

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

MAR 102 Principles of Marketing II							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECTS
Principles of Marketing II	MAR 102	1	3	0	0	3	7,5

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

Course Objective
This course provides students with an overview of the marketing function with an emphasis on creating value through marketing, market research, consumer behavior, pricing strategies, marketing channels, and various methods of promotion.

Learning Outcomes
<p>The students who participate in this course will be able;</p> <ul style="list-style-type: none"> – To understand the role of marketing within society and within an economic system. – To learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business. – To consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions. – To learn key marketing principles and terminology. Because this is a survey course, there is an emphasis on basic terminology and concepts. – To appreciate how a marketing perspective is important in your own personal and professional development.

Weekly Topics and Related Preparation Studies

****The course schedule may be revised at any time during the semester. Be sure to check announcements and your e-mails on a regular basis.***

Weeks	Topics
1	Overall Review: Creating Customer Value & Consumer Behavior
2	Market Segmentation, Target Marketing Strategies, Positioning
3	Principles of Strategic Branding / History of Branding
4	Brand Vision / Brand Contract / Brand Story / Brand Identity
5	Brand Elements / Brand Pyramid
6	Pricing Approaches and Pricing Strategies
7	Midterm Exam 1 (10 April 2023)
8	Creating Competitive Advantage & Promotional Strategies
9	Marketing Ethics & Social Responsibility
10	Green Marketing
11	Midterm Exam 2 (8 May 2023)
12	Guerilla Marketing
13	Conspicuous Consumption
14	Final Exam Review
15	Overall Review: Creating Customer Value & Consumer Behavior

Textbook(s)/References/Materials:

Text Book 1: “Marketing” by Hunt, Mello, Deitz, (2nd Ed.), McGraw Hill, 2018.

Text Book 2: “Basic Marketing” by Perreault, Cannon, McCarthy, (18th Ed), McGraw Hill.

Assessment		
Studies	Number	Contribution margin (%)
Continuity		
Lab		
Application		
Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical		
Homework		
Projects & Presentations		
Report		
Seminar		
Participation	1	10
Midterm Exams / Midterm Jury	2	40
General Exam / Final Jury	1	50
	Total	100
Success Grade Contribution of Semester Studies		60
Success Grade Contribution of End of Term		40
	Total	100

ECTS / Workload Table			
Activities	Number	Duration (Hours)	Total Workload
Course hours (Including the exam week: 14 x total course hours)	16	3	48
Case Study			
Application			
Course-Specific Internship			
Field Study			
Study Time Out of Class	16	5	80
Presentation / Seminar Preparation			
Projects			
Reports			
Assignment			
Quizzes / Studio Review			
Preparation Time for Midterm Exams / Midterm Jury	2	40	80
Preparation Period for the Final Exam / General Jury	1	20	20
Total Workload	(228/25= 9,12)		228

Relationship Between Course Learning Outcomes and Program Competencies						
No	Learning Outcomes	Contribution Level				
		1	2	3	4	5
LO1	To understand the role of marketing within society and within an economic system.					X
LO2	To learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business.					X
LO3	To consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.					X
LO4	To learn key marketing principles and terminology. Because this is a survey course, there is an emphasis on basic terminology and concepts.					X
LO5	To appreciate how a marketing perspective is important in your own personal and professional development.					X

Relationship Between Course Learning Outcomes and Program Competencies									
No	Program Competencies	Learning Outcomes						Total Effect (1-5)	
		LO1	LO 2	LO 3	LO 4	LO 5			
1	Understanding the formal and informal processes associated with a business structure	X		X					2
2	Evaluate a business on the basis of all functional units.		X	X		X			3
3	To use analytical thinking effectively in the decisions taken for the problem-solving process			X		X			2
4	Having a vision of self-improvement and learning	X	X	X	X	X			5
5	To carry out all activities within this framework, equipped with ethics.	X	X	X	X	X			5
6	To analyze the cases encountered by doing research and studies individually and as a team within the organization.								
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					3
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	X			5
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

Effect	Total			45
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Policies and Procedures

EXAMS: There will be 3 exams, two midterm exams and a final exam, worth 90 points in total, scheduled as noted on the course outline. The exam questions will be a combination of multiple choice and short essay. **There will be no make-up exams given unless you can provide a written doctor's excuse.** Any change in exam dates will be announced to the class well in advance.

CLASS PARTICIPATION AND ATTENDANCE: You will be asked to participate in classroom discussions of text material, as well as questions at the end of chapters and assigned exercises. Because of the amount of material we will be covering in the book and then applying to the real life projects, it is extremely important that you come to class prepared to participate and with the chapter read.

It is impossible to participate if you are not in class, so attendance is considered mandatory. Also, I will try to give class time for group work whenever possible, so it is important that you are present.

CLASSROOM DISCUSSIONS / EXERCISES: There are exercises and case discussions that I will be assigning throughout the term. You are expected to come to class with these exercises completed. Periodically I will collect these exercises for grading. There is no makeup if they are not completed at the time of collection or if you were not in class.

ACADEMIC AND PROFESSIONAL INTEGRITY: Just a final note to let you know that as a student at Ostim Tech University you have agreed to abide by the Honor Code. Consequences for cheating, plagiarism, breach of confidentiality, etc., range from failing the assignment involved to failing the class, depending on the situation.

