

**OSTİM TECHNICAL UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES**

**COURSE SYLLABUS FORM
2022-2023 SPRING**

ITF 202 Principles of Marketing							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECTS
Principles of Marketing	MAR100	2	3	0	0	3	4

Language of Instruction	English
Course Status	Compulsory
Course Level	Bachelor
Learning and Teaching Techniques of the Course	Lecture, Discussion, Question Answer

Course Objective
A course that is aiming to provide the principles of marketing management toward a marketing-oriented view of business; explaining the “marketing concept” and related with marketing mix, regard to consumer needs, marketing research, B2B marketing, positioning, branding, pricing, distribution, selling, advertising, promotions, digital marketing and CRM.

Learning Outcomes
<p>The students who succeeded in this course will be able;</p> <ul style="list-style-type: none"> ▪ Understand and explain the basic functions, roles, duties, and environments associated with being a marketer. ▪ Understand and explain the basic principles and foundations of marketing research, strategic planning, marketing segmentation, and the development of the marketing strategies/marketing mix as they apply within a marketing plan. ▪ Determine the viability of the success or failure of a marketing strategy through analysis, synthesis and evaluation of a marketing plan. ▪ Discuss social responsibility and ethics as related to the marketing field.

Course Outline
Demonstrate basic knowledge of business enterprises. Evaluated by examination. Identify basic environmental factors associated with business organizations. Describe basic concepts of marketing goods and services. Determine basic information with respect to money and banking, financial management, stock and bond markets, and risks involved in business. Understand the global business life with understanding multinationals, digital firms and global organizations. Examine the variation in new business environment challenges.

Weekly Topics and Related Preparation Studies
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Weeks	Topics	Preparation Studies
1	Introduction and Connect Registration	<ul style="list-style-type: none"> – Aim of the Course – Lecturer Presentation
2	Introduction to Marketing	<ul style="list-style-type: none"> – Basics of Marketing – What is Marketing? – Key Terms of Marketing
3	Introduction to Marketing	<ul style="list-style-type: none"> – Basics of Marketing – What is Marketing? – Key Terms of Marketing
4	Goods and Services	<ul style="list-style-type: none"> – Understanding the differences between goods and services in marketing perspective
5	The Marketing Environment Global Marketing	<ul style="list-style-type: none"> – Defining who exists in marketing environment
6	Marketing Research Consumer Behavior	<ul style="list-style-type: none"> – What and who is consumer? – Why consumers are so important for marketing – Teaching consumer behavior
7	Targeting Positioning	<ul style="list-style-type: none"> - Explaining terms of targeting and positioning - Understanding their importance for marketing
8	MIDTERM EXAM	
9	Product, Branding, and Packaging New Product Development	<ul style="list-style-type: none"> - Importance of products, branding and packaging for marketing - New product development process
10	Marketing Services Pricing	<ul style="list-style-type: none"> – Defining 4P's and 7P's of marketing again – Teaching importance of pricing
11	Advertising and Promotion	<ul style="list-style-type: none"> – What is advertising? – What is promotion? – Their relevance with marketing approaches
12	Digital Marketing	<ul style="list-style-type: none"> – Digitalization – How world economics is transforming? – E-Commerce
13	Digital Marketing	<ul style="list-style-type: none"> – Using digital tools for marketing applications
14	International Marketing	<ul style="list-style-type: none"> – Internationalization and Globalization terms – How firms get international

		– International marketing applications
15	Course review/preparation for final exam	– General Review
16	FINAL EXAM	

Textbook (s)/References/Materials:		
Textbook: Kotler, P., Armstrong, G., & Opresnik, M. O. (2021). Principles of Marketing (Eighteenth).		
Supplementary References:		
Assessment		
Studies	Number	Contribution margin (%)
Attendance		
Lab		
Classroom and application performance grade		
Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical		
Homework		
Presentation		
Projects		
Report		
Seminar		
Midterm Exam/Midterm Jury	1	40
General Exam / Final Jury	1	60
	Total	100
Success Grade Contribution of Semester Studies		40
Success Grade Contribution of End of Term		60
	Total	100

