

BA 5702 –MARKETING MANAGEMENT (Tentative)

Course Schedule: Monday and Wednesday @ 14:40 – 16:15

Classroom: G110

Instructor:	EMİNEGÜL KARABABA
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Office Hours:	Mondays 11:00 -12:00 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.

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

<b>Assessment and Grading:</b>				
<b>Form of Assessment</b>	<b>% Contribution</b>	<b>Size of the assessment</b>	<b>CSLOs covered by this assessment</b>	<b>Feedback Method</b>
Participation (In-class discussions, exercises, and pop quizzes)	20	Occasional activities, 15-20 mins, multiple choice and/or short answer quizzes	1-8	Oral (in class) and Written feedback
Midterm Exam 1	20	60-75 mins, multiple choice and/or short answer exams	1-8	Written feedback
Midterm Exam 2	20	60-75 mins, multiple choice and/or short answer exams	1-8	Written feedback
Final Exam	20	60-90 mins, multiple choice and/or short answer exams	1-8	Written feedback
Project	20	2000 words individual project	1-8	Written feedback

**Attendance and in-class participation:** Covers 20% of the final mark. Students are expected to attend classes and if 30% of the times a student is absent, it is considered as NA. Students in-class contributions and quizzes are graded. Students must 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 20% 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 class hour or at 17:45, depending on classroom availability.

**Final Exam:**

Final exam is a comprehensive exam which covers 20% 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.

Group Project: An individual project consisted of writing a marketing plan covers the 20% of the final mark.

Tentative Course Schedule				
Month	Day	Topic	Reading Assignment	CSLO
October	02	Introduction	Ch 1	1,2
October	04	What is Marketing?	Ch 1-2	1-2
October	09	Marketing Environment	Ch 3	1-8
October	11	Marketing Environment	Ch 3	1-8
October	16	Marketing Research	Ch 4	1-8
October	18	Decision Making: Consumer Markets	Ch 4	1-8
October	23	Decision Making: Consumer Markets	Ch 5	1-8
October	25	Decision Making: Business Markets	Ch 6	1-8
October	30	Decision Making: Business Markets		1-8
November	01	<b>Midterm 1 (date may change)</b>		1-8
November	06	Customer Driven Marketing Strategy	Ch 7	
November	08	Customer Driven Marketing Strategy	Ch 7	
November	13	Product Decisions	Ch 8	1-8
November	15	Product Decisions	Ch 8	1-8
November	20	New Product Development	Ch 9	1-8
November	22	New Product Development	Ch 9	1-8
November	27	Marketing Channels	Ch 12	1-8
November	29	Marketing Channels	Ch 13	1-8
December	04	Review		1-8
December	06	<b>Midterm 2 (date may change)</b>		1-8
December	11	Integrated Marketing Communications	Ch 14	1-8
December	13	Integrated Marketing Communications	Ch 15	1-8
December	18	Advertising	Ch 17	1-8
December	20	Direct, Online, Social Media, and Mobile Marketing	Ch 10	1-8
December	25	Pricing	Ch 11	1-8
December	27	Pricing	Ch 18	
January	01	Creating Competitive Advantage	Ch 18	1-8
January	03	Semester Review		1-8



## 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.