

COURSE RECORD

Code	BA 328
Name	Business Model Planning 2
Hour per week	1 (0 + 1)
Credit	1
ECTS	2
Level/Year	Undergraduate/3
Type	Compulsory
Prerequisites	BA 313
Description	Business Model Planning II is a practice-driven course that builds on the foundations of Business Model Planning I. It emphasizes the integration of strategic marketing tools into entrepreneurial planning. Students engage in activities such as formulating marketing plans, leveraging marketing mix elements, and applying digital marketing techniques. Through lectures, fieldwork, presentations, and feedback, the course empowers students to translate marketing concepts into actionable strategies aligned with innovative business models.
Objectives	Developing a strategic perspective on integrated marketing communication in the context of business model innovation. Applying marketing mix elements to design effective strategies for entrepreneurial projects. Formulating detailed marketing plans aligned with business model goals. Enhancing analytical and practical competencies through research and reflective presentations.
Learning Outcomes	By the end of the course, the student will be able to LO1. Analyze market segmentation strategies and justify target market selections aligned with business objectives. LO2. Construct a comprehensive marketing plan within a business model framework. LO3. Evaluate promotional tools and their strategic roles in the marketing mix. LO4. Appraise digital marketing channels and tactics to improve business model impact and outreach.

CONTRIBUTION TO PROGRAMME OUTCOMES*

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
LO1	4	4	2	3	4	4	2	3	2	3
LO2	5	3	3	3	4	4	3	4	2	4
LO3	4	3	2	2	4	4	3	3	2	3
LO4	4	3	2	2	4	4	3	4	3	4

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

CONTRIBUTION TO INSTITUTIONAL LEARNING OUTCOMES*

	ILO1	ILO2	ILO3	ILO4	ILO5	ILO6	ILO7
LO1	4	4	2	2	3	3	2
LO2	5	4	2	2	3	3	2
LO3	4	4	2	2	2	3	2
LO4	4	4	3	3	2	3	2

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

COURSE CONTENT DETAILS

W	Topic	Outcomes
1	Integrated marketing communications	LO2, LO3
2	Segmentation and targeting	LO1, LO4
3	Creating a marketing plan	LO1, LO2
4	Advertising campaign management	LO2, LO3, LO4

DERS BİLGİLERİ

Kodu	BA 328
İsmi	İş Modeli Planlaması 2
Haftalık Saati	1 (0 + 1)
Kredi	1
AKTS	3
Seviye/Yıl	Lisans /3
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	BA 313
İçerik	Business Model Planning II, Business Model Planning I dersinde edinilen temeller üzerine kurulu uygulama odaklı bir derstir. Girişimcilik planlamasında stratejik pazarlama araçlarının entegrasyonuna odaklanır. Öğrenciler pazarlama planları oluşturma, pazarlama karması unsurlarını kullanma ve dijital pazarlama tekniklerini uygulayarak alandaki bilgilerini genişletir. Ders, öğrencilere pazarlama kavramlarını yenilikçi iş modellerine uyarlanabilir stratejilere dönüştürme becerisi kazandırır.