

**OSTİM TECHNICAL UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES
MANAGEMENT INFORMATION SYSTEMS DEPARTMENT
COURSE SYLLABUS FORM**

MAR 100 Marketing Principles I							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECTS
Marketing Principles	MAR 100	2	3	0	0	3	5

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

Course Objective
<p>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. This course will help you to develop a better appreciation and understanding of the role of marketing in a business organization specifically, and in our society at large. And also, enhance students' knowledge about marketing theories, principles, strategies and concepts and how they are applied, provide opportunities to analyze marketing activities within the firm.</p>

Learning Outcomes
<p>The students who become successful in this course will be able;</p> <ol style="list-style-type: none"> 1. to define and explain core marketing terms and concepts, 2. to learn an understand marketing mix and how it is used. 3. to learn basic principles of marketing, 4. to explain and describe influences on consumer behavior and the buyer's decision process. 5. to analysis the factors which effect the marketing management, 6. to analysis micro and macro factors which effect the marketing environment, to analysis customer behavior.

Course Outline

The course starts with basic concepts of marketing and continues creating customer value and engagement. followed company and marketing strategy: partnering to build customer engagement, value, and relationships. It continues analyzing the marketing environment, managing marketing information to gain customer insights, consumer markets and buyer behavior, business markets and business buyer behavior, customer value-driven marketing strategy: creating value for target customers, products, services, and brands: building customer value. after the midterm exam, first developing new products and managing the product life cycle, pricing and pricing strategies, marketing channels, retailing and wholesaling, engaging consumers and communicating customer value, advertising and public relations

Weekly Topics and Related Preparation Studies

Weeks	Topics	Preparation Studies
1	Marketing: Creating Customer Value and Engagement (Kotler, P. & Armstrong, G., Chap.1) Company and Marketing Strategy: Partnering to Build Customer engagement, Value, and relationships (Kotler, P. & Armstrong, G., Chap.2)	What Is Marketing? Understanding the Marketplace and Customer Needs Designing a Customer Value-Driven Marketing Strategy and Plan Managing Customer Relationships and Capturing Customer Value The Changing Marketing Landscape Company-Wide Strategic Planning: Defining Marketing's Role Designing the Business Portfolio Planning Marketing: Partnering to Build Customer Relationships Marketing Strategy and the Marketing Mix Managing the Marketing Effort and Marketing Return on Investment
2	Analyzing the Marketing Environment (Kotler, P. & Armstrong, G., Chap.3)	The Microenvironment and Macroenvironment The Demographic and Economic Environments The Natural and Technological Environments The Political-Social and Cultural Environments

		Responding to the Marketing Environment
3	Managing Marketing Information to Gain Customer Insights Kotler, P. & Armstrong, G., Chap.4)	Marketing Information and Customer Insights Assessing Information Needs and Developing Data Marketing Research Analyzing and Using Marketing Information
4	Consumer Markets and Buyer Behavior and Business Markets and Business Buyer Behavior (Kotler, P. & Armstrong, G., Chap.5-6)	Model of Consumer Behavior Characteristics Affecting Consumer Behavior Buying Decision Behavior and the Buyer Decision Process The Buyer Decision Process for New Products Business Markets Business Buyer Behavior 190 The Business Buyer Decision Process Engaging Business Buyers with Digital and Social Marketing Institutional and Government Markets
5	Customer Value–Driven Marketing Strategy: Creating Value for Target Customers and Products, Services, and Brands: Building Customer Value (Kotler, P. & Armstrong, G., Chap.7-8)	Marketing Strategy Market Segmentation Market Targeting Differentiation and Positioning What Is a Product? Product and Service Decisions Services Marketing Branding Strategy: Building Strong Brands
6	Developing New Products and Managing the Product Life Cycle and Pricing: Understanding and Capturing Customer Value (Kotler, P. & Armstrong, G., Chap.9-10)	New Product Development Strategy The New Product Development Process Product Life-Cycle Strategies Additional Product and Service Considerations What Is a Price? Major Pricing Strategies Other Internal and External Considerations Affecting Price Decisions
7	Pricing Strategies: Additional Considerations and Marketing Channels: Delivering Customer Value (Kotler, P. & Armstrong,	New Product Pricing Strategies Product Mix Pricing Strategies Price Adjustment Strategies

