

| <b>Course Description</b>           |   |                                |                         |                           |             |
|-------------------------------------|---|--------------------------------|-------------------------|---------------------------|-------------|
| <b>Name</b>                         | <b>Code</b>   | <b>Semester</b>                | <b>T+A Hour</b>         | <b>Credit</b>             | <b>ECTS</b> |
| PRINCIPLES of MARKETING             | ULY2159810  | Fall Semester                  | 3+0                     | 3                         | 5           |
| <b>Prerequisites Courses</b>        |   |                                |                         |                           |             |
| <b>Recommended Elective Courses</b> | Consumer Behavior, Brand Management, E-Commerce   |                                |                         |                           |             |
| <b>Language of Instruction</b>      | Turkish   |                                |                         |                           |             |
| <b>Course Level</b>                 | First Cycle (Bachelor's Degree)   |                                |                         |                           |             |
| <b>Course Type</b>                  | Required  |                                |                         |                           |             |
| <b>Course Coordinator</b>           | Assist.Prof. Fatih PINARBAŞI  |                                |                         |                           |             |
| <b>Name of Lecturer(s)</b>          | Assist.Prof. Burcu İNCİ   |                                |                         |                           |             |
| <b>Assistant(s)</b>                 |   |                                |                         |                           |             |
| <b>Aim</b>                          | The main objective of the course is to make students familiar with the basic marketing principles, marketing tools, concepts and the marketing environment.   |                                |                         |                           |             |
| <b>Course Content</b>               | This course contains; What is the role of marketing concept for consumers, companies and society,Marketing Strateji Planning and Target Markets,Evaluating Opportunities and Market Environments,Final Consumers' Markets and Decision / Purchasing behaviours,Purchasing behaviours of Business and Organizational Customers and International Markets,Product Planning for Goods and Services and Branding Process,Product Management and New-Product Development,Distribution Customer service and logistics, Customer services,Retailers, Wholesalers and their Strategy Planning,Promotion Methods and Integrated Marketing Communication,Personal Selling and Customer Service,Advertising, Publicity and Sales Promotion,Pricing objectives and Policies,Ethical Marketing in Consumer oriented world: Appraisal and Challenges. |                                |                         |                           |             |
| <b>Course Learning Outcomes</b>     |   |                                | <b>Teaching Methods</b> | <b>Assessment Methods</b> |             |
| 1.1.                                | Explain the marketing concept.  |                                | 10, 12, 13, 16, 9       | A                         |             |
| 1.2.                                | Classify the types of markets.  |                                | 10, 12, 13, 16, 9       | A                         |             |
| 2.1.                                | Evaluate consumer buying behavior.  |                                | 10, 12, 13, 16, 9       | A                         |             |
| 2.2.                                | Evaluate organizational buying behavior.  |                                | 10, 12, 13, 16, 9       | A                         |             |
| 2.3.                                | Plan Market Segmentation.   |                                | 10, 12, 13, 16, 9       | A                         |             |
| 1.                                  | Will be able to identify and explain the important concepts in marketing.   |                                | 10, 12, 13, 16, 9       | A                         |             |
| 1.3.                                | Compare micro and macro markets.  |                                | 10, 12, 13, 16, 9       | A                         |             |
| 2.                                  | Will be able to develop managerial perspectives and analytical approach to solve different marketing problems.  |                                | 10, 12, 13, 16, 9       | A                         |             |
| 3.                                  | Will be able to explain the marketing environment factors.  |                                | 10, 12, 13, 16, 9       | A                         |             |
| 3.1.                                | Explain the actors of the micro marketing environment.  |                                | 10, 12, 13, 16, 9       | A                         |             |
| 3.2.                                | Explain the actors of the macro marketing environment.  |                                | 10, 12, 13, 16, 9       | A                         |             |
| 3.3.                                | Define types of reactions to environmental factors.   |                                | 10, 12, 13, 16, 9       | A                         |             |
| 4.                                  | Will be able to explain marketing mix elements.   |                                | 10, 12, 13, 16, 9       | A                         |             |
