

COURSE RECORD

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|-------------------|---|
| Code | BA471 |
| Name | Principles of Marketing for Non-Business Majors |
| Hour per week | 3+0 (Theory + Practice) |
| Credit | 3 |
| ECTS | 5 |
| Level/Year | Undergraduate |
| Type | Elective |
| Description | <p>This course offers a comprehensive introduction to the core concepts and strategic principles of marketing, designed specifically for students from non-business administration backgrounds. It aims to foster a marketing-oriented mindset by equipping students with the analytical tools and conceptual frameworks necessary to understand and respond to customer needs, develop value propositions, and drive organizational success.</p> <p>Through real-world examples and applied learning, students will explore how marketing decisions are made across the domains of product development, pricing, distribution, and promotion. Key topics include consumer behavior, market segmentation and targeting, positioning, and marketing communication tools in a competitive environment. The course emphasizes both theoretical understanding and practical application, including the use of digital tools and platforms to address contemporary marketing challenges.</p> |
| Objectives | <p>Developing an understanding of key marketing concepts and their role in creating customer value and competitive advantage.</p> <p>Examining market segmentation, targeting, and positioning strategies to identify and serve diverse customer needs.</p> <p>Analyzing the components of the marketing mix (product, price, place, promotion) and their strategic integration.</p> <p>Applying marketing research techniques to generate consumer insights and support evidence-based decision-making.</p> <p>Formulating effective marketing strategies by addressing real-world business challenges in dynamic market environments.</p> |
| Learning Outcomes | <p><i>By the end of the course, the student will be able to</i></p> <p>LO1. Demonstrate an understanding of key marketing concepts, including market segmentation, targeting, and positioning.</p> <p>LO2. Analyze the strategic role of the marketing mix elements (product, price, place, promotion) in delivering customer value.</p> <p>LO3. Apply marketing research techniques to assess consumer behavior and support decision-making.</p> <p>LO4. Develop integrated marketing strategies tailored to dynamic market conditions and competitive environments.</p> <p>LO5. Evaluate the effectiveness of marketing campaigns and distribution channels in achieving business objectives</p> |

CONTRIBUTION TO PROGRAMME OUTCOMES*

| | P01 | P02 | P03 | P04 | P05 | P06 | P07 | P08 | P09 | P010 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| 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 PROGRAMME 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

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|----------------|--|
| Kodu | BA471 |
| İsmi | İşletme Dışı Bölümler İçin Pazarlama İlkeleri |
| Haftalık Saati | 3 (3 + 0) |
| Kredi | 3 |
| AKTS | 5 |
| Seviye/Yıl | Lisans |
| Dersin Dili | İngilizce |
| Tip | Seçmeli |
| Ön Şart | - |
| İçerik | <p>Bu ders, işletme bölümü dışındaki öğrenciler için özel olarak tasarlanmış, pazarlamanın temel kavramlarına ve stratejik ilkelerine kapsamlı bir giriş sunmaktadır. Dersin amacı, öğrencilerin müşteri ihtiyaçlarını anlama ve yanıt verme, değer önerileri geliştirme ve kurumsal başarıyı artırma yetkinliklerini artıracak analitik araçlar ve kavramsal çerçevelerle pazarlama odaklı bir bakış açısı kazandırmaktır.</p> <p>Gerçek dünya örnekleri ve uygulamalı öğrenme yoluyla öğrenciler, ürün geliştirme, fiyatlandırma, dağıtım ve tutundurma gibi pazarlama kararlarının nasıl alındığını keşfedeceklerdir. Tüketici davranışı, pazar bölümlendirme ve hedefleme, konumlandırma ve rekabetçi ortamlarda pazarlama iletişimi araçları gibi temel konulara odaklanılır. Ders, hem teorik bilgileri hem de dijital araçlar ve platformlar kullanılarak güncel pazarlama sorunlarına yönelik pratik uygulamaları bir araya getirir.</p> |