	G., Chap.11-12)	Price Changes Public Policy and Pricing Supply Chains and the Value Delivery Network Channel Behavior and Organization Channel Design Decisions Channel Management Decisions Marketing Logistics and Supply
8	MIDTERM EXAM	
9	Retailing and Wholesaling and Engaging Consumers and Communicating Customer Value: Integrated Marketing Communication Strategy (Kotler, P. & Armstrong, G., Chap.13-14)	Retailing Retailer Marketing Decisions Retailing Trends and Developments Wholesaling The Promotion Mix Integrated Marketing Communications Developing Effective Marketing Communication Setting the Total Promotion Budget and Mix
10	Advertising and Public Relations (Kotler, P. & Armstrong, G., Chap.15)	Advertising Major Advertising Decisions Public Relations Major Public Relations Tools
11	Personal Selling and Sales promotion (Kotler, P. & Armstrong, G., Chap.16)	Personal Selling Managing the Sales Force The Personal Selling Process Sales Promotion
12	Direct, Online, Social Media, and Mobile Marketing (Kotler, P. & Armstrong, G., Chap.17)	Direct and Digital Marketing Forms of Direct and Digital Marketing Social Media Marketing Traditional Direct Marketing Forms
13	Creating Competitive advantage (Kotler, P. & Armstrong, G., Chap.18)	Competitor Analysis Competitive Strategies Balancing Customer and Competitor Orientations
14	The Global Marketplace (Kotler, P. & Armstrong, G., Chap.19)	Global Marketing Today Deciding How to Enter the Market Deciding on the Global Marketing Program Product Promotion Price Distribution Channels Deciding on the Global Marketing Organization

15	Sustainable Marketing: Social responsibility and ethics (Kotler, P. & Armstrong, G., Chap.20)	Sustainable Marketing Social Criticisms of Marketing Consumer Actions to Promote Sustainable Marketing Business Actions Toward Sustainable Marketing Marketing Ethics
16	FINAL EXAM	

Textbook(s)/References/Materials:	
Textbook:	<ul style="list-style-type: none"> Kotler, P. & Armstrong, G. (2010). Principles of Marketing. Pearson Education.
Supplementary References:	<ul style="list-style-type: none"> Lloyd C, Harris Philip Kotler, Gary Armstrong, Hongwei He, (2020) Principles of Marketing , Eight European Edition, Pearson.
Other Materials:	

Assessment		
Studies	Number	Contribution margin (%)
Attendance		
Lab		
Class participation and performance	1	10
Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical		
Homework	2	10
Presentation	2	10
Projects		
Report		
Seminar	1	10
Midterm Exam/Midterm Jury	1	20
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): 16 x totalcourse hours)	16	3	48
Laboratory			
Application			
Course-Specific Internship (if any)			
Field Study			
Study Time Out of Class	16	3	48
Presentation / Seminar Preparation	2	5	10
Projects			
Reports			
Homework	2	8	16
Quizzes / Studio Review			
Preparation Time for Midterm Exams / Midterm Jury	1	20	20
Preparation Period for the Final Exam / General Jury	1	20	20
Total Workload		(162/30 = 5,40)	162

Course' Contribution Level to Learning Outcomes						
Nu	Learning Outcomes	Contribution Level				
		1	2	3	4	5
LO1	to define and explain core marketing terms and concepts,					X
LO2	to learn an understand marketing mix and how it is used.					X
LO3	to learn basic principles of marketing,					X
LO4	to explain and describe influences on consumer behavior and the buyer's decision process					X
LO5	to analysis the factors which effect the marketing management					X
LO6	to analysis micro and macro factors which effect the marketing environment,					X

Relationship Between Course Learning Outcomes and Program Competencies (Department of Management Information Systems)									
Nu	Program Competencies	Learning Outcomes							Total Effect (1-5)
		LO1	LO2	LO3	LO4	LO5	LO6	LO7	
1	Recognize and distinguish the basic concepts such as data, information, and knowledge in the field of Management Information Systems and know the processes to be followed for data acquisition, storage, updating, and security.								
2	Develop and manage databases suitable for collecting, storing, and updating data.								
3	As a result of his/her ability to think algorithmically, and easily find solutions to problems concerning basic business functions.								
4	Learn programming logic, and have information about current programming languages.								
5	Be able to use up-to-date programming languages.								
6	Be able to take part in teamwork or lead a team using knowledge of project management processes.								
7	Know ethical and legal rules, and use professional field knowledge within the scope of ethical and legal rules.								
8	Know the fundamental areas of business administration namely management and organization, production, finance, marketing, numerical methods, accounting, etc., and have the knowledge and skills to work in-depth in at least one of them.	X	X	X	X	X	X	X	5
9	Be able to solve the problems encountered in the field of internet programming by designing web applications.								
10	Develop and manage logistics and supply chain management activities								
11	Adapt his/her theoretical knowledge and the experience he/she will gain through practice at the departments of businesses such as information technologies, R&D, and management to real life.	X	X	X	X	X	X	X	5
12	Be able to develop strategies that will provide a competitive advantage with his/her advanced knowledge of management strategies and management	X	X	X	X	X	X	X	5

	functions.								
13	Develop a business idea, commercialize the business idea, and design and manage his/her venture using entrepreneurial knowledge.								
14	By using English effectively, they can follow, read, write, speak and communicate universal information in the field of management information systems in a foreign language with professional competence.								
Total Effect									15

Policies and Procedures
Web page: https://www.ostimteknik.edu.tr/management-information-systems-english-1241/915
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: 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.
Projects: A group project with teamwork is welcome.
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.