

COURSE RECORD

Code	BA 461
Name	SME Marketing
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate/3-4
Type	Elective
Prerequisites	-
Description	This course provides an in-depth exploration of marketing within the context of Small and Medium-Sized Enterprises (SMEs). Emphasizing the intersection between entrepreneurship and marketing, it introduces students to the unique characteristics, challenges, and strategic decision-making processes specific to SMEs. Students will engage with contemporary topics such as entrepreneurial marketing, corporate and CEO branding, digital and relationship marketing, and SME-specific constraints. Through real-life case studies and academic literature, the course aims to develop students' ability to apply theoretical insights to practical scenarios in SME environments.
Objectives	Introducing the concept of SME marketing by outlining its unique characteristics and strategic relevance in entrepreneurial contexts. Providing comprehensive definitions of entrepreneurial marketing, CEO branding, corporate branding, digital marketing, and relationship marketing, emphasizing their roles in SME environments. Equipping students with a foundational understanding of the specific characteristics and operational constraints.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Explain the fundamental principles and practices of SME marketing. LO2. Distinguish between entrepreneurial marketing, CEO branding, corporate branding, digital marketing, and relationship marketing. LO3. Explain the structural characteristics and constraints of SMEs. LO4. Analyze the decision-making process within SMEs. LO5. Apply theoretical knowledge to real-world SME marketing practices and cases. LO6. Evaluate academic literature related to SME marketing concepts and practices.

CONTRIBUTION TO PROGRAMME OUTCOMES*

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
LO1	4	3	0	1	2	3	3	4	2	3
LO2	4	3	0	0	1	3	3	4	2	3
LO3	3	2	3	0	0	2	2	2	4	3
LO4	3	3	4	1	0	2	2	3	3	4
LO5	4	4	2	3	2	3	4	4	3	4
LO6	3	5	1	0	1	4	2	2	3	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
LO1	4	3	2	2	1	3	2
LO2	4	3	2	2	1	3	2
LO3	4	3	3	2	2	2	2
LO4	5	4	3	2	2	2	2
LO5	5	5	2	2	2	4	3
LO6	4	4	2	1	3	4	3

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

COURSE CONTENT DETAILS

Topics	Outcomes
Marketing, entrepreneurship and SMEs	L01, L02, L03
Entrepreneurial Marketing	L01, L02
CEO Branding	L01, L02
Management in SMEs	L03, L04, L05
Marketing in the context of SMEs	L03, L04, L05
Decision Making for SMEs	L04, L05, L06
Marketing and Management Competencies	L04, L05, L06
Corporate branding in SME context	L03, L04, L05
Relationship Marketing	L03, L04, L05
Entrepreneurial Marketing Plan	L04, L05, L06
Digital Marketing for SMEs.	L04, L05, L06

DERS BİLGİLERİ

Kodu	BA 461
İsmi	KOBİ Pazarlaması
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/3-4
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Bu ders, Küçük ve Orta Ölçekli İşletmeler (KOBİ'ler) bağlamında pazarlamayı derinlemesine incelemektedir. Girişimcilik ve pazarlama kesişimine odaklanarak, öğrencileri KOBİ'lere özgü nitelikler, zorluklar ve stratejik karar alma süreçleriyle tanıştır. Girişimsel pazarlama, kurumsal ve CEO markalaşması, dijital ve ilişkisel pazarlama gibi güncel konular, gerçek yaşam örnekleri ve akademik literatürle desteklenerek ele alınır. Ders, öğrencilerin kuramsal bilgileri KOBİ ortamlarında uygulama yetkinliğini geliştirmeyi amaçlamaktadır.