

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

IUL 151 Introduction to University Life							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECT S
Introduction to University Life	IUL 151	1	2	0	0	2	2

Language of Instruction	English
Course Status	Compulsory
Course Level	Bachelor
Learning and Teaching Techniques of the Course	Lecture, Question-Answer, Problem Solving, Computer Applications

Course Objective
<p>It is a course that aims to adapt to the new environment of the university in a pleasant way, consisting of various activities that will be offered in addition to academic studies, for our students to adapt to university life. These activities will support students as an active individual with programs that can help students to achieve their goals and contribute to their personal development. The course, which is focused on socio- cultural activities, aims to create an awareness about intellectual curiosity, cultural sensitivity and taking responsibility, by giving you a weekly break, and to improve students' vision as well as to educate them as a beneficial individual to the society and the world. In addition to these activities the course aims to make students become familiar to some basic knowledge and competence of being a graduate student.</p>

Learning Outcomes
<p>The students who succeeded in this course will be able;</p> <ol style="list-style-type: none"> 1. To maximize their learning outcomes regarding other courses 2. prepare them to be more employable after graduating 3. aware of the content of their departments 4. understand what kind of working environment is waiting for them Students will be given information and advice on how to 5. develop effective techniques for writing essays/other assignments 6. communicate in a proper way with their lecturers and classmates 7. manage effectively their time 8. reach academic and non-academic information and how to use it in a proper way 9. handle an academic research 10. contribute effectively to group work 11. develop presentation skills and 12. become aware of some social, cultural and academic facilities that may enhance their vision

Course Outline

In this course; First, students will be given information about the university level education in times of a global pandemic. Ice-breaking session will enable students to understand each other and share the experiences. New entrants to the university will be informed about how to be successful during their university level education. Tips of time management, following the courses, taking notes and preparation for the exams will be discussed. Then, students will be informed about different forms of knowledge including academic and non-academic knowledge. The necessities of making academic research including some information of methodology will be provided. Students will be advised form to do, to read, to see, to visit, to listen and to write lists that will include a visionary path for them which they should fulfill before graduation. Field experts of economics and international trade and finance will be invited to the online-class seminar to share their real-life experiences and advices to the students. Students will be assigned to watch some documentaries that will be discussed afterwards during the class. Students will be encouraged to visit some online museums worldwide, listen some inspiring speeches.

Weekly Topics and Related Preparation Studies

Weeks	Topics	Preparation Studies
1	Ice Breaking Session Introduction to the University Life Do you know our building? / Departments?	<ul style="list-style-type: none"> – Tell us about yourself (country, city, hobbies) Outline of the course, information about responsibilities – Expectations – Definition of the reaction paper How to use an elevator?
2	Academia College Success	<ul style="list-style-type: none"> – Reading Assignment: Article “College success” – Discussion about the article – Lecture and Discussion about forms of learning and studying – Class Activity (1): Writing an email – Post-Class Activity (2): Time management – (3) What is the museum card? Everyone should take one!
3	Movie Week	<ul style="list-style-type: none"> – The Emperor’s Club
4	Academic Learning & Research	<ul style="list-style-type: none"> – Definition Identifying academic and non-academic sources – Effective reading – Skill sets and note-taking methods – Citing and listing references – Plagiarism & Citing Tips
5	Documentary Week	<ul style="list-style-type: none"> – Guns, Germs and Steel

6	Seminar Week	
7	Exam techniques & preparing for Midterm week	<ul style="list-style-type: none"> – Class Lecture and Discussion over: Techniques for different styles of exams questions – Class Discussion about the documentary of Guns, Germs and Steel
8	MIDTERM EXAM	
9	Museum Week	<ul style="list-style-type: none"> – Pre-Class Assignment: Read the Articles/Chapters assigned about branding museums – Out-door Activity- Visit to İşbank Museum of Economic Independence
10	Documentary week	<ul style="list-style-type: none"> – Is Wal-Mart Good for America? – The Ascent of Money Class
11	Elderly Care Week	<ul style="list-style-type: none"> – Pre-Class Assignment: Read the Articles/Chapters assigned about elderly care – Class Activity: Discussion about articles in relation with the concepts of mercy and modesty and with the personal or community responsibilities towards the ones need of care. – Out-door Activity: Visiting (online option possible) an elderly care center
12	Animal Rights Week Movie	<ul style="list-style-type: none"> – Pre-Class Assignment: Read the Articles/Chapters assigned about animal rights – Hachi: A Dog's Tale (Hachiko: A Dog's Story) – Outdoor Activity Visiting (online option possible) visit an elderly care or animal care center!!
13	Presentation Skills	<ul style="list-style-type: none"> – What makes a successful presentation? Handling questions effectively Preparation vs Delivery – Post-Class Assignment: Prepare a poster to be presented in a national or international conference!!

