

**COURSE RECORD**

|                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Code              | <b>BA 203</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Name              | <b>Marketing Management</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Hour per week     | 3 (3+ 0)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Credit            | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| ECTS              | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Level/Year        | Undergraduate/2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Type              | Compulsory                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Prerequisites     | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Description       | This course provides students with a practical understanding of marketing management concepts and tools essential for effective decision-making. It emphasizes strategic planning, market research, consumer behavior, segmentation, targeting, and positioning. Students examine the development and management of the marketing mix—product, price, place, and promotion—with special attention to digital channels such as social media and internet marketing. By applying concepts to real-world scenarios, students explore marketing practices across consumer, B2B, and nonprofit contexts. |
| Objectives        | Understanding the role of marketing within business functions.<br>Identifying how to apply the marketing mix to meet organizational goals.<br>Recognizing key concepts in market research, strategy, and planning.<br>Developing strategic marketing campaigns through practical applications.                                                                                                                                                                                                                                                                                                      |
| Learning Outcomes | <i>By the end of the course, the student will be able to</i><br>LO1. Explain the concept of marketing and how it integrates with other business functions.<br>LO2. Apply the marketing mix components effectively to achieve business objectives.<br>LO3. Analyze market data to develop marketing strategies.<br>LO4. Design a comprehensive marketing campaign considering strategic and tactical elements.                                                                                                                                                                                       |

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

|     | P01 | P02 | P03 | P04 | P05 | P06 | P07 | P08 | P09 | P010 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| L01 | 5   | 2   | 1   | 1   | 1   | 2   | 3   | 2   | 2   | 3    |
| L02 | 4   | 2   | 1   | 1   | 1   | 2   | 3   | 3   | 2   | 3    |
| L03 | 3   | 5   | 2   | 1   | 1   | 1   | 2   | 2   | 2   | 3    |
| L04 | 4   | 3   | 2   | 2   | 2   | 2   | 3   | 4   | 2   | 4    |

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**CONTRIBUTION TO INSTITUTIONAL LEARNING OUTCOMES\***

|     | IL01 | IL02 | IL03 | IL04 | IL05 | IL06 | IL07 |
|-----|------|------|------|------|------|------|------|
| L01 | 5    | 3    | 3    | 2    | 2    | 3    | 3    |
| L02 | 4    | 3    | 3    | 2    | 2    | 3    | 2    |
| L03 | 4    | 4    | 2    | 2    | 2    | 3    | 2    |
| L04 | 5    | 4    | 3    | 2    | 3    | 3    | 3    |

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

| Topic                                         | Outcomes      |
|-----------------------------------------------|---------------|
| Introduction: Course introduction             | L01, L02, L03 |
| Consumer Behavior and Business Buyer Behavior | L02, L03, L04 |
| Marketing Metrics                             | L01, L03      |
| Analyzing the Marketing Environment           | L03, L04      |
| Customer Segmentation and Targeting           | L03, L04      |
| Marketing Channels: Delivering Customer Value | L02, L03, L04 |
| Integrated Marketing Communication Strategy   | L02, L03, L04 |

|                                  |               |
|----------------------------------|---------------|
| Advertising and Public Relations | L02, L03, L04 |
| The Global Marketplace           | L02, L03, L04 |

**DERS BİLGİLERİ**

|                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Kodu           | <b>BA 203</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| İsmi           | <b>Pazarlama Yönetimi</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Haftalık Saati | 3 (3 + 0)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Kredi          | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| AKTS           | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Seviye/Yıl     | Lisans/2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Dersin Dili    | İngilizce                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Tip            | Zorunlu                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Ön Şart        | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| İçerik         | <p>Bu ders, öğrencilere etkili karar verme süreçlerinde gerekli olan pazarlama yönetimi kavramları ve araçları hakkında uygulamalı bir anlayış kazandırmayı amaçlamaktadır. Stratejik planlama, pazar araştırması, tüketici davranışı, pazar bölümlendirme, hedefleme ve konumlandırma gibi temel konulara odaklanır. Öğrenciler, ürün, fiyat, dağıtım ve tutundurmada oluşan pazarlama karmaşasının geliştirilmesi ve yönetimini inceler; özellikle sosyal medya ve internet pazarlaması gibi dijital kanallar üzerinde durulur. Kavramları gerçek dünyadaki senaryolara uygulayarak, öğrenciler bireysel tüketici, işletmeden işletmeye (B2B) ve kâr amacı gütmeyen kuruluşlar için pazarlama uygulamalarını keşfederler.</p> |