

THE IMPORTANCE OF APPLIED MARKETING EDUCATION IN THE ELECTRIC-ELECTRONIC VOCATIONAL TRAINING: THE CASE OF EGE VOCATIONAL SCHOOL

Yrd. Doç. Dr. Mustafa Berkant Selek
Ege Üniversitesi, Ege Meslek Yüksekokulu- İzmir
mustafa.berkant.selek@ege.edu.tr

Yrd. Doç. Dr. Ece Nüket Öndođan
Ege Üniversitesi, Ege Meslek Yüksekokulu- İzmir
ecenuket@gmail.com

Abstract

Education is the development process of one's manners, behaviors and skills, all of which embrace individual and social values. Within this process applied training contributes to the improvement of an individual's skills greatly as much as theoretical training. Thus, applied training is important for getting individuals to develop their vocational, research and communicative abilities. In terms of the competitive advantage of a product in the market, marketing knowledge is necessary in addition to theoretical knowledge; therefore, marketing education should be offered to students within the vocational training curriculum. It appears that the curriculums of the programs in higher and pre-higher education in vocational training, marketing courses provide students only with theoretical knowledge. However, the practice besides theoretical training would develop students' marketing and communicative skills. In this study the curriculums of six associate degree programs offering education in the field of Electrical and Electronics in Ege Higher Vocational School (in Ege University) have been analyzed. It seems that marketing knowledge is only provided in the syllabus of Business Administration course. In the teaching process of the course, it has been observed that applied training through projects given to the students has increased the interests of them and their learning intensity. Regarding the results of this study, there are a couple of suggestions proposed on applied training.

Keywords: Electronics training, marketing training, practice in marketing training.