14	Seminar Week	
15	Movie Week	– The Man Who Knew Infinity
16	FINAL EXAM	
Textbook(s)/References/Materials:		
<p>Putnam, A. L., Sungkhasettee, V. W., & Roediger III, H. L. (2016). Optimizing learning in college: tips from cognitive psychology. <i>Perspectives on Psychological Science</i>, 11(5), 652-660.</p> <p>Creative Commons Attribution., (2015), <i>College Success</i>, University Of Minnesota Libraries Publishing Edition</p> <p>Eco, U., (2015), <i>How to write a Thesis?</i>. The MIT Press.</p> <p>Yülek, M. A. (2018). <i>How Nations Succeed</i>. Palgrave Macmillan US.</p> <p>Bain, K. (2012). <i>What the best college students do</i>. Harvard University Press.</p> <p>McLean, F. (2012). <i>Marketing the museum</i>. Routledge.</p> <p>Rentschler, R. (2004). <i>Museum marketing: understanding different types of audiences</i>. <i>Arts marketing</i>, 139-158.</p> <p>Weyers, J., & McMillan, K. (2011). <i>How to write essays & assignments</i>. Pearson Education.</p> <p>Price, G.A., (2001). <i>Report of the Survey of Academic Study Skills at Southampton University</i>, Southampton, University of Southampton.</p> <p>Ramsay, P., Maier, P., Price, G., (2010). <i>Study skills for business and management students</i>. Longman, New York.</p> <p>McMillan, K., Weyers, J., (2011). <i>Study Skills for International Students</i>. Prentice Hall</p> <p>Cottrell, S. (2017). <i>Critical thinking skills: Effective analysis, argument and reflection</i>. Macmillan International Higher Education.</p> <p>Aysan, M. F., & Aysan, U. (2016). <i>Who Cares?: Elderly Care in Turkey</i>. <i>Economia & lavoro</i>, 50(3), 33-46.</p> <p>Chappell, N. L., & Funk, L. M. (2011). <i>Social support, caregiving, and aging</i>. <i>Canadian Journal on Aging/La Revue canadienne du vieillissement</i>, 30(3), 355-370.</p> <p>Kremer, M. (2005). <i>How welfare states care: Culture, gender and citizenship in Europe</i> (Doctoral dissertation, Utrecht University).</p> <p>GÜRLER, A. M., Melikoğlu, B., & Osmanağaoğlu, Ş. (2011). <i>A Historical evaluation of animal protection efforts of non-governmental organizations in Turkey</i>. <i>Kafkas Üniversitesi Veterinerlik Fakültesi Dergisi</i>, 17, 901-908.</p> <p>Greenebaum, J. (2009). "I'm Not an Activist!": Animal Rights vs. Animal Welfare in the Purebred Dog Rescue Movement. <i>Society & Animals</i>, 17(4), 289-304.</p> <p>https://sanalmuze.gov.tr/</p> <p>https://www.theguardian.com/travel/2020/mar/23/10-of-the-worlds-best-virtual-museum-and-art-gallery-tours</p> <p>https://library.bilkent.edu.tr/virtual-museums-exhibitions/</p> <p>https://www.louvre.fr/en/visites-en-ligne</p> <p>https://naturalhistory.si.edu/visit/virtual-tour</p> <p>https://www.belbin.com/about/belbin-team-roles/</p> <p>https://www.youtube.com/watch?v=lbl1gsls0Pg (for Guns, Germs and Steel)</p> <p>http://www.pbs.org/wnet/ascentofmoney/</p> <p>http://www.pbs.org/wgbh/pages/frontline/shows/walmart/</p>		

Assessment		
Studies	Number	Contribution margin (%)
Attendance		
Lab		
Class participation and performance		
Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical		
Homework		
Presentation		
Projects		
Report		
Seminar		
Midterm Exam/Midterm Jury	1	50
General Exam / Final Jury	1	50
Total		100
Success Grade Contribution of Semester Studies		50
Success Grade Contribution of End of Term		50
Total		100

ECTS / Workload Table			
Activities	Number	Duration (Hours)	Total Workload
Course hours (Including the exam week): 15 x total course hours)	16	2	32
Laboratory			
Application			
Course-Specific Internship (if any)			
Field Study			
Study Time Out of Class	16	1	16
Presentation / Seminar Preparation			
Projects			
Reports			
Homework			
Quizzes / Studio Review			
Preparation Time for Midterm Exams / Midterm Jury	1	6	6
Preparation Period for the Final Exam / General Jury	1	6	6
Total Workload		(60/25 =2,4)	60

Course' Contribution Level to Learning Outcomes						
Nu	Learning Outcomes	Contribution Level				
		1	2	3	4	5
LO1	Maximize students' learning outcomes regarding other courses					X
LO2	Prepare students to be more employable after graduating					X
LO3	Students become aware of the content of their departments					X
LO4	Students understand what kind of working environment is waiting for them					X
LO5	Students develop effective techniques for writing essays/other assignments					X
LO6	Students communicate in a proper way with their lecturers and classmates					X
LO7	Students reach academic and non-academic information and how to use it in a proper way					X
LO8	Students manage effectively their time				X	
LO9	Students handle an academic research				X	
LO10	Students contribute effectively to group work					X
LO11	Students develop presentation skills and					X
LO12	Students become aware of some social, cultural and academic facilities that may enhance their vision					X

Relationship Between Course Learning Outcomes and Program Competencies (Department of Marketing)								
Nu	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					2
2	Evaluate a business on the basis of all functional units.							
3	To use analytical thinking effectively in the decisions taken for the problem solving process.			X				3
4	Having a vision of self improvement and learning.				X			4
5	To carry out all activities within this framework, equipped with ethics.				X			4



6	To analyze the cases encountered by doing research and studies individually and as a team within the organization.			X				3
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.							
8	Developing effective and creative marketing mix strategies that will adapt to different market conditions and buyer types in national and international dimensions.							
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							
10	To have sufficient awareness of the universality of social rights, social justice, quality and cultural values, environmental protection, occupational health and safety.				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.							
12	To follow and correctly interpret the current trends developing within the framework of marketing.							
Total Effect								20

Policies and Procedures

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, ie. open-ended questions, which can also be in the form of problems or multiple-choice questions.

Assignments: 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.