ECTS / Workload Table						
Activities		Number	Duration (Hours)	Total Workload		
Course hours (Including the exam week: 16 x total course hours)		16	3	48		
Laboratory						
Application						
Course-Specific Internship						
Field Study						
Study Time Out of Class		16	3	48		
Presentation / Seminar Preparation						
Projects						
Reports						
Homework						
Quizzes / Studio Review						
Preparation Time for Midterm Exam / Midterm Jury		1	4	4		
Preparation Period for the Final Exam / General Jury		1	4	4		
Total Workload/25 hours		(104/25 = 4)				
ECTS		4				
Course' Contribution Level to Learning Outcomes						
No	Learning Outcomes	Contribution Level				
		1	2	3	4	5
LO1	Understand and explain the basic functions, roles, duties, and environments associated with being a marketer.					X
LO2	Understand and explain the basic principles and foundations of marketing research, strategic planning, marketing segmentation, and the development of the marketing strategies/marketing mix as they apply within a marketing plan.					X
LO3	Determine the viability of the success or failure of a marketing strategy through analysis, synthesis and evaluation of a marketing plan.					X
LO4	Discuss social responsibility and ethics as related to the marketing field.					X

Relationship Between Course Learning Outcomes and Program Competencies						
No	Program Competencies	Learning Outcomes				Total Effect (1-5)
		LO1	LO2	LO3	LO4	
1	Have advanced theoretical and up-to-date knowledge in discipline-specific areas such as international trade, finance, logistics, and general business and international business such as economics, marketing, management, accounting.	X	X	X	X	4
2	Evaluate, follow, absorb and transfer new information in the field of international trade.	X	X	X	X	4
3	Conduct market research, carry out projects and develop strategies for a business to open up to international markets.	X	X	X	X	4
4	Use knowledge of national and international trade law and legislation in the management of international commercial operation processes.					0
5	Work independently and within an organization, using the knowledge and skills acquired in the field and adopting continuous learning.	X	X	X	X	4
6	Have the ability to apply her theoretical knowledge in real life, with the experience she will gain through practice in departments such as marketing, accounting, foreign trade, finance, logistics.	X	X	X	X	4
7	Have the theoretical knowledge to carry out export, import, customs clearance, logistics, taxation and other international trade activities within the scope of global and regional commercial and economic organizations.		X	X		2
8	Can develop a business idea, commercialize the business idea, and design and manage their own venture using their entrepreneurial knowledge.	X	X	X	X	4
9	Using strategic, critical, innovative and analytical thinking skills, actively take part in the decision-making processes of the enterprise in the field of foreign trade and finance.	X				1
10	Act in accordance with ethical values, respectful to the environment, social and universal values in all activities it will carry out in its field.				X	1
11	Have the skills to follow up-to-date information at national and international level, to gather information about field, and to communicate with international institutions / organizations using her/him knowledge of English and a second foreign language of her choice.	X	X	X	X	4
12	Gain professional competencies to take charge in national and international businesses, public and private sector organizations	X	X			2

13	Can evaluate the problems and conflicts encountered in all areas related to international trade from different perspectives with a holistic approach and produce value-based solutions.	X	X	X		3
Total Effect						37

Policies and Procedures	
<p>Web page: https://www.ostimteknik.edu.tr/uluslararasi-ticaret-ve-finansman-bolumu-209 https://www.ostimteknik.edu.tr/international-trade-and-finance-232</p>	
<p>Exams: The exams aim at assessing various dimensions of learning: knowledge of concepts and theories and the ability to apply this knowledge to real-world phenomena, through analyzing the situation, distinguishing problems, and suggesting solutions. The written exams can be of two types, i.e. open-ended questions, which can also be in the form of problems or multiple-choice questions. The case could also be carried to the Dean's Office for additional disciplinary action.</p>	
<p>Assignments: Quizzes and Homework (Assignments) might be applicable. Scientific Research Ethics Rules are very important while preparing assignments. The students should be careful about citing any material used from outside sources and reference them appropriately.</p>	
<p>Missed exams: Any student missing an exam needs to bring an official medical report to be able to take a make-up exam. The medical report must be from a state hospital.</p>	
<p>Projects: Not applicable</p>	
<p>Attendance: Attendance requirements are announced at the beginning of the term. Students are usually expected to attend at least 70% of the classes during each term.</p>	
<p>Objections: If the student observes a material error in his/her grade, he/she has the right to place an objection to the Faculty or the Department. The claim is examined and the student is notified about its outcome.</p>	