

BA 5702– Marketing Management

Course Schedule

Tuesday and Thursday 14:40-16:15, In-person, Room G109

Instructor:	DR. FORREST WATSON
Office:	FEAS Building B, H 119
Phone:	210 2017
E-mail:	forrest@metu.edu.tr
Office Hours:	Mondays 14:15-15:40 or by appointment
Course Web Page:	Link to ODTUClass Course Page

Course Description:

Marketing Management provides students a comprehensive understanding of the concepts and processes of marketing. The 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 and case discussions that will help students develop skills in applying marketing strategy. Marketing issues around globalization, sustainability and ethics are discussed.

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 and group study, and in-class case studies. Emphasis is placed on the creation of an interactive and participatory learning environment.
Required Reading:
Textbook: Kotler, Philip and Gary Armstrong (2012) <i>Principles of Marketing. 16th Edition</i> . New Jersey: Pearson-Prentice Hall. Additional supplemental assigned case studies and articles, typically not to exceed one or two per week.
Suggested Reading:
Business media sources such as the <i>Wall Street Journal</i> and <i>The New York Times</i> to see the application of the weekly course topics.

Assessment and Grading:				
Form of Assessment	% Contribution	Size of the assessment	CSLOs covered by this assessment	Feedback Method
Attendance, participation to in-class and case discussions	20	During in-class discussions	1-8	Oral (in class)
Case Write-Ups	20	Two 2-3 page write-ups	1-8	Written
Midterm Exam	30	1-1.5 hrs. long multiple choice and/or short answer exam	1-8	Written
Group Project	30	Written submission 2000-3000 words	1-8	Written

Participation

In order to get the most out of this class you need to attend class and meaningfully participate. I suggest that you think of our class sessions as regularly scheduled meetings you would have at a place of employment: you show up on time and are ready to participate.

- Do not miss a class or leave early unless it is absolutely necessary to do so. In such a circumstance, it is expected you send me an email **prior** to missing class. I will be understanding about COVID concerns, but you must let me know. If you are marked absent in more than eight classes during the semester, you will be in danger of failing the class.
- Be on time. A warning will be given in the case of lateness and then your participation grade will be significantly impacted by continued lateness. Email me prior to class if you will arrive late or need to leave early due to a special circumstance.
- Do not be on your phone in class. This will immediately impact your participation grade.

Class participation will be evaluated according to the following categories:

- Outstanding Contributor: Contributions in class reflect exceptional preparation and original thinking. Ideas integrate relevant themes and are nearly always important. Comments spark deeper discussions. Attends all classes and through consistency and enthusiasm makes the class better for all.
- Good Contributor: Contributions in class reflect satisfactory preparation and involved thinking. Ideas are usually important, provide good insights, and sometimes offer a fruitful direction for the class. Comments are relevant. Attends almost all classes and is engaged in discussion.
- Adequate Contributor: Contributions in class reflect hasty preparation. Grasps the important ideas, but seldom goes beyond these. Comments are infrequent but relevant. Attends most classes and is not a distraction to other students.
- Unsatisfactory Contributor: Contributions in class reflect poor preparation. Ideas offered are seldom substantive and disconnected from the flow of the class. Contributions are confusing and distract from discussion. Misses many classes and/or distracts other students.
- Non-participant: Consistently misses class or attends and is tuned out. Hence, there is not adequate basis for evaluation.

“Marketing In Action”

Each Tuesday we will begin class with you sharing current examples of “Marketing In Action.” I encourage you to be on the lookout for instances of what we have been learning in class. You can bring in a clipping from a magazine/newspaper, an article, or pull up something online to show the class. I will evaluate your sharing on the following: a) relevance to marketing and what we discussed the previous week; b) interest to the class; c) brief and make a clear point. Participating in the “Marketing In Action” time is an easy way for you to improve your participation grade. You can also receive points for asking good follow-up questions of your peers.

Case Assignments

Throughout the semester, along with a partner, you will submit two case write-ups. These case write-ups should demonstrate a sophisticated understanding of the case and application of the theories and tools discussed in the course. Each case will be worth 10% of the final grade. Specific guiding questions will be offered before each case. Cases must be uploaded to Turn It In on the morning that we will discuss the case in class and a print copy must be brought to class. Suspected plagiarism will result in a 0 for the case. A late case on Turn It In or to class will be penalized with a 3% deduction for the same day delivery, and an additional 5% for each day after.

Midterm Exam:

The Midterm Exam is worth 30% of the final grade. It lasts 1-1.5 hours and consists of multiple choice and / or short answer and essay questions. It will be held on 28 April during the normal class hours.

Group Project:

Group project consists of 30% of the final grade. Depending on the final size of the class, groups will consist of 2 to 4 students. In this project, your aim is to prepare a marketing plan for how an existing brand should reposition itself to increase revenue. Your group should select a brand that you think is underperforming. Similar to the case studies we complete in class, you will assess the current positioning of the brand, including the changing market conditions and competitors. You will make recommendations about a line

extension/new product and an accompanying integrated marketing communications plan to introduce the changes to the market.

You will submit one page about your brand and justifying your reasoning on 7 April in class. No two groups can select the same brand.

Final project is due at the beginning of class on 09 June. Late assignments the same day will lose 3% and 5% for each additional day late.

Additional Course Notes:

TIPS FOR SUCCESS

- Attend every class prepared to participate.
- Pick a partner for the case assignments with whom you can work well.
- Let me know if you have questions or challenges well before deadlines and the end of the course.

GET TO KNOW YOUR PROFESSOR

You will have the opportunity to sign up for an optional lunch or tea time with your professor based on the course schedule. These are not required and are offered on a first-come, first-served basis. If interested, you will sign up with a group of two to three students for a time during the semester. I value the opportunity to get to know students personally in a more informal environment outside of the classroom.

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 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."

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
March	8	Introduction		1,2
March	10	What is Marketing?	Ch 1	1,2,3
March	15	Marketing Strategy	Ch 2	1-7
March	17	Creating Competitive Advantage	Ch 18	1-7
March	22	Marketing Environment	Ch 3	1-7
March	24	Social Responsibility and Ethics	Ch 20	1-7
March	29	Marketing Research	Ch 4	1-7
March	31			1-7
April	5	Consumer Markets	Ch 5	1-7
April	7	Submit one page about your group project		1-7
April	12	Business Markets	Ch 6	1-7
April	14			1-7
April	19	Segmentation, Targeting, and Positioning	Ch 7	1-7
April	21			1-7
April	26	Review		1-7
April	28	Midterm		1-7
May	3	Ramazan		
May	5	Bayrami		
May	10	Product Decisions, New Product Development	Ch 8-9	1-7
May	12	Case Discussion 1		1-8
May	17	Pricing	Ch 10-11	1-7
May	19			1-7
May	24	Place- Marketing Channels	Ch 12-13	1-7
May	26	Case Discussion 2		1-8
May	31	Promotion-Integrated Marketing Communications	Ch 14-16	1-7
June	2			1-7
June	7	Review		1-7
June	9	Submission of Final Projects		1-7

June	14	Project Presentations		1-8
June	16	Project Presentations		1-8