

BA 3702 – INTRODUCTION TO MARKETING
Course Schedule (TUES 14:40-17:30)

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| Instructor: | DENİZ ÇALIŞ |
| Office: | G208 |
| Phone: | 0532 671 25 71 |
| E-mail: | deniz.calis@nevainternational.com |
| Office Hours: | By Appointment |
| Course Web Page: | |
| Course Description: | |
| <p>This course focuses on</p> <ul style="list-style-type: none"> • Defining Marketing and the Marketing Process • Understanding the Marketplace and Customer Value • Designing a Customer Value–Driven Strategy • Developing the Marketing Mix around the customers' values <p>Upon completing this course, students are expected to (1)define marketing and understand the Marketing Processes; (2) Figure out how to research the market place and the customer value; (3) Design a Customer Value Driven Marketing strategy ; (4)Develop a marketing mix in accordance with the Marketing strategy; (5)Understand the components of the Marketing mix, namely Product, Promotion, Price, Place (Delivering the value to the customer)(6) Learn about ethical issues and sustainability in Marketing (7) learn the insights of digital marketing</p> | |
| Course Student Learning Objectives: (CSLOs) | |
| <p>Upon successful completion of this course, students should be able to:</p> <p>Course Specific Skills:</p> <ol style="list-style-type: none"> 1. Understand nature of marketing and customer value 2. Understand marketing strategy development and application of 4Ps of marketing 3. Understand marketing tools, usage, and evaluation 4. Learn how to develop marketing plan for a brand or a product <p>Discipline Specific Skills:</p> <ol style="list-style-type: none"> 5. Understand customer value in terms of marketing point of view 6. Knowledge about marketing mix applications and evaluation 7. Understand the rapid changes in the field due to the digital revolution. 8. Learn about sustainability and ethics of marketing 9. Be sensitized to the various perspectives of the new business environment: ethical, social, political, legal, economic, global and environmental. <p>Personal and Key Skills:</p> <ol style="list-style-type: none"> 10. Critical thinking 11. In class discussions 12. In class projects | |
| Learning and Teaching Methods: | |
| <p>Formal lectures, in-class discussions, in-class projects.</p> | |

Required Reading:**Text Book:**

PRINCIPLES of MARKETING; 19th Edition; Philip Kotler; Gary Armstrong; Sridhar Balasubramanian; Pearson Education Limited, 2024

Suggested Reading:

1. Philip Kotler, Hermawan Kartajaya, Iwan Setiawan "Marketing 4.0: Moving from Traditional to Digital" Wiley, 2016

2. How Promotions Work

Blattberg, Briesch, and Fox, Marketing Science,, Vol. 14, No:3, Part 2 of 2.(1995)

3. Developing an Effective Customer Loyalty Program

Barry Berman CALIFORNIA MANAGEMENT REVIEW VOL. 49, NO. 1 FALL 2006

4. Source characteristics and advertising effectiveness: The roles of message processing motivation and product category knowledge.

Yilmaz, Telci, Bodur, and Iscioglu. *International Journal of Advertising*, 30(5), pp. 889–914.

Assessment and Grading:

| Form of Assessment | % Contribution | Size of the assessment | CSLOs covered by the assessment | Feedback Method |
|--------------------|----------------|------------------------|---------------------------------|-----------------|
| Final | 50 | 90 Min. Written exam | 1,2,3,4,5,6,7,8,9,10 | Written |
| Midterm 1 | 20 | 60 Min. Written exam | 1,2,3,10 | Written |
| Midterm 2 | 30 | 60 min Written exam | 1,2,3,5,6,7,8,9,10 | 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) verifying their disability, and outlining the special

arrangements required. Please note that no ac

commodations 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."

CIVILITY IN THE CLASSROOM: Students are expected to assist in maintaining a classroom environment which is conducive to learning. In order to assure that all students have an opportunity to gain from time spent in class, unless otherwise approved by the instructor, students are prohibited from using laptop computers and cellular phones, making offensive remarks, reading newspapers, sleeping, or engaging in any other form of distraction. Inappropriate behavior in classroom shall result, minimally, in a request to leave class.

