

School of Business and Management Sciences / Business Administration (English)

2023 - 2024 Academic Year

PRINCIPLES of MARKETING

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
PRINCIPLES of MARKETING	BUS2153260	Fall Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses	Consumer Behavior				
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assist.Prof. Fatih PINARBAŞI				
Name of Lecturer(s)	Assist.Prof. Fatih PINARBAŞI				
Assistant(s)					
Aim	The main objective of the course is to make students familiar with the basic marketing principles, marketing tools, concepts and the marketing environment.				
Course Content	This course contains; Course Introduction, Marketing Concept ,External Marketing Environment,Marketing Research,Consumer Markets and Consumer Behavior,Business and International Markets,Market Segmentation, Targeting and Positioning,Product ,Price and Promotion as Elements of Marketing Mix,Personal Sales and Sales Development,Advertising and PR,Internet Marketing and Direct Marketing,Distribution,Services Marketing,International Marketing.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1.3.	Compare micro and macro markets.		10, 12, 13, 4, 9	A, G	
2.2.	Evaluate organizational buying behavior.		10, 12, 13, 4, 9	A, G	
2.3.	Plan Market Segmentation.		10, 12, 13, 4, 9	A, G	
1.	Will be able to express the basic issues related to marketing.		10, 12, 13, 16, 9	A, G	
1.1.	Explain the marketing concept.		10, 12, 13, 4, 9	A, G	
1.2.	Classifies market types.		10, 12, 13, 4, 9	A, G	
2.	Will be able to gains a general perspective to solve the problems that marketing managers may encounter.		10, 12, 13, 4, 9	A, G	
2.1.	Evaluate consumer buying behavior.		10, 12, 13, 4, 9	A, G	
3.	Will be able to explains the marketing environment factors.		10, 12, 13, 4, 9	A, G	
3.1.	Explain the actors of the micro marketing environment.		10, 12, 13, 4, 9	A, G	
3.2.	Explain the actors of the macro marketing environment.		10, 12, 13, 4, 9	A, G	
3.3.	Define types of reactions to environmental factors.		10, 12, 13, 4, 9	A, G	
4.	Will be able to explain the marketing mix components.		10, 12, 13, 16, 9	A, G	
4.1.	Explain product element.		10, 12, 13, 16, 9	A, G	
4.2.	Explain price element.		10, 12, 13, 16, 9	A, G	
4.3.	Explain place element.		10, 12, 13, 16, 9	A, G	
4.4.	Explain promotion element.		10, 12, 13, 16, 9	A, G	
5.	Will be able to explains the concept and components of marketing information system.		10, 12, 13, 16, 9	A, G	
5.1.	Explains the concept of marketing information system.		10, 12, 13, 16, 9	A, G	
5.2.	Explain customer insight concept.		10, 12, 13, 16, 9	A, G	
5.3.	Explain marketing information system and types of data collection for marketing decision-making.		10, 12, 13, 16, 9	A, G	
Teaching Methods	10: Discussion Method, 12: Problem Solving Method, 13: Case Study Method, 16: Question - Answer Technique, 4: Inquiry-Based Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, G: Quiz				
Lecture Schedule					
Sequenc e	Topics	Preliminary Preparation			
1	Course Introduction, Marketing Concept				
2	External Marketing Environment				
3	Marketing Research				
4	Consumer Markets and Consumer Behavior				
5	Business and International Markets				
6	Market Segmentation, Targeting and Positioning				
7	Product				
8	Price and Promotion as Elements of Marketing Mix				
9	Personal Sales and Sales Development				
10	Advertising and PR				
11	Internet Marketing and Direct Marketing				
12	Distribution				
13	Services Marketing				
14	International Marketing				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
(General Exam) Quiz		20			
General Exam		60			

Resources

1. Principles of Marketing, 18th edition, Pearson, 2021, Philip Kotler & Gary Armstrong.
2. Marketing Management, 16th edition, Pearson, 2022, Philip Kotler, Kevin Lane Keller, Alexander Chernev
3. Marketing: An Introduction, 15th edition, Pearson, 2022, Gary Armstrong & Philip Kotler