

**School of Communication / Public Relations and Advertising (English)**

**2023 - 2024 Academic Year**

**MARKETING PRINCIPLES**

**Syllabus**

<b>Course Description</b>					
<b>Name</b>	<b>Code</b>	<b>Semester</b>	<b>T+A Hour</b>	<b>Credit</b>	<b>ECTS</b>
MARKETING PRINCIPLES	PR2273430	Spring Semester	3+0	3	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	English				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Required				
<b>Course Coordinator</b>	Prof.Dr. Ayşen AKYÜZ				
<b>Name of Lecturer(s)</b>	Prof.Dr. Ayşen AKYÜZ				
<b>Assistant(s)</b>	Prof.Dr.Ayşen Akyüz				
<b>Aim</b>	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.				
<b>Course Content</b>	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.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
Comprehend the role of marketing in modern society and businesses.			13, 16, 9	A, D	
Develop strategies based on marketing mix (4Ps).			13, 16, 9	A, D	
Explain basic concepts such as positioning and customer value proposition.			13, 16, 9	A, D	
Integrate marketing mix to create a comprehensive plan.			13, 16, 9	A, D	
Analyze marketing problems and suggest solutions.			13, 16, 9	A, D	
Apprehend global marketing framework.			13, 16, 9	A, D	
<b>Teaching Methods</b>	13: Case Study Method, 16: Question - Answer Technique, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam, D: Oral Exam				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Introduction to Marketing				
2	Consumer Behavior	Reading the section requested by the lecturer from the relevant chapter			
3	Marketing Ethics	Reading the section requested by the lecturer from the relevant chapter			
4	Marketing Research	Reading the section requested by the lecturer from the relevant chapter			
5	Product and Brand Decisions I	Reading the section requested by the lecturer from the relevant chapter			
6	Product and Brand Decisions II	Reading the section requested by the lecturer from the relevant chapter			
7	Pricing	Reading the section requested by the lecturer from the relevant chapter			
8	Distribution	Reading the section requested by the lecturer from the relevant chapter			
9	Promotion-Integrated Marketing Communications I	Reading the section requested by the lecturer from the relevant chapter			
10	Promotion-Integrated Marketing Communications II	Reading the section requested by the lecturer from the relevant chapter			
11	Services Marketing	Reading the section requested by the lecturer from the relevant chapter			
12	e-Marketing	Ders kitabından ilgili ünitelerden verilen okumanın yapılması			
13	Global Marketing I	Reading the section requested by the lecturer from the relevant chapter			
14	Global Marketing II	Reading the section requested by the lecturer from the relevant chapter			
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

<b>Resources</b>
Perreault, W., Cannon, J. McCarthy, E.J. (2013). Pazarlamanın Temelleri. Nobel Yayınevi. Kotler, K. Armstrong, G. (2018). Principles of Marketing. Pearson. Powerpoint hand-outs