

BA 2701 / BAS 371 – PRINCIPLES OF MARKETING (Tentative)

Course Schedule: Monday and Wednesday @ 14:40 – 16:15

Classroom: G110

Instructor:	EMİNEGÜL KARABABA
Office:	FEAS Building B, H104
Phone:	210 2012
E-mail:	eminegul@metu.edu.tr
Office Hours:	Mondays 11:00 -12:00 or by appointment
Course Web Page:	Link to ODTUClass Course Page
Course Description:	
<p>Principles of Marketing course provides students a comprehensive understanding of the concepts and processes of marketing. This course provides students with a consumer-oriented perspective that extends beyond traditional marketing knowledge to help students understand the roles of social and psychological forces in the planning of marketing strategies. The course content is structured around real-world examples, anecdotes and discussions that will help students develop skills of critical analysis and problem-solving. Marketing issues around globalization, sustainability and ethics are discussed. Also, this course establishes the basis for the more advanced marketing courses in the department curriculum.</p>	
Course Student Learning Objectives: (CSLO)	
<p><i>Upon successful completion of this course, students should be able to:</i></p>	
<p>Course Specific Skills:</p> <ol style="list-style-type: none">1. understand and apply core marketing principles and behavioral theories and recognize their role and importance in marketing decision-making.2. recognize the importance of studying consumer behavior for the effective implementation of the marketing concept.3. demonstrate an understanding of marketing not just as a management practice but also as highly influential and intersecting with political, economic, technological, and societal issues.4. demonstrate the ability to devise, sustain and justify arguments relating to broader social issues relevant to marketing practice.	
<p>Discipline Specific Skills:</p> <ol style="list-style-type: none">5. critically evaluate the models, theories and concepts commonly used in exploring and understanding marketing practice6. apply a range of behavioral concepts and theories to understand or justify marketing activity	
<p>Personal and Key Skills:</p> <ol style="list-style-type: none">7. demonstrate the practical ability to analyze, communicate and present ideas, theories and principles8. demonstrate the ability to present material that supports a reasoned and consistent argument	
Learning and Teaching Methods:	
<p>Sessions consist of a mixture of formal lectures, in-class discussions, directed private study, and in-class case studies.</p>	

Required Reading:
Textbook: Kotler, Philip and Gary Armstrong (2021) <i>Principles of Marketing. Global Edition</i> . New Jersey: Pearson-Prentice Hall.
Suggested Reading:
TBA – cases, readings and exercise material

Assessment and Grading:				
Form of Assessment	% Contribution	Size of the assessment	CSLOs covered by this assessment	Feedback Method
Participation (In-class discussions, exercises, and pop quizzes)	20	Occasional activities, 15-20 mins, multiple choice and/or short answer quizzes	1-8	Oral (in class) and Written feedback
Midterm Exam 1	25	60-75 mins, multiple choice and/or short answer exams	1-8	Written feedback
Midterm Exam 2	25	60-75 mins, multiple choice and/or short answer exams	1-8	Written feedback
Final Exam	30	60-90 mins, multiple choice and/or short answer exams	1-8	Written feedback

Attendance and in-class participation: Students are expected to attend classes and be active in the group work and class discussions. Students are expected to be prepared when coming to the classes. You can expect at least three quizzes during the semester.

Midterm Exam 1 and 2:

Each Midterm Exam is worth 25% of the final grade. They last 60-75 minutes and consist of multiple choice and / or short answer essay questions. They will be held on, either during the class hour or at 17:45, depending on classroom availability.

Final Exam:

Final exam is a comprehensive exam which covers 30% of the final grade. It lasts 60-90 minutes and consists of multiple choice and / or short answer essay questions. It will be held during the assigned final exam time. The following table gives the tentative schedule for the semester. The lectures will stress the most important and/or most difficult material. Appendices are required only if they are assigned. The students are required to read the chapters and appendices before they are covered in class.

Tentative Course Schedule				
Month	Day	Topic	Reading Assignment	CSLO
October	02	Introduction	Ch 1	1,2
October	04	What is Marketing?	Ch 1-2	1-2
October	09	Marketing Environment	Ch 3	1-8
October	11	Marketing Environment	Ch 3	1-8
October	16	Marketing Research	Ch 4	1-8
October	18	Decision Making: Consumer Markets	Ch 4	1-8
October	23	Decision Making: Consumer Markets	Ch 5	1-8
October	25	Decision Making: Business Markets	Ch 6	1-8
October	30	Decision Making: Business Markets		1-8
November	01	Midterm 1 (date may change)		1-8
November	06	Customer Driven Marketing Strategy	Ch 7	
November	08	Customer Driven Marketing Strategy	Ch 7	
November	13	Product Decisions	Ch 8	1-8
November	15	Product Decisions	Ch 8	1-8
November	20	New Product Development	Ch 9	1-8
November	22	New Product Development	Ch 9	1-8
November	27	Marketing Channels	Ch 12	1-8
November	29	Marketing Channels	Ch 13	1-8
December	04	Review		1-8
December	06	Midterm 2 (date may change)		1-8
December	11	Integrated Marketing Communications	Ch 14	1-8
December	13	Integrated Marketing Communications	Ch 15	1-8
December	18	Advertising	Ch 17	1-8
December	20	Direct, Online, Social Media, and Mobile Marketing	Ch 10	1-8
December	25	Pricing	Ch 11	1-8
December	27	Pricing	Ch 18	
January	01	Creating Competitive Advantage	Ch 18	1-8
January	03	Semester Review		1-8