

School of Business and Management Sciences / Aviation Management

2024 - 2025 Academic Year

PRINCIPLES of MARKETING

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
PRINCIPLES of MARKETING	HVY2159810	Fall Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses	Consumer Behavior, E-commerce, Digital Marketing, New Product Development, Corporate Sustainability Management, Supply Chain Management, Global Business Management.				
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assist.Prof. Fatih PINARBAŞI				
Name of Lecturer(s)	Assist.Prof. Gül ÇIKMAZ				
Assistant(s)					
Aim	This course aims to teach students the definition of marketing, its content, and current marketing approaches along with the elements of the marketing mix. It also intends to provide information about consumer behavior, the importance of target markets, positioning, and marketing strategies.				
Course Content	This course contains; Introduction to the course,Introduction to Marketing Concept,Marketing Information and Research Systems,Uncontrollable External Environment Factors (Micro and Macro Environment),The Structure of Consumer Markets and Consumer Behavior,The Structure and Behavior of Organizational Markets,Strategic Planning and Marketing Planning,Segmentation and Targeting,Positioning,Product,Service,Price,Place,Promotion.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1.1.	Explain the marketing concept.		10, 13, 16, 9	A, C, G	
1.2.	Classify the types of markets.		10, 13, 16, 9	A, C, G	
2.1.	Evaluate consumer buying behavior.		10, 13, 16, 9	A, C, G	
2.2.	Evaluate organizational buying behavior.		10, 13, 16, 9	A, C, G	
2.3.	Plan Market Segmentation.		10, 13, 16, 9	A, C, G	
1.	Will be able to identify and explain the important concepts in marketing.		10, 13, 16, 9	A, C, G	
2.	Will be able to develop managerial perspectives and analytical approach to solve different marketing problems.		10, 13, 16, 9	A, C, G	
3.	Will be able to explain the marketing environment factors.		10, 13, 16, 9	A, C, G	
3.1.	Explain the actors of the micro marketing environment.		10, 13, 16, 9	A, C, G	
3.2.	Explain the actors of the macro marketing environment.		10, 13, 16, 9	A, C, G	
3.3.	Define types of reactions to environmental factors.		10, 13, 16, 9	A, C, G	
4.	Will be able to explain marketing mix elements.		10, 13, 16, 9	A, C, G	
4.1.	Explain product element.		10, 13, 16, 9	A, C, G	
4.2.	Explain price element.		10, 13, 16, 9	A, C, G	
4.3.	Explain place element.		10, 13, 16, 9	A, C, G	
4.4.	Explain promotion element.		10, 13, 16, 9	A, C, G	
5.	Will be able to explain the concept and components of marketing information system.		10, 13, 16, 9	A, C, G	
5.1.	Explains the concept of marketing information system.		10, 13, 16, 9	A, C, G	
5.2.	Explain customer insight concept.		10, 13, 16, 9	A, C, G	
5.3.	Explain marketing information system and types of data collection for marketing decision-making.		10, 13, 16, 9	A, C, G	
Teaching Methods	10: Discussion Method, 13: Case Study Method, 16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, C: Multiple-Choice Exam, G: Quiz				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction to the course				
2	Introduction to Marketing Concept				
3	Marketing Information and Research Systems				
4	Uncontrollable External Environment Factors (Micro and Macro Environment)				
5	The Structure of Consumer Markets and Consumer Behavior				
6	The Structure and Behavior of Organizational Markets				
7	Strategic Planning and Marketing Planning				
8	Segmentation and Targeting				
9	Positioning				
10	Product				
11	Service				
12	Price				
13	Place				
14	Promotion				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources

- Modern Pazarlama İlkeleri Uygulamalı Yönetimsel Yaklaşım - Ömer Baybars Tek ve Engin Özgül - Birleşik Matbaacılık
- Pazarlama İlkeleri - Philip Kotler - Beta Yayınevi
- Pazarlama 4.0 (Marketing 4.0) - Philip Kotler - Optimist Yayın Dağıtım
- Postmodern Pazarlama - Yavuz Odabaşı – MediaCat Kitapları
- Academic marketing journals (accessible through Google Scholar and university databases)
- Marketing Türkiye, MediaCat, Brand Age, and other industry-specific magazines.