

School of Communication / Public Relations and Advertising

2023 - 2024 Academic Year

MARKETING PRINCIPLES

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
MARKETING PRINCIPLES	HR2250610	Spring Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Prof.Dr. Ayşen AKYÜZ				
Name of Lecturer(s)	Prof.Dr. Ayşen AKYÜZ				
Assistant(s)	Prof.Dr.Ayşen Akyüz				
Aim	The aim of this course is to introduce students to the basic concepts and principles of marketing and to provide students with an understanding of modern marketing strategies and practices.				
Course Content	This course contains; Introduction to Marketing,Consumer Behavior,Marketing Ethics ,Marketing Research,Product and Brand Decisions I,Product and Brand Decisions II,Pricing,Distribution,Promotion-Integrated Marketing Communications I,Promotion-Integrated Marketing Communications II,Services Marketing,e-Marketing,Global Marketing I,Global Marketing II.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Comprehend the role of marketing in modern society and businesses.			13, 16, 9	A, C	
Develop strategies based on marketing mix (4Ps).			13, 16, 9	A, C	
Explain basic concepts such as positioning and customer value proposition.			13, 16, 9	A, C	
Integrate marketing mix to create a comprehensive plan.			13, 16, 9	A, C	
Analyze marketing problems and suggest solutions.			13, 16, 9	A, C	
Apprehend global marketing framework.			13, 16, 9	A, C	
Teaching Methods	13: Case Study Method, 16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, C: Multiple-Choice Exam				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction to Marketing	No preparation required			
2	Consumer Behavior	Reading the relevant chapter from the textbook			
3	Marketing Ethics	Reading the relevant chapter from the textbook			
4	Marketing Research	No preparation required			
5	Product and Brand Decisions I	Reading the relevant chapter from the textbook			
6	Product and Brand Decisions II	Reading of the related white paper			
7	Pricing	Reading the relevant chapter from the textbook			
8	Distribution	Reading the relevant chapter from the textbook			
9	Promotion-Integrated Marketing Communications I	Reading the relevant chapter from the textbook			
10	Promotion-Integrated Marketing Communications II	Reading of the related white paper			
11	Services Marketing	Reading the relevant chapter from the textbook			
12	e-Marketing	Reading of the related white paper			
13	Global Marketing I	Reading the relevant chapter from the textbook			
14	Global Marketing II	Reading of the related white paper			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Dhruv Grewal, Michael Levy. Pazarlama. Nobel Yayınevi. J. Paul Peter, James H. Donnelly, Jr., Pazarlama Yönetimine Giriş. Nobel Yayınevi. Powerpoint hand-outs, white papers