

COURSE RECORD

Code	BA 471
Name	Principles of Marketing for Non-Business Majors
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate/3-4
Type	Elective
Prerequisites	-
Description	This course introduces non-business students to core marketing concepts and strategic principles. It develops a marketing mindset by providing analytical tools and frameworks to understand customer needs, create value, and support organizational goals. Key topics include consumer behavior, segmentation, positioning, product development, pricing, distribution, and promotion. Through real-world examples and digital applications, students explore how marketing strategies are formulated and implemented. The course balances theory and practice to address contemporary marketing challenges.
Objectives	Developing an understanding of key marketing concepts and their role in creating customer value and competitive advantage. Examining market segmentation, targeting, and positioning strategies to identify and serve diverse customer needs. Analyzing the components of the marketing mix (product, price, place, promotion) and their strategic integration. Applying marketing research techniques to generate consumer insights and support evidence-based decision-making.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> L01. Demonstrate an understanding of key marketing concepts, including market segmentation, targeting, and positioning. L02. Analyze the strategic role of the marketing mix elements (product, price, place, promotion) in delivering customer value. L03. Apply marketing research techniques to assess consumer behavior and support decision-making. L04. Develop integrated marketing strategies tailored to dynamic market conditions and competitive environments. L05. Evaluate the effectiveness of marketing campaigns and distribution channels in achieving business objectives.

CONTRIBUTION TO PROGRAMME OUTCOMES*

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	5	4	4	0	0	1	4	4	4	4
L02	5	5	5	5	5	1	3	3	3	3
L03	5	5	5	5	4	1	3	3	3	3
L04	5	5	5	5	5	4	2	2	2	2
L05	5	5	5	3	5	4	2	2	2	2

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

CONTRIBUTION TO INSTITUTIONAL LEARNING OUTCOMES*

	IO1	IO2	IO3	IO4	IO5	IO6	IO7
L01	4	2	2	2	2	5	3
L02	3	3	2	5	2	5	3
L03	3	3	2	5	4	5	4
L04	4	4	2	4	4	5	5
L05	4	5	5	5	4	5	5

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

COURSE CONTENT DETAILS

Topics	Outcomes
Marketing Concepts	L01, L02, L03
Analyzing the Marketing Environment	L01, L02, L03
Segmentation, Targeting and Positioning	L01, L02, L03
Marketing mix elements (product, price, place, promotion)	L02, L03, L05
Integrated Marketing Communication	L03, L04, L05

DERS BİLGİLERİ

Kodu	BA 471
İsmi	İşletme Dışı Bölümler İçin Pazarlama İlkeleri
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/3-4
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Bu ders, işletme dışı bölümlerden gelen öğrencilere temel pazarlama kavramlarını ve stratejik ilkeleri tanıtmaktadır. Öğrencilere müşteri ihtiyaçlarını anlama, değer yaratma ve kurumsal hedefleri destekleme konusunda gerekli analiz araçları ve çerçeveler sunularak pazarlama bakış açısı kazandırılır. Tüketici davranışı, pazar bölümlendirme, konumlandırma, ürün geliştirme, fiyatlandırma, dağıtım ve tutundurma gibi konular ele alınır. Gerçek dünya örnekleri ve dijital uygulamalar yoluyla öğrenciler, pazarlama stratejilerinin nasıl oluşturulduğunu ve uygulandığını öğrenir. Ders, kuramsal temeller ile pratik uygulamaları dengeli biçimde sunmaktadır.