

BA 5702– MARKETING MANAGEMENT

Course Schedule: Mondays and Wednesdays @ 10:40-12:00

Place: G109

Instructor:	EMİNEGÜL KARABABA
Office:	FEAS Building B, H 104
Phone:	210 2012
E-mail:	<a href="mailto:eminegul@metu.edu.tr">eminegul@metu.edu.tr</a>
Office Hours:	Wednesdays 13::40-14:40
Course Web Page:	Link to ODTUClass Course Page
<b>Course Description:</b>	
<p>This course focuses both on the introduction of marketing concepts and managerial decision making regarding the marketing function. The course is designed for students who have little or no formal training in marketing. Especially designed for business professional who work with marketing professionals in a day-to-day basis, managers who want to know more about marketing, small business owners who need to understand basic marketing concepts. Covered with a case-based and highly applied perspective.</p>	
<b>Course Student Learning Objectives: (CSLO)</b>	
<b><i>On successful completion of this course, students should be able to:</i></b>	
<b><i>Course Specific Skills:</i></b>	
<ol style="list-style-type: none"><li>1. understand and apply core marketing principles and behavioral theories and recognize their role and importance in marketing decision-making</li><li>2. recognize the importance of studying consumer and buyer behavior for the effective implementation of the marketing concept</li><li>3. demonstrate an understanding of strategic thinking in marketing decision making.</li><li>4. 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</li></ol>	
<b><i>Discipline Specific Skills:</i></b>	
<ol style="list-style-type: none"><li>5. critically evaluate the models, theories and concepts commonly used in exploring and understanding marketing practice</li><li>6. apply a range of behavioral concepts and theories in order to understand or justify marketing activity</li></ol>	
<b><i>Personal and Key Skills:</i></b>	
<ol style="list-style-type: none"><li>7. participate in group interaction, including leadership and discussion opportunities</li><li>8. develop communication skills, including negotiation, argumentation, and written presentation</li><li>9. develop critical reading and writing skills</li></ol>	
<b>Learning and Teaching Methods:</b>	
<p>Sessions consist of a mixture of formal lectures, in-class discussions, group work, presentation sessions, case studies and directed private study.</p>	
<b>Required Reading:</b>	
<p>Kotler P., Keller K.L., Brady M., Goodman M., and Hansen T. (2019) <i>Marketing Management European ed. 4<sup>th</sup> ed.</i>, Pearson: London.</p> <p>Kotler P., Keller K.L., Chernev, A.. (2021) <i>Marketing Management 16<sup>th</sup> ed.</i>, Pearson: London.</p>	

**Suggested Reading:**

Please check Odtuclass

**Assessment and Grading:**

Form of Assessment	% Contribution	Size of the assessment	CSLOs covered by this assessment	Feedback Method
Participation	5	During in-class discussions	1-9	Oral (in class)
Midterm	30	Essay	1-9	Written feedback
Midterm	30	Essay	1-9	Written feedback
Project	25	3000 word essay	1-9	Written feedback
Presentation	10	15 min presentation	1-9	Oral (in class)

**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."

**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. There will be **one single, comprehensive and essay type make-up examination during the final period and it will be counted towards whichever exam(s) you are missing.**

**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.
- You are encouraged to drop by my office during office hours for questions, concerns, or, suggestions. Outside the office hours, please make an appointment with me via e-mail. For quick questions that you may have, note that e-mailing is a very effective means of communicating with me.

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				
Date	Hrs	Topic	Reading/ Assignment	CSLO
September	29	Understanding Marketing Management	Ch1&2	1-9
October	01	Understanding Marketing Management	Ch1&2	1-9
October	06	Understanding Marketing Management	Ch3	1-9
October	08	Understanding Marketing Management	Ch3&4	1-9
October	13	Capturing Marketing Insights - Environment	Ch 5	1-9
October	15	Capturing Marketing Insights – Research Methods	Ch 6	1-9
October	20	Capturing Marketing Insights – Consumer Markets	Ch 7	1-9
October	22	Capturing Marketing Insights – Business Markets	Ch 7&8	1-9
October	27	Capturing Marketing Insights – Business Markets and Competition Part 2 Case: Cheese odour marketing (p.289)	Ch 8&9	
October	29	Republic Day – National Holiday		1-9
November	03	Connecting with Customers – Segmentation, Targeting, Differentiation, Positioning	Ch 10	1-9
November	05	Connecting with Customers - Segmentation, Targeting, Differentiation, Positioning	Ch 10	1-9
November	10	Connecting with Customers – Brand/Product	Ch12	1-9
<b>November</b>	<b>12</b>	<b>Midterm 1</b>		1-9
November	17	Connecting with Customers – Brand	Ch14	1-9
November	19	Case: Neptune		1-9
November	24	Shaping and Pricing the Market Offering	Ch16	1-9
November	26	Shaping and Pricing the Market Offering	Ch16	1-9
December	01	Communicating Value	Ch 17	1-9
December	03	Communicating Value		1-9
December	08	Communicating Value	Ch 18	1-9

December	10	Communicating Value		1-9
December	15	Delivering Value	Ch 19	1-9
December	17	Delivering Value		1-9
<b>December</b>	<b>22</b>	<b>Midterm II</b>		1-9
December	24	Project Tutorial		1-9
December	29	Presentations		
December	31	Review		

**Participation:** 5 % of the final mark. Attendance and participation to in-class discussions will be evaluated.

**Midterm 1 and Midterm 2:** Each midterm covers 30% of the final mark. A max. 70 min. exam composed of long or short essay type questions will be used to assess if students developed conceptual understanding of marketing principles.

**Project:** TBA details will be provided.

**Presentation:** Students will deliver a 15 min long oral presentation on the project.