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Course Materials: http://uk.groups.yahoo.com/group/yilmazcourses/
Course Description: The purpose of this course is to provide the students with a keen understanding of the marketing function in business firms and of the methods of using this knowledge in developing and implementing successful marketing strategies.

Text: Marketing Strategy and Competitive Positioning (Graham Hooley, Nigel F. Piercy, and Brigitte Nicouloud) Publisher: Ft Prenticehall; 5th Revised edition (August 3, 2011)

Method: Formal Lectures + Discussion Sessions + Group Presentations

Grading: Group Presentations & Projects 25%; Participation and Quizzes 10%; Individual Reports 15 %; Midterm1 25%; Midterm2 25 %.

Topics:

WEEK1 & 2
Introduction
Basics of the Art of Marketing
Marketing Theory and Practice in the New Millennium
Quality, Value, Satisfaction, and Marketing Success
Customer Value & Relationship Marketing
Obtaining Sustainable Competitive Advantage via Effective Marketing Implementations.
CH1, CH2, CH3, CH4, CH11,

WEEK3
Key Elements of the Marketing Strategy
Buyer Decision Process
Marketing Information
Market Segmentation, Target Marketing, and Positioning.
Data-Based Segmentation
Entry Strategies (First Mover/Late Entrant Advantages)
The Role of Marketing in the Overall Corporate Strategy
Planning versus Implementation
CH4, CH5, CH6, CH8, CH9, CH10

WEEK4
Product & Branding Strategies
New Product Development and Innovativeness
Innovation Adoption Process
Branding and Brand Equity: Conceptualization, Management, and Measurement
CH12, CH13, CH 14

WEEK 5.
Pricing
Demand Estimation
Mathematical Pricing
Use of Sales Promotions in Pricing
Types of Loyalty Programs and their Effectiveness
CH 7, CH 12,

WEEK 6.
Group 1 (Presentation and Discussion)
Integrated Marketing Communications

WEEK 7.
Group 2 (Presentation and Discussion)
Customer Complaints: Importance and Management

WEEK 8.
Catching Up, Overview, & Midterm.

WEEK 9.
Group 3 (Presentation and Discussion)
Channels of Distribution
Structural & Administrative Issues
Behavioral Issues
The Role of Contracts
Power/Dependence-Based Governance
Relationship-Oriented Governance
Retailing & Retail Establishments
CH 12, CH 16

WEEK 10.
Group 4 (Presentation and Discussion)
Retailing & Retail Establishments Continued
Understanding the Consumer
More about Buyer Behavior Theory

WEEK 11.
Group 5 (Presentation and Discussion)
Business to Business Markets
Services
WOM Marketing
British Airways Case pp. 469
WEEK 12.
   Group 6 (Presentation and Discussion)
   E-Marketing & Mobile Marketing
   Experience (FEEL GOOD) Marketing

WEEK 13.
   Group 7 (Presentation and Discussion)
   Midterm 2

WEEK 14.
   Group 8 (Presentation and Discussion)
   Strategic Customer Management
   CH 15 pp. 413
Individual Reports: Each Student is expected to choose a specific marketing strategy topic and write a paper that covers major issues raised in the current literature regarding that topic. Literature search and presentation of ideas in a clear and organized way are the key objectives of this assignment. Scholarly marketing journals, particularly Journal of Marketing, Journal of Marketing Research, and Journal of the Academy of Marketing Science, are to be the major sources of information. Students are free to choose a topic of their interest. Exemplar topics include WOM Communications, Brand Communities, Control in Distribution Channels, The Role of Affect in Effective Marketing Communications, Recent Developments in Marketing Research, Sales Promotions versus Advertising in terms of Customer Responses, Pricing Practices in the ...... Industry, etc. Students can also choose to present their topics during class time to classmates for extra credits.

Group Studies: Students are to form groups of 5. Each group is to prepare an annual marketing plan for an existing product/brand. Groups are going to submit a written report of their marketing plan. Groups are also required to present their marketing plan in class and discuss their strategy with classmates. A simplified marketing plan outline that lists major components of a marketing plan is provided with this syllabus.

READING LIST

1. **Conceptualizing, measuring, and managing customer-based brand equity**
   Keller, Kevin Lane *Journal of Marketing*; Jan 1993; 57, 1; pg. 1

2. **The chain of effects from brand trust and brand affect to brand performance:** ...
   Arjun Chaudhuri; Morris B Holbrook *Journal of Marketing*; Apr 2001; 65, 2;

3. **"The Commitment-Trust Theory of Relationship Marketing.**

4. **“Organizational Culture and Firm Effectiveness: An Examination of Relative Effects of Culture Traits and the Balanced Culture Hypothesis in an Emerging Economy.”**
   Yilmaz, Cengiz, Bülent Sezen, and Özlem Özdemir (2005), "Industrial Marketing Management, 34, 3, 235-248

5. **The comparative advantage theory of competition**

6. **Joint and Interactive Effects of Trust and (Inter) Dependence on Relational Behaviors in Long-Term Channel Dyads**

7. **Frontiers of the marketing paradigm in the third millennium.**

8. **The Shopping Momentum Effect**

9. **Returns on business-to-business relationship marketing investments: Strategies for leveraging profits**

10. **Marketing and business performance**
SIMPLIFIED MARKETING PLAN OUTLINE

I. SITUATION ANALYSES
   A. Market (Current and projections)
      Size, scope, shares and category sales history of all competitors, customer perceptions and positioning approaches.
      Product features, pricing, distribution, promotions, and other strategic approaches of all competitors.
   B. Customers (Current and projections)
      Purchasing habits, preferences, purchasing patterns, purchasing power, segments and profiles of each segment, etc.
   C. Competitive
      Primary competitors, secondary competitors.
      Nature and degree of competition, competitive dynamics, new product entry prospects, rivalry, power of suppliers and buyers.
      Strengths, weaknesses, opportunities, and threats of and to the company as well as of and to the core product.
   D. Product (Current and projections)
      Features, attributes, expectations, rooms for improvement.

II. OBJECTIVES (quantity, direction, time frame, rationale).
   A. Corporate objectives, divisional objectives, marketing objectives.
   B. Program objectives and rationales.
      Positioning
      Pricing
      Advertising/Promotions
      Sales/Distribution
      Product
      Service

III. STRATEGY AND PROGRAMS (How the objectives will be achieved)
   A. Strategic alternatives and the core strategy
   B. Marketing Programs
      Pricing
      Advertising/Promotion
      Copy
      Media
      Trade versus consumer promotion
      Sales/Distribution
      Product development
      Service
      Market Research

IV. MONITORS AND CONTROLS
   Specific research information to be used
   Methods through which the plan will be evaluated

V. CONTINGENCY PLANS

VI. BUDGETS