Past observations showed that the METU classroom experience is improved when the following are true:

Students arrive on time. Timely arrival ensures that classes are able to start and finish at the scheduled times.

Timely arrival shows respect for both fellow students and faculty and it helps to create a better learning environment by reducing avoidable distractions.

Students are fully prepared for each class. Much of the learning in this course takes place during classroom discussions. When students are not prepared, they cannot contribute to the learning process. This affects not only the individual but also the classmates who count on them.

Students respect the views and opinions of their colleagues. Disagreement and debate are encouraged; however, intolerance for the views of others is unacceptable.

Laptops, phones and wireless devices are turned off.

STUDENT EXCUSES: In case you cannot attend one of the examinations, if and only if you can present an official (dean's or president's office approved) excuse or METU Medical Center certified Health Report, you will be eligible to take a make-up examination.

KNOW YOUR RIGHTS AND RESPONSIBILITIES! <http://oidb.metu.edu.tr/en/academic-rules-and-regulations>

NOTE THE IMPORTANT DATES ON THE ACADEMIC CALENDAR! <http://oidb.metu.edu.tr/en/academic-calendar>

The instructor assumes that students who attend the next class have understood and accepted to agree with all the requirements and rules of this course.

Notes:

- Usage of cell phones is strictly prohibited during class. Please be courteous to your classmates and me and make sure that your phones are on silent mode before the class begins.
- Please arrive on time and do not enter the classroom if I already have closed the classroom doors. If you have to leave early, please inform me in advance.
- Please turn in the homework assignments on time and note that no late assignments (no matter how late) will be accepted.
- For your questions, concerns, or, suggestions, please make an appointment with me via e-mail.

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 |
| Week1 | | Introduction & Course Description | | 1,6,8 |
| Week2 | | Marketing: Creating Customer Value and Engagement Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships Analyzing the Marketing Environment | 1 | 1,2,3,4,5,6 |
| Week3 | | Managing Marketing Information to Gain Customer Insights Consumer/ Business Markets and Buyer Behavior Customer Value–Driven Marketing Strategy: Creating Value for Target Customers | 4 | 1,2,3 |
| Week4 | | Products, Services, and Brands: Building Customer Value Developing New Products and Managing the Product Life Cycle | | 1,2,3,7 |
| Week5 | | Midterm 1 | | 1,2,3,10,12 |
| Week6 | | Pricing Strategies: Advanced Topics Pricing: Understanding and Capturing Customer Value | 3 | 1,2,3,4,9 |
| Week7 | | Marketing Channels: Delivering Customer Value Retailing and Wholesaling | | 3,9 |
| Week8 | | Engaging Consumers and Communicating Customer Value: Integrated Marketing Communications Strategy | | 1,2,3,10,12 |
| Week9 | | Advertising and Public Relations Personal Selling and Sales | 2 | 1,2,3 |
| Week10 | | Midterm 2 | | 1,2,3,5,6,7,8,9,10 |
| Week11 | | Digital Marketing | | 2,3,4,6,7,9,10,11,12 |
| Week12 | | Creating Competitive Advantage The Global Marketplace | | 2,3,4,6,7,9,10,11,12 |
| Week13 | | Sustainable Marketing: Social Responsibility and Ethics | | 2,3,4,6,7,9,10,11,12 |
| Week14 | | Topics' Review | | 2,3,4,6,7,9,10 |
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Attendance: Students are expected to attend classes and be active in the class discussions and be prepared.

Individual Projects: Students are expected to prepare and present individual projects.

Group Project: Groups of students are expected to choose a service or a product and develop a promotion campaign for the launch just as an promotional agency. Each group member will have assigned roles within the agency, such as creative director, art director etc. Students will synthesize the reading material and establish links with the concepts that we cover. Creativity and originality of the ideas will also be an important part of the presentation. The grading of the presentation is at the individual level and every member of the group is expected to participate actively in the presentation.