



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 öge
 - ❖ 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

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

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/wk

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

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NIKE iD order?

More information
about NIKE iD

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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

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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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GEAR

VIEW ALL

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VIEW ANGLE:



[+]

1. START

DONE

2. DESIGN

3 of 11

Mesh

Synthetic
Leather

Base color



Accent Material

Synthetic
Leather

Nubuck

Dimpled
Synthetic

3. PERSONALIZE

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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

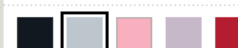
2. DESIGN 7 of 11



Heel Plate Color



Column color



3. PERSONALIZE

4. REVIEW

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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

Questions? 1.866.633.6453
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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

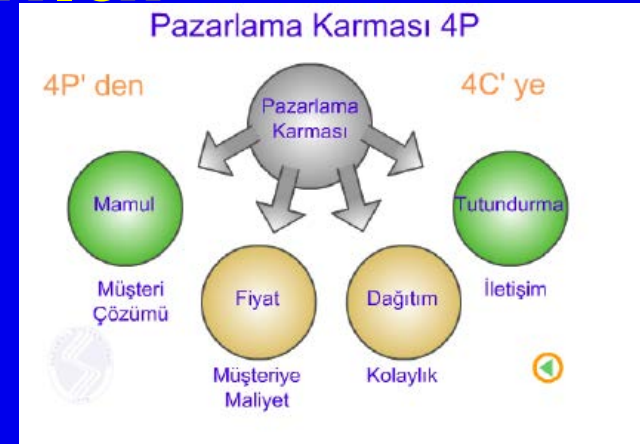
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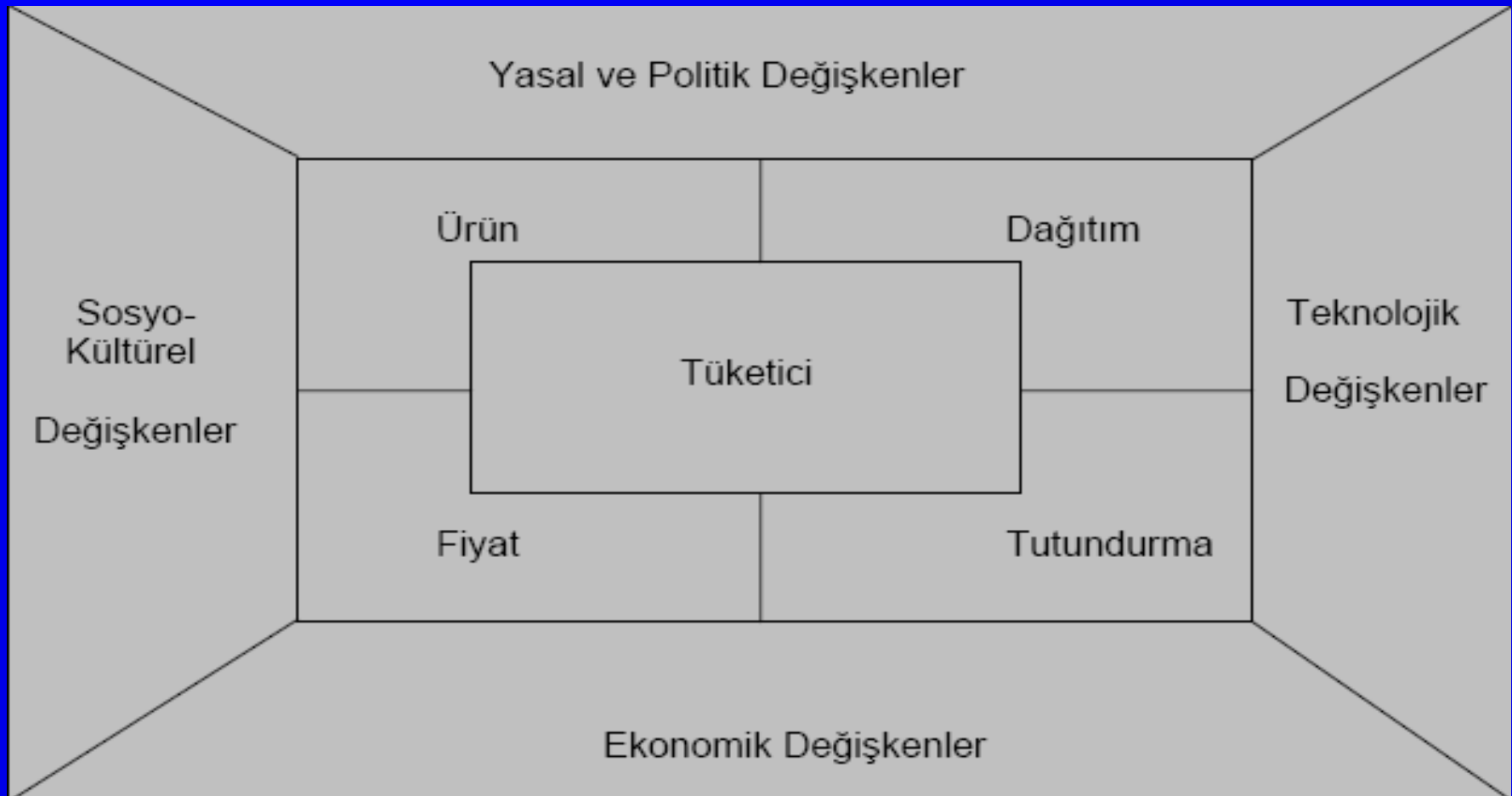
Pazarlama Karması – Değişim – Yeni Yaklaşımlar

