

**OSTİM TECHNICAL UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES
DEPARTMENT OF MARKETING
COURSE SYLLABUS FORM**

| MAR 400 Graduation Project | | | | | | | |
|---------------------------------------|--------------------|---------------|--------------|--------------------|-------------------|---------------|-------------|
| Course Name | Course Code | Period | Hours | Application | Laboratory | Credit | ECTS |
| Graduation Project | MAR 400 | 8 | 10 | 10 | 0 | 5 | 8 |

| | |
|---|--|
| Language of Instruction | English |
| Course Status | Compulsory |
| Course Level | Bachelor |
| Learning and Teaching Techniques of the Course | Question-Answer, Problem Solving, Teamwork, Report Writing |

| Course Objective |
|---|
| Transdisciplinary project courses have proven to be valuable tools in preparing students for professional life. They do this by helping students to: 1) broaden their theoretical and empirical knowledge beyond their own disciplinary boundaries; 2) learn how to apply theoretical knowledge to ‘real world’ issues; 3) learn to communicate and cooperate across disciplines. |

| Learning Outcomes |
|---|
| On successful completion of this course, candidates should be able to: <ol style="list-style-type: none"> 1. Apply their theoretical knowledge to ‘real world’ issues 2. Evaluate existing literature and data and relate it to the project 3. Manage a group or personal project. 4. Improve writing skills such as self-editing, getting feedback, rewriting, mastering academic style 5. Broaden their horizons beyond their own discipline |

| Course Outline |
|---|
| In this course, each student prepares their project on a company basis, and the work is managed with company visits by the consultant lecturer. This course includes the project work process that will solve the company's problem. First each student will determine a topic that will be related with his/her company. The topic will be discussed with the advisor and mentor in the company. Then each student will submit progress report on monthly basis to his/her mentor and advisor. At the end of the semester, students are expected to present a report and make a presentation of their graduation project to the department jury. |
| Weekly Topics and Related Preparation Studies |

| Weeks | Topics | Preparation Studies |
|---|---|--|
| 1 | Orientation Week | <ul style="list-style-type: none"> – Observation of the workplace to determine the project topics – Identification of the problem |
| 2 | Submission of the project application form to the advisor | <ul style="list-style-type: none"> – Identification of the problem – Submission of the application form according to the department template |
| 3 | Working on the project | – Literature Review |
| 4 | Working on the project | <ul style="list-style-type: none"> – Determination of the Methodology together with data – Submission of the 1st progress report |
| 5 | Working on the project | – Data Collection |
| 6 | Working on the project | – Data Collection - Analysis |
| 7 | Working on the project | – Data Analysis |
| 8 | MIDTERM EXAM- Submission of the 2nd progress report | |
| 9 | Working on the project | – Progress Discussion with the mentor |
| 10 | Working on the project | – Revisions on Analysis and/or literature |
| 11 | Working on the project | – Writing the final report |
| 12 | Working on the project | – Writing the final report |
| 13 | Working on the project | – Writing the final report |
| 14 | Presentation of the projects to the Jury | – Prepare the presentation according to the template determined by department |
| 15 | Presentation of the projects to the Jury | – Prepare the presentation according to the template determined by department |
| 16 | FINAL EXAM- Submission of the final report | |
| Textbook (s)/References/Materials: | | |
| Textbook: No textbook required | | |
| Supplementary References: Eco, U. (1977). How to write a thesis? . The MIT Press | | |
| 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/Progress Reports | 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 | 10 | 160 |
| Laboratory | | | |
| Application | | | |
| Course-Specific Internship | | | |
| Field Study | | | |
| Study Time Out of Class | 16 | 4 | 64 |
| Presentation / Seminar Preparation | | | |
| Projects | | | |
| Reports | | | |
| Homework | 4 | 4 | 16 |
| Quizzes / Studio Review | | | |
| Preparation Time for Midterm Exam / Midterm Jury | 1 | 6 | 6 |
| Preparation Period for the Final Exam / General Jury | 1 | 6 | 6 |
| Total Workload/25 hours | | (252/25 = 10.08) | |
| ECTS | | 8 | |

| Relationship Between Course Learning Outcomes and Program Competencies | | | | | | |
|---|--|---------------------------|----------|----------|----------|----------|
| No | Learning Outcomes | Contribution Level | | | | |
| | | 1 | 2 | 3 | 4 | 5 |
| LO1 | Apply their theoretical knowledge to 'real world' issues | | | | | X |
| LO2 | Evaluate existing literature and data and relate it to the project | | | | | X |
| LO3 | Manage a group or personal project | | | | | X |
| LO4 | Improve writing skills such as self-editing, getting feedback, rewriting, mastering academic style | | | | | X |
| LO5 | Broaden their horizons beyond their own discipline | | | | | X |

| Relationship Between Course Learning Outcomes and Program Competencies | | | | | | | |
|--|---|-------------------|-----|-----|-----|-----|-------------------|
| No | Program Competencies | Learning Outcomes | | | | | Total Effect(1-5) |
| | | LO1 | LO2 | LO3 | LO4 | LO5 | |
| 1 | Understanding the formal and informal processes associated with a business structure. | X | X | X | X | X | 5 |
| 2 | Evaluate a business on the basis of all functional units. | X | X | X | X | X | 5 |
| 3 | To use analytical thinking effectively in the decisions taken for the problem solving process. | X | X | X | X | X | 5 |
| 4 | Having a vision of self-improvement and learning. | X | X | X | | X | 4 |
| 5 | To carry out all activities within this framework, equipped with ethics. | X | | X | | X | 3 |
| 6 | To analyze the cases encountered by doing research and studies individually and as a team within the organization. | X | X | X | | X | 4 |
| 7 | To convey his thoughts and suggestions at the level of knowledge and skills he has acquired in the field of marketing to the relevant people in writing and orally. | X | X | X | X | X | 5 |
| 8 | Developing effective and creative marketing mix strategies that will adapt to different market conditions and buyer types in national and international dimensions. | X | X | X | X | X | 5 |
| 9 | To have the ability to interpret and analyze data, to identify problems and to suggest solutions by using the knowledge acquired in the field of marketing. | X | X | X | X | X | 5 |
| 10 | To have sufficient awareness of the universality of social rights, social justice, quality and cultural values, environmental protection, occupational health and safety. | X | X | | X | X | 4 |
| 11 | Evaluate the knowledge and skills gained by the marketing education with a critical perspective within the framework of the practices in business life. | X | X | X | X | X | 5 |
| 12 | To follow and correctly interpret the current trends developing within the framework of marketing. | X | X | X | X | X | 5 |
| Total Effect | | | | | | | 60 |

| Policies and Procedures |
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| Web page: https://www.ostimteknik.edu.tr/marketing-1242 |
| 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. |
| 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. |
| 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. |
| Projects: Not applicable |
| 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. |
| 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. |