konum
 - ❖ Fiziksel ortam
 - ❖ Ürünleri gösterme ve dağıtma yöntemi
- ❖ Kütüphane binası



Kütüphanedeki Bazı Ürünler/Hizmetler İçin Olası Dağıtım Kanalları

Ürün/hizmet	Olası Dağıtım Kanalı
En çok satanlar	Kütüphane binası
Kütüphanelerarası ödünç verme	Eve veya ofise posta ile dağıtım
Kaynak ayırtma	Telefon, Internet
Ayırtilan kaynağı alma	Kütüphane, eve gönderme
Bilgi talebi	Telefon, Internet, kişisel başvuru
Hikaye saatleri	Kablolu TV programları



Tanıtım

- ❖ Özel kütüphanelerde en çok önem verilen pazarlama karması elemanı
- ❖ Tanıtım amaçlı materyaller
 - ❖ Broşür
 - ❖ Kitap listeleri
 - ❖ Haber bültenleri
 - ❖ Posterler
 - ❖ Kitap ayraçları
 - ❖ Takvimler ...



Bilgi Merkezinin Tanıtımı

- ❖ Haber bülteni
- ❖ Bağlı bulunulan üst kurum ile ilişki
- ❖ Oryantasyon programı
- ❖ Intranet
- ❖ Bilgi merkezi hakkında rehber/broşür
- ❖ Telefon no, e-posta, Web adresi
- ❖ Kullanıcı araştırmaları



American University in Bulgaria



Library iPortal

NEW RESOURCES

Library Bulletin

Issue # 10
20 March 2007

A biweekly e-bulletin for the latest print and electronic resources as they are added to the AUBG Library collections.
Access is only via university net.

Content

- ✱ [New Books](#)
- ✱ [Trials](#)
- ✱ [Database News](#)
- ✱ [Search engines](#)
- ✱ [E-books from the World Bank e-Library](#)
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Keyword

View Entire Collection

Go

Clear

[Catalog Home](#) | [Advanced Search](#) | [My Account](#) **New SKLibrary**

Volume: 9 Issue: 5, May 2010

Changes in NewSKLibrary

Since 2003, we have been publishing this newsletter to inform you about current events and news of the Library.

In the coming academic year, we are planning to offer this publication with some changes. This new version's language will be Turkish and it will be published twice a year as online. With this online version, we will be able to take advantage of multimedia tools.

Nurses Week Events at SKL

Nurses week is being celebrated in May 12-18 all over Turkey with various activities. Specially Nursing Schools arrange one day conference or symposia for the students, nursing faculty and nurse practitioners. SKL is offering a book exhibition for Nurses week with "Caring Today for a Healthier Tomorrow" theme. This exhibition aims to provide an opportunity for those who interest in latest nursing activities and information in this field. Book to be

AnyTime / AnyWhere Learning: Libraries at the iPhone Age

Suna Kiraç Library hosted a specialist librarian and Associate Professor Gerry McEwen, who made a speech on "Mobile Learning, Libraries and Technology" on 30 April 2010 at the Council Hall of Koc University.

Gerry McEwen has received an undergraduate degree in Anthropology from Lehman College of the City University of New York and the MA degree in Librarianship from the University of Illinois-Urbana-Champaign.

He has been working as a reference librarian who is responsible for collection development in the field of engineering, user trainings and reference services at Iowa State University since 1987. He follows researches, initiatives and projects on mobile technologies on his world renowned blog (<http://mobile.libraries.blogspot.com>) and provides information about their applications in education environments.

New SKLibrary

volume:9 issue:5, May 2010

In this issue

- Changes in NewSKLibrary
- Nurses Week Events at SKL



an application that will bring one-way learning into learning to make device, creating an interactive mobile learning experience for students and teachers on the go and ACS Mobile which provides readers with a multi-journal, up-to-the minute live stream of new peer-reviewed research content (Articles ASAP) published across the Society's preeminent portfolio of scholarly research journals, including the flagship Journal of the American Chemical Society.



IF IT YOU HAVE ANY COMMENTS OR QUESTIONS, PLEASE CONTACT MURAT ZENGİN (Tel: 1000 Anasayfa@ku.edu.tr)

2010 Issues	2009 Issues	2008 Issues	2007 Issues	2006 Issues	2005 Issues	2004 Issues	2003 Issues
Apr., 2010	Dec., 2009	Dec., 2008	Dec., 2007	Dec., 2006	Dec., 2005	Dec., 2004	Dec., 2003
Mar., 2010	Nov., 2009	Nov., 2008	Nov., 2007	Nov., 2006	Nov., 2005	Nov., 2004	Nov., 2003
Feb., 2010	Oct., 2009	Oct., 2008	Oct., 2007	Oct., 2006	Oct., 2005	Oct., 2004	Oct., 2003
Jan., 2010	May, 2009	Sept., 2008	Sept., 2007	May, 2006	June, 2005	Sept., 2004	Sept., 2003
	Apr., 2009	May, 2008	June, 2007	Apr., 2006	May, 2005	June, 2004	May, 2003
	Mar., 2009	Apr., 2008	May., 2007	Mar., 2006	Apr., 2005	May, 2004	
	Feb., 2009	Mar., 2008	Apr., 2007	Jan., 2006	Mar., 2005	Apr., 2004	
		Feb., 2008	Mar., 2007		Feb., 2005	Mar., 2004	
		Jan., 2008	Feb. 2007		Jan., 2005	Jan., 2004	