- ❖ 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”

09:50

25 Ekim 2006 / Çarşamba

Ünlüler isimlerini bir bir tescil ettiriyor

Hülya Atakul Gündüzalp / AA

Hayat verdikleri karakterler, seslendirdikleri şarkılar ve sundukları gösterilerle milyonların beğenisini kazanan ünlüler, isimlerini marka olarak tescil ettiriyorlar.

Ünlülerin isimleri, temizlik malzemelerinden, reklam ve yayın hizmetlerine, kumaştan, haliya, lahmacundan, aydınlatma cihazlarına, vidanjör ve cenaze yıkama araçlarından bira ve şarap gibi içeceklerle, çeşitli malların bir araya getirilmesi hizmetlerine kadar pek çok faaliyet alanında kullanılmak üzere tescilleniyor.

Hülya Avcı, Gülben Ergen, İbrahim Tatlıses, Özcan Deniz, Mahsun Kırmızıgül, Mustafa Sandal, Beyazıt Öztürk, Kenan Doğulu, Cem Yılmaz ve Yılmaz Erdoğan, isimlerini markalaştıran ünlüler arasında bulunuyor.

Türkücü İbrahim Tatlıses, marka olmanın önemini erken kavrayan ünlülerden. 1991 yılında "İbrahim Tatlıses" olarak ismini markalaştıran ünlü sanatçı, 2003 yılında da "aso" logosuyla marka tescilli yaptırdı.

Sinema oyuncusu Hülya Avcı, koruyucu olanlar hariç her türlü malzemeden yapılmış giysilerde kullanılmak üzere, geçen yıl "çakıl company by-hülya" ve "çakıl company by-h" logolarıyla ismini marka olarak tescilletirdi.

Şarkıcı Gülben Ergen de ismini markalaştıran ünlülerden. Ergen, kendi adına 2000 yılında aksesuarlar, ölçme ve değerlendirme cihazları, mücevherler, müzik aletleri, danteller, nakışlar ve halılar ile yiyecek ve içecek temini hizmetlerinde kullanılmak üzere marka tescilli aldı.

Ergen ayrıca, Ergen Film aracılığıyla "Gülbençe" ve "Dadi" markasını da tescil ettirdi.

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

STAND-UPÇILAR DA KERVANDA

Yılmaz Erdoğan'ın "Yılmaz Erdoğan" ve "yazı kebab" olarak 2 markası var.

Erdoğan, markalarını temizlik malzemeleri, sına yağlar, servis eşyaları, ölçme değerlendirme hizmetleri, deriler, küçük ev aletleri, kumaşlar, tütün, reklam, yayın, eğitim öğretim ve yiyecek içecek temini hizmetlerinde kullanabilecek.

Daha çok "Beyaz" ismiyle bilinen Beyazıt Öztürk'ün ismi de "beyaz" olarak tescillenmiş durumda. Öztürk de bu markayı reklam, tanıtım, yayın, eğitim, öğretim yiyecek ve içecek sağlanması ve fotoğrafik hizmetlerde kullanabilecek.

Ünlü komedyen Cem Yılmaz da marka sahibi ünlüler arasında. Yılmaz'ın, temizlik malzemeleri, mücevherler, otomobiller, cenaze yıkama araçları, vidanjörler, cam mozaikler, et ve balık mamulleri, ekmek, lahmacun, pizza, şarap, bira ve likörler ve kimyasal ürünlerde, boya ve verniklerde kullanılmak üzere "cmlylmz" ve "cem yılmaz şekil" diye 3 markası bulunuyor.

Mahsun Kırmızıgül, Özcan Deniz ve Mustafa Sandal da ismini markalaştıran ünlüler arasında.

