

COURSE RECORD

Code	BA 461
Name	SME Marketing
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate
Semester	Fall
Type	Elective
Prerequisites	-
Description	This course aims to offer a deeper understanding of SME marketing. It is aimed to understand the relationship between entrepreneurship and marketing for Small and Medium-Sized Enterprises. This course strongly supports the knowledge of future entrepreneurs by offering them vital perspectives, conceptualizations and practices with real-life examples. The course covers the following contents; entrepreneurial marketing, marketing and management of SMEs, constraints and competencies of SMEs, the model of the decision-making process for SMEs, corporate branding in SME context.
Objectives	Introduce SME marketing concept Provide definitions of the entrepreneurial marketing, CEO branding, corporate branding, digital and relationship marketing Provide knowledge of the characteristics and constraints of SMEs. Provide the student with the necessary background the decision-making process of SMEs.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1: Demonstrate knowledge about SME marketing. LO2: Explain definitions of the entrepreneurial marketing, CEO branding, corporate branding, digital and relationship marketing. LO3: Demonstrate knowledge about the characteristics and constraints of SMEs. LO4: Demonstrate knowledge about the decision-making process of SMEs. LO5: Be able to implement course material to real-life examples. LO6: Analyze and evaluate the academic papers related to course material.

CONTRIBUTION TO PROGRAMME OUTCOMES*

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	5	5	5	4	4	3	2	2	2	2
L02	5	5	4	4	5	3	2	2	1	2
L03	5	2	5	5	2	3	2	2	2	2
L04	5	4	4	4	5	3	2	2	1	2
L05	4	4	2	2	5	3	5	2	1	2
L06	4	4	4	4	4	5	2	2	1	2

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

COURSE CONTENT DETAILS

W	Topic	Outcomes
1	Marketing, entrepreneurship and SMEs	L01, L02, L03, L04, L05, L06
2	Entrepreneurial Marketing	L01, L02, L05, L06
3	CEO Branding	L01, L02, L05, L06
4	Management in SMEs	L03, L04, L05, L06
5	Marketing in the context of SMEs	L03, L04, L05, L06

6	Midterm exam	
7	LFW Marketing Constrains of SMEs	L03, L04, L05, L06
8	Decision Making for SMEs	L04, L05, L06
9	Marketing and Management Competencies	L02, L03, L05, L06
10	Corporate branding in SME context	L02, L05, L06
11	Relationship Marketing	L02, L05, L06
12	Entrepreneurial Marketing Plan	L01, L02, L03, L05, L06
13	Digital Marketing for SMEs.	L01, L02, L03, L05, L06
14	Final Exam	

DERS BİLGİLERİ

Kodu	BA 461
İsmi	KOBİ Pazarlaması
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans
Dönem	Güz
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	
İçerik	Bu ders, KOBİ pazarlaması hakkında daha derin bir anlayış sunmayı amaçlamaktadır. Bu derste Küçük ve Orta Ölçekli İşletmeler için girişimcilik ve pazarlama arasındaki ilişkinin anlaşılması amaçlanmaktadır. Bu ders, gelecekteki girişimcilere, önemli perspektifleri, kavramları ve uygulamaları gerçek hayattan örnekler ile sunar. Dersin kapsamındaki konular; girişimci pazarlama, KOBİ'lerin pazarlanması ve yönetimi, KOBİ'lerin engelleri ve yeterlilikleri, KOBİ'ler için karar verme süreci modeli, KOBİ'ler için kurumsal markalaşma.