

BA 2701– PRINCIPLES OF MARKETING (Tentative)
Course Schedule: Tuesday and Thursday @ 14:40

Instructor:	EMİNEGÜL KARABABA
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Office Hours:	Mondays 14:30-16:15 or by appointment
Course Web Page:	Link to ODTUClass Course Page
Course Description:	
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.	
Course Student Learning Objectives: (CSLO)	
<i>Upon successful completion of this course, students should be able to:</i>	
Course Specific Skills:	
<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 	
Discipline Specific Skills:	
<ol style="list-style-type: none"> 5. critically evaluate the models, theories and concepts commonly used in exploring and understanding marketing practice 6. apply a range of behavioral concepts and theories to understand or justify marketing activity 	
Personal and Key Skills:	
<ol style="list-style-type: none"> 7. demonstrate the practical ability to analyze, communicate and present ideas, theories and principles 8. demonstrate the ability to present material that supports a reasoned and consistent argument 	
Learning and Teaching Methods:	
Sessions consist of a mixture of formal lectures, in-class discussions, directed private study, and in-class case studies.	

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

Assessment and Grading:				
Form of Assessment	% Contribution	Size of the assessment	CSLOs covered by this assessment	Feedback Method
Attendance	10	During in-class discussions	1-8	Oral (in class)
Participation (In-class discussions, exercises, and pop quizzes)	10	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 normal 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	04	Introduction	Ch 1	1,2
October	06	What is Marketing?	Ch 1-2	1-2
October	11	Marketing Environment	Ch 3	1-8
October	13	Marketing Environment	Ch 3	1-8
October	18	Marketing Research	Ch 4	1-8
October	20	Marketing Research	Ch 4	1-8
October	25	Decision Making: Consumer Markets	Ch 5	1-8
October	27	Decision Making: Business Markets	Ch 6	1-8
November	01	Review		1-8
November	03	Midterm 1		1-8
November	08	Customer Driven Marketing Strategy	Ch 7	
November	10	Customer Driven Marketing Strategy	Ch 7	
November	15	Product Decisions	Ch 8	1-8
November	17	Product Decisions	Ch 8	1-8
November	22	New Product Development	Ch 9	1-8
November	24	New Product Development	Ch 9	1-8
November	29	Marketing Channels	Ch 12	1-8
December	1	Marketing Channels	Ch 13	1-8
December	06	Review		1-8
December	08	Midterm 2		1-8
December	13	Integrated Marketing Communications	Ch 14	1-8
December	15	Advertising	Ch 15	1-8
December	20	Direct, Online, Social Media, and Mobile Marketing	Ch 17	1-8
December	22	Pricing	Ch 10	1-8
December	27	Pricing	Ch 11	1-8
December	29	Creating Competitive Advantage	Ch 18	
January	03	Creating Competitive Advantage	Ch 18	1-8
January	05	Semester Review		1-8