

BA 2701– PRINCIPLES OF MARKETING

Online Course Schedule: Tuesdays 16:25-17:55

Instructor:	Dr. Forrest Watson
Office:	FEAS Building B, H119
Phone:	210 2017
E-mail:	forrest@metu.edu.tr , forrest.watson@gmail.com
Office Hours:	Mondays 13:10-14:25, or by appointment
Course Web Page:	Link to ODTUClass Course Page

Course Description:

This Principles of Marketing course aims to provide students with an understanding of the fundamental concepts and processes of marketing. Particular emphasis is placed on the marketing concept and the importance of creating value for customers. Upon completion of this class, students should be able to craft a marketing strategy and accompanying tactics utilizing the marketing mix.

This course, however, goes beyond the limited managerial frameworks to offer an expanded Macromarketing perspective on how marketing systems are influenced by and affect society. To prepare tomorrow’s business leaders and citizens, students will grapple with issues of sustainability—how to meet the needs of the present without compromising the ability of future generations to meet their needs. Students will discuss controversies about the complexities of serving multiple stakeholders in a complex world.

This course provides the basic building blocks of marketing and Macromarketing theory, but then challenges the students to apply the ideas through critical analysis and problem solving. Utilizing the opportunity of being online, several guest instructors will join to provide an expanded voice. This course establishes a foundation for more advanced marketing courses in the department curriculum, as well as other courses concerned with sustainability.

Course Student Learning Objectives: (CSLO)

Upon successful completion of this course, students should be able to:

Course and Discipline Specific Skills:

1. understand and apply core marketing principles in marketing decision-making and strategy development
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 its intersection with political, economic, technological, environmental, and societal issues
4. demonstrate an understanding of the trade-offs involved in the societal marketing concept and serving multiple stakeholders
5. demonstrate the ability to discuss broader social controversies relevant to marketing practice

Personal and Key Skills:

6. demonstrate the practical ability to analyze, communicate, present, and defend ideas a reasoned and consistent argument
7. demonstrate the ability to understand different perspectives of a controversy and take a position

Learning and Teaching Methods:

This course will utilize a combined asynchronous and synchronous approach. Each week students will prepare by watching two posted lectures—one covering the traditional marketing principles and one that offers an expanded voice on the week’s topic. Students will also individually complete the reading of the chapter(s) and supplemental readings and videos.

There will be one synchronous session each week in which the instructor will guide students in discussion, debate, and activities related to the prepared material. Students will work in groups to discuss controversies and develop arguments. It is expected that students will make every effort to join the synchronous sessions and fully participate.

Required Reading:**Textbook:**

Kotler, Philip and Gary Armstrong (2012) *Principles of Marketing. 16th Edition*. New Jersey: Pearson-Prentice Hall.

“Expanded Voice” readings assigned each week (see course schedule below).

Assessment and Grading:

Form of Assessment	% Contribution	Size of the assessment	CSLOs covered by this assessment	Feedback Method
Participation (Participation in Synchronous session, Activities, Quizzes, Written Controversy Positions and Responses)	25	Weekly activities and written controversies, multiple choice and/or short answer quizzes	1-7	Written feedback
Midterm	25	45-75 mins, multiple choice, short answer, and essay exam	1-7	Written feedback
Final Project	25	10-minute video and written evaluation of another video	1-7	Written feedback
Final Exam	25	45-75 mins, multiple choice, short answer, and essay exam	1-7	Written feedback

Participation:

Students are expected to actively follow all lectures, readings, and activities online, and join in the synchronous class sessions.

Midterm and Final Exams:

The Midterm and Final Exams are worth 25% of the final grade. The exams will be online and open note, so the students will have to demonstrate a more sophisticated understanding of the principles and theories of the course. The Final Exam will be comprehensive.

Final Project:

In a group, you will demonstrate understanding of the complexity of trade-offs faced by marketers. Your group will select one of the controversies from throughout the course. Utilizing the feedback on your weekly written controversies, you will create a video persuasively arguing for your position. Consider the following guidelines:

1. Show an understanding of the managerial perspective on the given topic.
2. Demonstrate how the topic connects to broader Macromarketing issues of sustainability and societal well-being.
3. Acknowledge alternative viewpoints.
4. Take a clear position, supported with evidence and clear argumentation.
5. Use creativity in how to persuasively capture audience attention and present your position. (It does not need to be lecture or slide based, but can use different mediums, drama, art, etc.)

Notes: The video should be 10 minutes or less. Everyone in your group should speak and/or be seen in the video. A written outline of your video and argument should be posted online in addition to the link to your video.