| 4.1.                                | Explain product element.  |                                | 10, 12, 13, 16, 9       | A                         |             |
| 4.2.                                | Explain price element.  |                                | 10, 12, 13, 16, 9       | A                         |             |
| 4.3.                                | Explain place element.  |                                | 10, 12, 13, 16, 9       | A                         |             |
| 4.4.                                | Explain promotion element.  |                                | 10, 12, 13, 16, 9       | A                         |             |
| 5.                                  | Will be able to explain the concept and components of marketing information system.   |                                | 10, 12, 13, 16, 9       | A                         |             |
| 5.1.                                | Explains the concept of marketing information system.   |                                | 10, 12, 13, 16, 9       | A                         |             |
| 5.2.                                | Explain customer insight concept.   |                                | 10, 12, 13, 16, 9       | A                         |             |
| 5.3.                                | Explain marketing information system and types of data collection for marketing decision-making.  |                                | 10, 12, 13, 16, 9       | A                         |             |
| <b>Teaching Methods</b>             | 10: Discussion Method, 12: Problem Solving Method, 13: Case Study Method, 16: Question - Answer Technique, 9: Lecture Method  |                                |                         |                           |             |
| <b>Assessment Methods</b>           | A: Traditional Written Exam   |                                |                         |                           |             |
| <b>Lecture Schedule</b>             |   |                                |                         |                           |             |
| <b>Sequence</b>                     | <b>Topics</b>   | <b>Preliminary Preparation</b> |                         |                           |             |
| 1                                   | What is the role of marketing concept for consumers, companies and society  | Reading the 1. chapter         |                         |                           |             |
| 2                                   | Marketing Strateji Planning and Target Markets  | Reading the 2. chapter         |                         |                           |             |
| 3                                   | Evaluating Opportunities and Market Environments  | Reading the 3. chapter         |                         |                           |             |
| 4                                   | Final Consumers' Markets and Decision / Purchasing behaviours   | Reading the 5. chapter         |                         |                           |             |
| 5                                   | Purchasing behaviours of Business and Organizational Customers and International Markets  | Reading the 6. chapter         |                         |                           |             |
| 6                                   | Product Planning for Goods and Services and Branding Process  | Reading the 8. chapter         |                         |                           |             |
| 7                                   | Product Management and New-Product Development  | Reading the 9. chapter         |                         |                           |             |
| 8                                   | Distribution Customer service and logistics, Customer services  | Reading the 11. chapter        |                         |                           |             |
| 9                                   | Retailers, Wholesalers and their Strategy Planning  | Reading the 12. chapter        |                         |                           |             |
| 10                                  | Promotion Methods and Integrated Marketing Communication  | Reading the 13. chapter        |                         |                           |             |
| 11                                  | Personal Selling and Customer Service   | Reading the 14. chapter        |                         |                           |             |
| 12                                  | Advertising, Publicity and Sales Promotion  | Reading the 15. chapter        |                         |                           |             |
| 13                                  | Pricing objectives and Policies   | Reading the 16. chapter        |                         |                           |             |
| 14                                  | Ethical Marketing in Consumer oriented world: Appraisal and Challenges  | Reading the 18. chapter        |                         |                           |             |
| <b>Evaluation Methods</b>           |   | <b>Weight(%)</b>               |                         |                           |             |
| Midterm Exam                        |   | 40                             |                         |                           |             |
| General Exam                        |   | 60                             |                         |                           |             |

**School of Business and Management Sciences / Logistics Management**  
**2023 - 2024 Academic Year**  
**PRINCIPLES of MARKETING**  
**Syllabus**

**Resources**

1. Pazarlama İlkeleri, Philip Kotler, Gary Armstrong, Beta Basım Yayım, Çevimen: Dr. Ercan Gegez, 2018
2. Principles of Marketing, 18th edition, Pearson, 2021, Philip Kotler & Gary Armstrong.
3. Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 5th Edition, Kevin Keller, Pearson, 2019