

BA 3702 – INTRODUCTION TO MARKETING  
Course Schedule

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<b>Office Hours:</b>	Thursday, 14.00-15.30 by appointment (via e-mail) ZOOM: Meeting ID: 845 9436 4100 Passcode: 942441
<b>Course Web Page:</b>	Link to ODTUClass Course Page
<b>Course Description:</b>	
<p>The course aims to give the student basic theoretical and practical knowledge about marketing. For this purpose, the course introduces the concept of marketing, marketing mix elements, marketing environment, marketing research, consumer and industrial buying behavior, marketing mix, market segmentation, target market, and positioning. In addition, the role of marketing from consumers' and firms' perspectives is introduced to the students in both theoretical and practical terms. Thus, the students will be able to turn their theoretical knowledge into practice.</p>	
<b>Course Student Learning Objectives: (CSLOs)</b>	
<p><i>Upon successful completion of this course, students should be able to:</i></p> <p><b>Course Specific Skills:</b></p> <ol style="list-style-type: none"> <li>1. Define the fundamental concepts about marketing</li> <li>2. Understand the marketing mix elements</li> <li>3. Identify micro/macro marketing environmental factors</li> <li>4. Recognize the consumer and organizational buying behavior</li> <li>5. Asses the market segmentation, targeting, and positioning strategies</li> </ol> <p><b>Discipline Specific Skills:</b></p> <ol style="list-style-type: none"> <li>6. Recognize the importance of marketing for the companies to gain a competitive advantage</li> <li>7. Analyze and apply marketing theories and concepts in order to explore and understand specific areas of marketing</li> </ol> <p><b>Personal and Key Skills:</b></p> <ol style="list-style-type: none"> <li>8. Develop writing and discussion skills</li> <li>9. Develop teamwork skills (e.g., leadership, communication, collaboration, critical thinking)</li> <li>10. Learn to apply marketing concepts to the daily decisions of both consumers and companies</li> </ol>	
<b>Learning and Teaching Methods:</b>	
<p>This course will use formal lectures, in-class discussions, case studies, group work, in-class activities, and homework.</p>	
<b>Required Reading:</b>	
<p>Kotler P., &amp; Armstrong G. Principles of Marketing, Global Edition, 17/E, Pearson Education Limited.</p>	
<b>Suggested Reading:</b>	
<p>...</p>	

Assessment and Grading:				
Form of Assessment	% Contribution	Size of the assessment	CSLOs covered by the assessment	Feedback Method
Participation to in-class discussions	10	During in-class discussions	1-10	Oral (in class)
Written assignments (2 assignments)	10	Self-study hours (2 hours)	1-10	Written
In class activities	10	Mini quizzes and case studies	1-10	Written
Midterm	30	Multiple choice + essay	1-4, 8	Written
Project	40	Analysis of a real firm's marketing strategy and report preparation	1-10	Written

### Course Policies:

**STUDENT DISABILITIES:** Any student, who, because of a disabling condition, may require special arrangements in order to meet course requirements, should contact the instructor as soon as possible. Students should present the appropriate documentation from the university's [Disability Support Office](#) (Engelsiz ODTÜ Birimi, ODTÜ Kütüphanesi, Solmaz İzdemir Salonu, Tel: 210.7196; [engelsiz@metu.edu.tr](mailto:engelsiz@metu.edu.tr)) verifying their disability, and outlining the special arrangements required. Please note that no accommodations will be provided to the disabled students prior to the completion of this approved University process.

**ACADEMIC DISHONESTY:** The Department of Business Administration has no tolerance for acts of academic dishonesty. Such acts damage the reputation of METU, the department and the BA/MBA/MS degree and demean the honest efforts of the majority of the students. The minimum penalty for an act of academic dishonesty will be a zero for that assignment or exam.

**CHEATING:** All university, faculty/institute, and department principles on academic honesty will be strictly enforced. The usual consequence for academic dishonesty is failure of the course and referral of the case to the Dean of the Faculty/Institute for additional disciplinary action. Examinations are individual and are to be completed without outside assistance of any sort. Persons observed cheating during examinations will receive a failing grade in the course. Homework assignments are individual, unless otherwise specified by the instructor, and are to be completed without outside assistance of any sort, as well. Persons observed cheating in their homework assignments will receive a score of zero for the portion of the semester grade that is allocated to such assignments.

**PLAGIARISM:** The instructor assumes that students will do their own work. By placing their names on assignments (individual or team), students are affirming that the contents are their original work. Any previous work available from files or past students, as well as materials available on the internet may be used only as a suggestive model. Violation of this provision will be considered as unethical behavior, subject to disciplinary action. If you have any doubt about the use of a specific material, see the instructor ahead of time. Any material used from outside sources should be referenced appropriately.

### METU HONOR CODE

Every member of METU community adopts the following honor code as one of the core principles of academic life and strives to develop an academic environment where continuous adherence to this code is promoted.

"The members of the METU community are reliable, responsible and honorable people who embrace only the success and recognition they deserve, and act with integrity in their use, evaluation and presentation of facts, data and documents."

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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	3	Introduction		
October	10	Marketing: Creating Customer Value and Engagement	Chapter 1	1,7
October	17	Partnering to Build Customer Engagement, Value, and Relationships	Chapter 2	1,6,7
October	24	Analyzing the Marketing Environment <b>Homework 1 Due by October 26 at 17.00</b>	Chapter 3	3,8,9
October	31	Managing Marketing Information to Gain Customer Insights	Chapter 4	6,10
November	7	Consumer Markets and Buyer Behavior	Chapter 5	4,7
November	14	Business Markets and Business Buyer Behavior		
November	21	<b>Midterm at 09.40 am, Chapters 1-2-3-4-5-6</b>	Chapter 6	4,7
November	28	Customer Value-Driven Marketing Strategy: Creating Value for Target Customers	Chapter 7	5,6,7
December	5	Products, Services, and Brands: Building Customer Value	Chapter 8	1,2,10
December	12	Developing New Products and Managing the Product Life Cycle <b>Homework 2 Due by December 14 at 17.00</b>	Chapter 9	3,8,9
December	19	Pricing: Understanding and Capturing Customer Value Pricing Strategies: Additional Considerations	Chapter 10 Chapter 11	1,2,6,10
December	26	Marketing Channels: Delivering Customer Value	Chapter 12	1,2,6,10
January	2	Engaging Consumers and Communicating Customer Value: Integrated Marketing Communication Strategy <b>Group project submission (Due Date: 12. 01.2024 on Odtuclass)</b>	Chapter 14	1,2,6,10