

BA 2701 / BAS 371 – PRINCIPLES OF MARKETING

Course Schedule: Tuesday and Thursday @ 12:40 – 14:15

Classroom: G110

Instructor:	EMİNEGÜL KARABABA
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Office Hours:	Thursdays 14:30-15:30 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)

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

Course Specific Skills:

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:

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:

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, Gary Armstrong and Sridhar Balasubramanian (2021) <i>Principles of Marketing. Global Edition.</i> 19 ed. New Jersey: Pearson-Prentice Hall.
Suggested Reading:
TBA in ODTUCLASS

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)	10	Occasional activities, 15-20 mins, multiple choice and/or short answer quizzes	1-8	Oral (in class) and Written feedback
Midterm Exam 1	30	60-75 mins, multiple choice and/or short answer exams	1-8	Written feedback
Midterm Exam 2	30	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

Midterm Exam 1 and 2:

Each Midterm Exam is worth 30% of the final grade. They last 60-75 minutes and consist of multiple choice and / or short answer essay questions. They will be held 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	01	Introduction	Ch 1	1,2
October	03	What is Marketing?	Ch 1-2	1-2

October	08	Marketing Environment	Ch 3	1-8
October	10	Marketing Environment	Ch 3	1-8
October	15	Marketing Research	Ch 4	1-8
October	17	Marketing Research	Ch 4	1-8
October	22	Decision Making: Consumer Markets	Ch 5	1-8
October	24	Decision Making: Business Markets	Ch 6	1-8
October	29	Independence Day		1-8
October	31	Midterm 1		1-8
November	05	Customer Driven Marketing Strategy	Ch 7	
November	07	Customer Driven Marketing Strategy	Ch 7	
November	12	Product Decisions	Ch 8	1-8
November	14	Product Decisions	Ch 8	1-8
November	19	New Product Development	Ch 9	1-8
November	21	New Product Development	Ch 9	1-8
November	26	Marketing Channels	Ch 12	1-8
November	28	Marketing Channels	Ch 13	1-8
December	03	Review		1-8
December	05	Midterm 2		1-8
December	10	Integrated Marketing Communications	Ch 14	1-8
December	12	Advertising	Ch 15	1-8
December	17	Direct, Online, Social Media, and Mobile Marketing	Ch 17	1-8
December	19	Pricing	Ch 10	1-8
December	24	Pricing	Ch 11	1-8
December	26	Creating Competitive Advantage	Ch 18	
December	31	New Years	Ch 18	1-8
January	02	Review		1-8