TPE BAŞKANI BALCI

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

"Türkiye
'deki
işletmeler
büyüsün
diye"



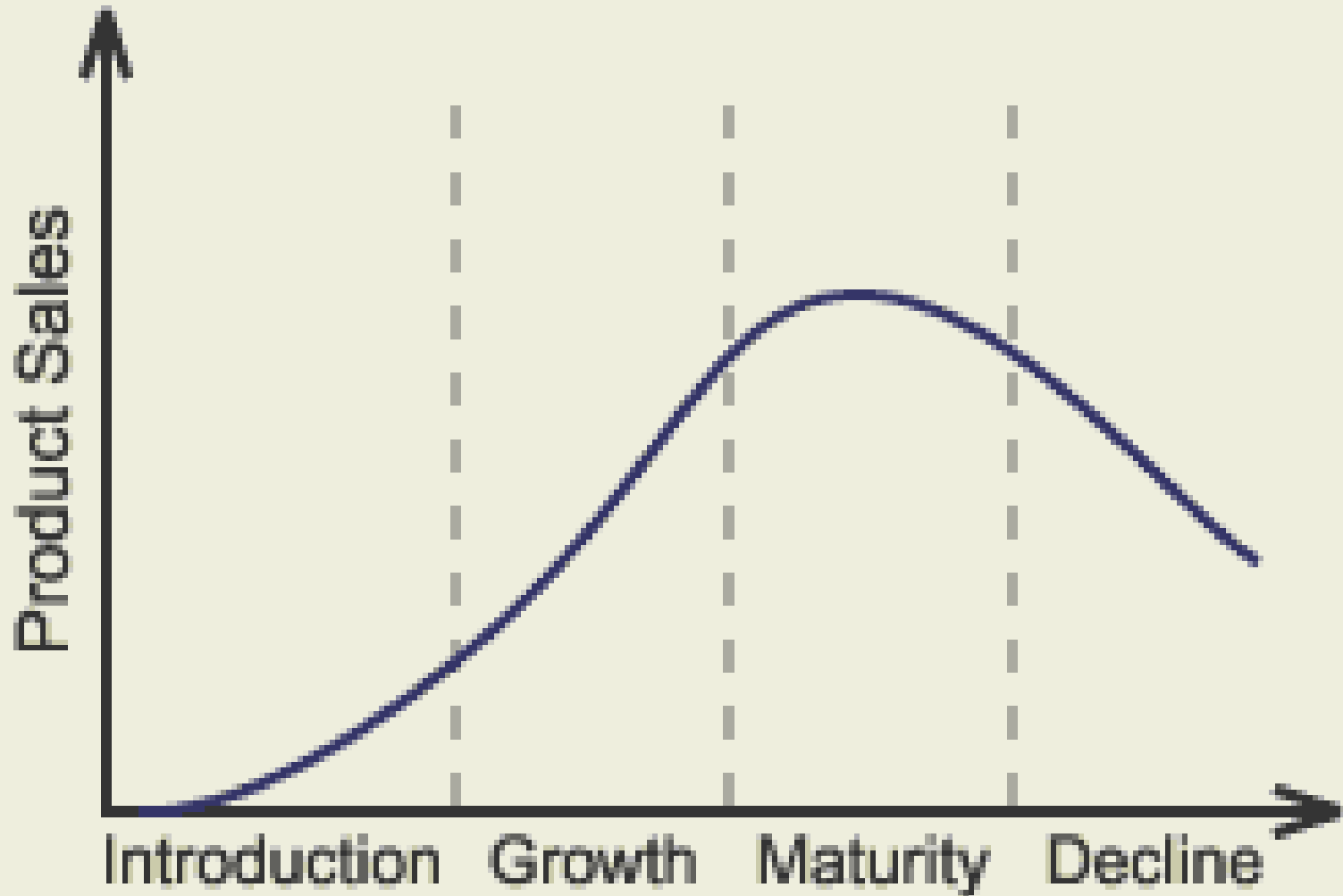


Ürün Yaşam Döngüsü

- ❖ 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.

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Google Scholar

Keyword

View Entire Collection

Go

Clear

Catalog Home | Advanced Search | My Account



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. Especially 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

AnyTime / AnyWhere Learning: Libraries at the iPhone Age

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

Gerry Molenaar 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://mobilelibrarian.blogspot.com>) and provides information about their applications in education environments.

New SKLibrary

volume:9 issue:5, May 2010

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- Changes in NewSKLibrary
- Nurses Week Events at SKL



an application that will bring two-way learning and learning to mobile devices, 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 SUGGESTIONS OR COMMENTS, PLEASE CONTACT MUBAL ZENCIR (Tel: 1550 /mubal@ku.edu.tr)

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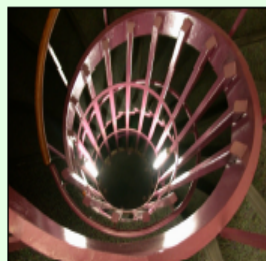
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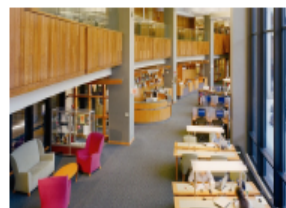
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