

**COURSE RECORD**

Code	<b>BA 436</b>
Name	<b>Non-Market Strategy</b>
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate / 3-4
Semester	Spring
Type	Elective
Prerequisites	-
Description	This course provides fundamental knowledge and skills for understanding the nonbusiness environment within which businesses operate. This course also aims at equipping the students with the capability of analyzing non-business factors such as political lobbying, social activism, corporate social responsibility demands and political crises. The course will include case study analyzes and employs active learning methods in which students will apply their knowledge into real world cases.
Objectives	Introducing students to the formal and informal rules governing the competition Teaching students the pressures in the market that are beyond economic logic Allowing students to analyze cases that will eventually improve their understanding of marketing strategy
Learning Outcomes	<i>By the end of the course, the student will be able to</i>  LO1: Learning to identify the political and cultural setting in which businesses operate LO2: Learning to identify non-market groups and their influence in the market. LO3: Learning to utilize analytical and problem solving skills appropriate to forming non-market strategies LO4: Learning to analyze non-market environments for different sectors and companies at the global scale

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
L01	1	1	5	0	1	1	4	5	1	0
L02	1	1	4	0	1	1	4	4	1	0
L03	1	4	3	0	1	1	2	2	1	0
L04	1	1	5	0	1	1	2	2	1	0

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

**COURSE CONTENT DETAILS**

<b>Topics</b>	<b>Outcomes</b>
Public Relations and Companies	L01, L02, L04
Stakeholders and Business environment	L01, L02, L04
Political Landscape of Business	L01, L04
Managing Scandals in Business Environment	L01
Public Pressure on Companies and Reputations Risks	L01, L04
Politics of Nationalism in Business Environment	L01, L04
Business Lobbying and Public Policy	L01, L04

**DERS BİLGİLERİ**

Kodu	<b>BA 436</b>
İsmi	<b>Pazar Dışı Strateji</b>
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	
İçerik	Bu ders, işletmelerin faaliyet gösterdiği piyasa dışı çevreyi anlamak için temel bilgi ve becerileri sağlar Bu ders öğrencilere politik lobcilik, sosyal aktivizm, kurumsal sosyal sorumluluk talepleri ve siyasi krizler gibi ticari olmayan faktörlerin şirket stratejisine etkisini analiz etme yeteneği kazandırmayı amaçlamaktadır Bu ders, öğrencilere şirketlerin pazar dışı stratejilerini genel kurumsal stratejilerine nasıl entegre ettiklerini öğretmeyi amaçlamaktadır. Ders, vaka analizlerini içerecek ve öğrencilerin bilgilerini gerçek dünyadaki durumlara uygulayacakları aktif öğrenme yöntemlerini kullanacaktır.