Last Updated (20.05.2010)

SKL is a member of:





Bilgi Merkezi Broşürü

- ❖ Pazarı kimler oluşturuyor?
- ❖ Kullanıcıların gereksinimleri nelerdir?
- ❖ Gereksinimler doğrulanmış mıdır?
- ❖ Mesaj kullanıcılara nasıl ulaşacak?
- ❖ Kullanıcı gereksinimlerinin hangileri hali hazırda karşılanmaktadır?
- ❖ Kullanıcılar niçin başka bir bilgi merkezine gitmemelidir?

http://library.uchc.edu/about/librarybrochure.pdf

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Hours & Contact Information

Academic Year

Monday—Thursday: 7 am—11 pm

Friday: 7 am—7 pm

Saturday: 9 am—5 pm

Sunday: Noon—10 pm

Summer Hours

Monday—Thursday: 7am—10 pm

Friday: 7am—5 pm

Saturday: 9 am—5 pm

Sunday: 2 pm—6 pm

Holiday hours or closings are posted at the library entrance & on website

Limited services until 8:30 am

Contact Information

Circulation Desk: (860) 679-3808

circ@nso.uchc.edu

Information Desk: (860) 679-2942

ref@nso.uchc.edu

Interlibrary Loan: (860) 679-2940

ill@nso.uchc.edu

Healthnet Consumer Health:

(860) 679-4055

library.uchc.edu/departm/hnet

Computer Education Center (CEC):

(860) 679-8870

library.uchc.edu/departm/cec/

ACCESSIBILITY:

If you need assistance with resources or facilities call (860) 679-2839

EMERGENCY:

In case of emergency, call Ext. 7777

Please use cell phones outside of library

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Main Academic Lobby

<http://library.uchc.edu>



UConn Health Center
263 Farmington Avenue
Farmington, CT 06032
(860) 679-2839

Access to Library Resources

We are Connecticut's only academic medical library open to the public.

ON CAMPUS ACCESS:

- Everyone may use our print and electronic resources onsite during our staffed hours
- Public PCs available

OFF CAMPUS ACCESS TO E-RESOURCES:

- Restricted to faculty, staff and students affiliated with UCHC
- Go to <http://library.uchc.edu>
- Enter your library barcode number when requested (no spaces)

BORROWING PRIVILEGES:

- All current UCHC affiliates
- All UConn faculty, professional staff, graduate students
- Licensed Connecticut health professionals. Annual fee applies
- Others may borrow by using Interlibrary Loan through your public or institutional library

QUESTIONS ABOUT ACCESS?

- Contact Access Services 860 679-3808 or circ@nso.uchc.edu



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Borrowing Policies

LAPTOPS circulate for three days

BOOKS circulate for two weeks with two renewals

JOURNALS generally do not circulate

Journals that circulate are marked "3 Day Circulation"

AUDIOVISUALS circulate for two weeks with one renewal. AV viewing equipment is available upon request

REFERENCE COLLECTION resources may be used in the library

COURSE RESERVES shelved behind the service Desk. During the day reserve material is for IN LIBRARY USE ONLY.

Reserve material can be checked out overnight two hours before library closing and returned within one hour of library opening.

RENEWALS:

• phone: (860) 679-3808

• email: circ@nso.uchc.edu

• through the library's catalog, <http://librarycatalog.uchc.edu/>
Click on "Patron Info"

****Borrowing Requires****

****Library Barcode****





Membership

- Membership is free and available to anyone with an interest in emergency management



Contact Us

Email: ema.library@ema.gov.au
Phone: 03 5421 5246
Fax: 03 5421 5273

Location
EMA Library
Emergency Management Australia
601 Mount Macedon Road
Mount Macedon, Victoria 3441

Opening Hours
8.30am to 5.00pm Monday to Thursday
8.30am to 4.00pm Friday



Borrowing

- All items apart from journals are available for loan within Australia
- You can request loans or copies online
- Loan periods are:**
 - 5 weeks for Books & CD-Roms
 - 3 weeks for DVDs and Videos
- Items will be posted directly to you
- Journal articles can be photocopied and mailed or faxed to you for personal use
- Renew your materials by contacting the library
- Last or damaged materials will incur a replacement charge



About EMA

Emergency Management Australia (EMA), situated within the Attorney-General's Department, provides national leadership in the development of measures to reduce risk to communities and to manage the consequences of disasters.



Australian Government
Attorney-General's Department
Emergency Management Australia

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EMA 'safer sustainable communities'



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