

BA 2701 /BAS 371 Section 2 – Principles of Marketing
Course Schedule: Tuesday and Thursday (8:40-10:15)
Lecture Duration: 75 minutes
Classroom: G108

Instructor:	Dr. Zeynep Ece Tolun
Office:	FEAS Building B, H 111
Phone:	210 3071
E-mail:	tolunz@metu.edu.tr
Office Hours:	by appointment
Course Web Page:	https://odtuclass.metu.edu.tr
Course Description:	
This course provides a rigorous, foundational overview of modern marketing principles, concepts, and managerial practices. Marketing functions as the strategic interface between an organization's competencies and the dynamics of consumer behavior, competitive landscapes, and societal well-being. The course emphasizes how organizations identify customer needs, formulate data-driven marketing strategies, and design actionable value propositions. Core topics encompass the strategic planning process, consumer and business-to-business decision journeys, market research, segmentation, targeting, positioning (STP), and the formulation of the 4Ps marketing mix (product innovation and lifecycle, strategic pricing, omnichannel distribution, and integrated communications), alongside sustainable and global market dynamics. This course establishes the basis for the more advanced marketing courses in the department curriculum.	
Course Student Learning Objectives: (CSLOs)	
<i>Upon successful completion of this course, students should be able to:</i> Course Specific Skills: 1. Explain core marketing principles and behavioral theories and apply them to analyze their role in decision-making. 2. Analyze market environments and competitive dynamics to inform marketing strategy development using frameworks like SWOT analysis and portfolio matrices. 3. Apply segmentation, targeting, and positioning (STP) techniques to identify and evaluate market opportunities and develop differentiated value propositions. 4. Explain why understanding consumer behavior is essential to implementing the marketing concept effectively. Discipline Specific Skills: 5. Synthesize marketing concepts and consumer behavior principles to address complex, real-world marketing challenges and strategic decisions. 6. Evaluate product innovations, pricing strategies, distribution channels, and promotional campaigns using marketing principles and consumer psychology. 7. Integrate sustainable and global market considerations into marketing strategies and strategic planning processes. 8. Interpret marketing as a social and cultural phenomenon that interacts with political, economic and technological forces, not only as a business function. Personal and Key Skills: 9. Collaborate effectively in team settings to research, develop, present, and refine marketing strategies and plans. 10. Communicate marketing insights, strategic recommendations, and plans clearly through written analyses and oral presentations.	

11. Reflect critically on how organizational decisions impact multiple stakeholders and society, considering ethical marketing practices and corporate responsibility.
Learning and Teaching Methods:
The course consists of a combination of lectures, in-class activities, and case studies.
Required Reading:
Textbooks: Solomon, M. R., Marshall, G. W., and Stuart, E. W. (2022) Marketing: Real People, Real Choices, 11th Edition, Pearson. ISBN: 9780136810476 <i>Note: Chapter Information in the course schedule corresponds to Marketing: Real People, Real Choices textbook</i> Kotler, P., Armstrong, G., and Balasubramanian, S. (2021) Principles of Marketing. Global Edition. 19 ed. New Jersey: Pearson-Prentice Hall.
Suggested Reading:
TBA in ODTUCLASS

Assessment and Grading:				
Form of Assessment	% Contribution	Size of the assessment	CSLOs covered by the assessment	Feedback Method
Participation	10	Attendance and in-class participation	1-11	Oral feedback
Midterm Exam 1	20	30 mins, multiple choice and/or short answer exams	1-11	Written feedback
Midterm Exam 2	20	Multiple choice and/or short answer exams	1-11	Written feedback
Marketing Plan Prep Assignments	15	3 short group submissions	1-11	Oral or Written feedback
Marketing Plan Group Project	35	Written marketing plan and presentation	1-11	Oral or Written feedback

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 <u>Disability Support Office</u> (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."

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:

<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 send me an email to come to my office hours for your questions, concerns, or, suggestions.

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
September	29	Introduction and Syllabus Review	Ch1	CSLO 1
October	1	Creating and Delivering Customer Value Needs and Wants	Ch1	CSLO 1
October	6	Strategic Market Planning (Mission, SWOT, Portfolio Matrices)	Ch3	CSLO 2, 8
October	8	Strategic Market Planning (Mission, SWOT, Portfolio Matrices)	Ch3	CSLO 2, 8
October	13	Marketing Environment	Ch 3	CSLO 8
October	15	Market Planning (Marketing Strategies-4Ps)	Ch 3	CSLO 2, 6, 8
October	20	Market Research	Ch 4	CSLO 5
October	22	Market Research and Analytics	Ch 4, 5	CSLO 5
October	27	Understand Business and Consumer Markets	Ch 6	CSLO 4
October	29	Republic Holiday		
November	3	Understand Business and Consumer Markets	Ch 6	CSLO 4
November	5	Segmentation, Targeting, and Positioning	Ch 7	CSLO 3
November	10	Review Session		
November	12	Midterm 1 (The chapters are subject to change: Ch 1, 3, 4, 5, 6, 7 + Lecture Notes)		

November	17	Segmentation, Targeting, and Positioning	Ch 7	CSLO 3
November	19	Product I (Innovation and New Product Development)	Ch 8	CSLO 5, 6
November	24	Product I (Innovation and New Product Development)	Ch 8	CSLO 5, 6
November	26	Product II	Ch 9	CSLO 5, 6
December	1	Product II	Ch 9	CSLO 5, 6
December	3	Pricing	Ch 10	CSLO 5, 6
December	8	Pricing	Ch 10	CSLO 5, 6
December	10	Distribution (Place)	Ch 11	CSLO 5, 6
December	15	Distribution (Place)	Ch 11	CSLO 5, 6
December	17	Midterm 2 (The chapters are subject to change: Ch 7, 8, 9, 10, 11 + Lecture Notes)		
December	22	Promotion I	Ch 13	CSLO 5, 6
December	24	Promotion II	Ch 14	CSLO 5, 6, 9, 10, 11
December	29	Global and Sustainable Marketing	Ch2	CSLO 7, 11
December	31	Customer Experience	Ch 12	CSLO 1,4,5

Midterm Exam 1 and 2:

Each Midterm Exam is worth 20% of the final grade. They last 30-40 minutes and consist of multiple-choice questions. Exams will be held during normal class hours.

Marketing Plan Preparation Assignments:

Groups of 3-4 students are expected to complete a marketing plan. During the semester they will submit 3 group assignments worth 15% of the final grade. Details will be provided during the semester.

Group Project (Marketing Plan):

Groups of 3-4 students are expected to complete a marketing plan. Group project accounts for 35% of the final grade.