*20% of your Final Project grade (and 5% of the overall grade for the course) will be based on a written evaluation of another one of the presentations in the course. This will be completed individually. More guidelines will be provided.

Tentative Course Schedule

Week	Month	Day	Topic	Reading	Guest Expanded Voice	Expanded Voice Assignments	Controversy Question
1	Oct	19	What is Marketing?	Ch 1	Dr. Stan Shapiro		
2	Oct	26	Marketing Strategy	Ch 2, 18	Dr. Stefanie Beninger	Newspaper article: Bengali, S. (2019, 10 November). The tiny plastic packages that are fueling Asia's waste crisis. <i>Los Angeles Times</i> . YouTube video (2:35 minutes): Al Jazeera English (2020, 28 June), Unilever drops 'fair' from 'Fair & Lovely' skin lightening cream. YouTube.	"Marketers are [not] responsible for the consequences of their actions when developing markets."
3	Nov	02	Marketing Environment	Ch 3	Dr. Forrest Watson	Volkswagen "Dieselgate" Why VW Cheated. Newsweek 2015. TedTalk video (11 min): Greta Thunberg, 2018. The disarming case to act right now on climate change	"All stakeholders are (not) the social responsibility of business."
4	Nov	09	Marketing Research	Ch 4	Dr. Christine Domegan	Argyris, "Teaching Smart People How to Learn" HBR, 1991.	"Marketing Research is (not) only about learning how to solve customer problems."
5	Nov	16	Consumer Markets	Ch 5	Dr. Forrest Watson	De Pelsmacker et al. "Do consumers care about ethics? Willingness to pay for fair-trade coffee." <i>Journal of Consumer Affairs</i> , 2005. YouTube video: Ethical Consumption: When Firms Go Green, They May Not See Extra Green.	"Consumers should (not) lead firms in ethical production and consumption."
6	Nov	23	Business Markets	Ch 6	Dr. Alex Reppel	1. Apple Supply Chain, Independent, 2018 2. Apple Inc, Ethical Consumer 3. The Global Supply Chain of a Mobile Phone, Ethical Consumer	"We must (not) tolerate possible labour or human rights violations within supply chains, (even) if progress is being made to

							overcome them.”
7	Nov	30	Midterm Exam				
8	Dec	7	Segmentation, Targeting, and Positioning	Ch 7	Dr. Stefanie Beninger	Newspaper article: Ford, N. (2020, 27 August). Successful agricultural enterprises and smart policy: Eight case studies. African Business. YouTube video (4:07 minutes): African Development Bank Group (2020, 26 August), 2020 Regional Economic Outlook – North Africa. YouTube.	“Marketing is [not] responsible for providing product and services to low income groups and countries.”
9	Dec	14	Product Decisions, New Product Development	Ch 8, 9	Dr. Julie Stanton	TedTalk video (13:06 min): How product design can change the world Christiaan Maats TEDxUniversityofGroningen Oct 4, 2016, https://youtu.be/ZqeA_psKn2E TedTalk video (11:39 min): Chemical materials and sustainable design: Michael Werner at TEDxMacatawa Oct 15, 2013.	“Marketing should [not] investigate all potential consequences of new product development.”
10	Dec	21	Pricing	Ch 10, 11	Dr. Alex Reppel	YouTube video (2:11 minutes): Ordering Pizza in the Future, https://www.youtube.com/watch?v=RNJ19EEcsoE&feature=youtu.be	“If you’re (not) paying for it, you’re (not) the customer; (you’re the product being sold).”
11	Dec	28	Place-Marketing Channels	Ch 12, 13	Dr. Julie Stanton	Article from Progressive Grocer: Troy, Mike and Gina Acosta, (Apr 2020) 8 Ways Food Retailing Will Change Forever, Progressive Grocer 99(4), 32-34. FAO Video (5:40 min) Improved rural urban linkages: Building sustainable food systems Jan 10, 2017. Lifelong Learners Video (5:40 min) Retail 2020 5 Technologies that will change the way you shop Dec 4, 2017	“The integration of drones in delivery of purchased products is [not] beneficial.”

12	Jan	4	Promotion-Integrated Marketing Communications	Ch 14-16	Dr. Christine Domegan	Marketing Mix Revisited-Constantinides 2006	"There's (not) more to Marketing than the 4Ps."
13	Jan	11	Expanded Voice Review	Ch 19, 20	Dr. Stan Shapiro		
	Jan	13	Project Plan	Due 9:00			
14	Jan	18	Final Project	Due 17:00			
	Jan	20	Final Exam	13:30			
	Jan	25	Project Response	Due 17:00			