

COURSE RECORD

Code	BA 203
Name	Marketing Management
Hour per week	3 (3+ 0)
Credit	3
ECTS	5
Level/Year	Undergraduate
Semester	Fall
Type	Compulsory
Prerequisites	-
Description	This course introduces practical marketing management to improve students' ability to make effective marketing decisions, covering assessing marketing opportunities and developing marketing strategies and implementation plans. Course topics include market-oriented strategic planning, marketing research, consumer behavior, target market selection, competitive positioning, product and service planning and management, pricing, distribution, and integrated communications, including advertising, public relations, internet marketing, social media, and sales promotions. Through a combination of different tools, the course applies marketing topics to consumer and business-to-business products, services, and nonprofit organizations.
Objectives	Understand the role of marketing how it related to other business functions Identify how to apply marketing mix elements to achieve business objectives Identify market research, marketing strategy and marketing plan Develop and apply marketing campaign.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1: Explain the concept of marketing and marketing operations including the different areas and role of marketing. LO2: Identify how to use marketing mix elements to achieve business objectives LO3: Provide knowledge of market research, marketing strategy and marketing plan LO4: Provide knowledge of developing marketing campaign.

CONTRIBUTION TO PROGRAMME OUTCOMES*

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
LO1	5	4	5	0	0	1	4	0	0	0
LO2	5	4	5	5	0	1	0	0	0	0
LO3	5	4	5	0	0	1	0	0	0	0
LO4	5	4	2	5	0	1	0	0	0	0

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

COURSE CONTENT DETAILS

W	Topic	Outcomes
1	Introduction: Course introduction	LO1, LO2, LO3, LO4
2	Consumer Behavior and Business Buyer Behavior	LO1, LO2, LO3, LO4
3	Marketing Metrics	LO1, LO3, LO4
4	Analyzing the Marketing Environment	LO3, LO4,
5	Customer Segmentation and Targeting	LO3, LO4
6	Products, Services, and Brands: Building Customer Value Developing New Products and Managing the Product Lifecycle	LO2, LO3, LO4
7	Midterm exam	

8	LFW	
9	Marketing Channels: Delivering Customer Value	L02, L03, L04
10	Integrated Marketing Communication Strategy	L02, L03, L04
11	Advertising and Public Relations	L02, L03, L04
12	The Global Marketplace and Group Presentations	L02, L03, L04
13	Interviewing	L02, L03, L04
14	Final Exam	L02, L03, L04

DERS BİLGİLERİ

Kodu	BA 203
İsmi	Pazarlama Yönetimi
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans
Dönem	Güz
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	Yok
İçerik	Bu ders, öğrencilerin pazar fırsatlarını değerlendirmeyi, pazarlama stratejileri planlarını geliştirmeyi ve etkili pazarlama kararları alma becerisini geliştirmek için düzenlenmiştir. Ders konuları pazar odaklı stratejik planlama, pazarlama araştırması, tüketici davranışı, hedef pazar seçimi, rekabetçi konumlandırma, ürün ve hizmet planlama ve yönetimi, fiyatlandırma, dağıtım ve reklamcılık, halkla ilişkiler, internet pazarlaması, sosyal medya ve satış promosyonu olarak belirlenmiştir. Farklı yöntemler kullanılarak ders, pazarlama konularını işletmeden tüketiciye ve işletmeden işletmeye ürün, hizmet ve kar amacı gütmeyen kuruluşlara uygulanacaktır.